

Amazon Brand Launch Checklist

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Phase 1: Discovery & Onboarding

Goal: Understand client's brand, products, and goals.

- **Initial Discovery Call**
 - Learn brand story, target audience, and sales goals.
 - Determine budget for setup, advertising, and inventory.
 - **Sign Agreements**
 - NDA to protect IP
 - Business Services Agreement outlining scope and compensation
 - **Account Access**
 - Collect access or permission for:
 - Amazon Seller Central (or help create one)
 - Brand assets (logos, photos, style guides)
 - Shopify, Kickstarter, or existing website (if applicable)
 - Social media handles (optional, for traffic planning)
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Phase 2: Legal, Logistics & Brand Registry

Goal: Ensure the client is brand-eligible and ready to sell.

- **Trademark Setup (if not yet secured)**
 - Refer client to IP attorney for brand name registration
 - Use IP Accelerator for fast-track Brand Registry (if needed)
- **Amazon Seller Account Setup**
 - Professional Seller Central account
 - Tax and bank account info added
 - Two-factor authentication enabled

- **Warehousing & Prep Plan**
 - Confirm FBA vs FBM strategy
 - Choose prep center or 3PL
 - Plan box content labeling, dimensions, and carton weight
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● **Phase 3: Brand Presence & Product Listing**

Goal: Prepare for a high-converting product launch.

- **Brand Registry Approval**
 - Enroll trademarked brand
 - Unlock A+ Content, Sponsored Brands, and Brand Store
 - **Product Listing Creation**
 - Keyword research using Helium10 or similar
 - Write optimized:
 - Title, bullets, description
 - Backend search terms
 - SKU naming conventions
 - **Visual Assets**
 - High-quality product images
 - Lifestyle mockups or renders
 - Infographics explaining game or product features
 - A+ Content (Enhanced Brand Content) layout design
 - **Amazon Brand Store (optional in Phase 1)**
 - Build and link storefront
 - Include video, cross-sells, social proof, mission statement
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● **Phase 4: Advertising & Launch**

Goal: Get initial sales and reviews flowing.

- **Initial PPC Campaign Setup**
 - Sponsored Products: Auto + Manual campaigns
 - Keyword match types: Broad, Phrase, Exact
 - Negatives and budget plan
 - **Listing Optimization Timeline**
 - Track conversion rates, CTR, and ACOS
 - Adjust pricing or images if needed
 - **Review Strategy (Compliant)**
 - Insert card strategy (within Amazon's terms)
 - Early Reviewer Program / Vine Program (if eligible)
 - Build in social proof from external sources
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● **Phase 5: Post-Launch Support**

Goal: Optimize operations, marketing, and scaling.

- **Inventory Replenishment SOP**
 - Monitor restock alerts
 - Build spreadsheet or use tool (Replen Dashboard, RestockPro)
 - **Analytics & Reporting**
 - Weekly or monthly performance summary
 - Track: sales, ACOS, TACOS, reviews, refunds
 - **Plan for Scaling**
 - Launch new flavors/variants/expansions
 - Cross-sell via brand store or ads
 - Get product into Amazon Canada / EU if appropriate
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 **Documents to Maintain**

- Signed NDA
- Signed Service Agreement
- Trademark registration or IP Accelerator application
- Brand Registry approval screenshot
- Product listing preview drafts
- Ad campaign launch report
- Monthly performance reports