



PrimStera Marketing
Amazon Listing Template

Please answer the following questions and submit the form to aaron@primsteramarketing.com. We will use the information provided as a basis for our in-depth product research as we create the listing.

Once we receive the required information and payment, a listing will usually be completed within 5-7 business days.

Listing Template:

Step 1: What industry does this product relate to? Please describe the Amazon category and subcategory where this product belongs (if you are unsure, just list a few possible category ideas. We will take it from there):

Step 2: Provide us with a basic title for your product:

Step 3: What is your Brand Name?

Step 4: Tell us about your product:

- What is it?
- What are the features and benefits that you want to highlight for your customers?
- Is there something special about your product that gives it an edge over other similar products in your niche that will be beneficial for your target audience to know about?
- Who is your target audience?



Step 5: Please provide us with a link to a website, google drive file, or an online listing so that we can see what the product looks like. Alternatively, you can email a picture to aaron@primsteramarketing.com.

Step 6: What is included with this product?

- What are the dimensions/weight?
- Are there any bonus items, extras, or complimentary items that add value to the main item?

Step 7: Tell us about your competitors: If you know of similar products to yours on the internet, please provide us with 3 URLs to their products, starting with the one that you think is your biggest competitor. Indicate which, if any, product presentation you like, and would like us to include aspects of in our listing design:

Step 8: Guarantee: Do you offer a money-back or customer satisfaction guarantee? If so, please include a copy of your guarantee so that we can include it in the listing.

Step 9: Additional Uses: Are there other uses or scenarios in which your product is useful that you think would be beneficial for your target audience to know about? Is it useful at work and home? Perhaps at school? Does it appeal to both genders and multiple age groups? Indoors, outdoors, or both? Please list any additional uses or scenarios where your product would benefit your customers.

Step 10: Gift Suitability: is your product suitable as a gift? If so, what type of audience or scenario would appreciate your product as a gift? Weddings, teachers, parents, bosses, friends, etc.

Step 11: Tone: What tone would you prefer in the listing? We can make it more informative/educational, or we can make it more of a sales pitch to “Buy Now”. This will also be affected by the type of product and your target audience.

Please fill out the following information:

Company Name:

Client Name (First & Last):

Phone:

Email:

Please submit this form to aaron@primsteramarketing.com.