

Jungle Scout Cobalt



Marketing Strategies for Growing Your Brand's Market Share

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As an effective marketer, you aim to create and implement strategies to make consumers aware of your company's brand and fuel sales of its products. The results of these efforts can reach your company's c-suite and investors. It's important that the c-suite learns of your wins so that they invest in marketing, while it's important that investors see rising sales to invest in your company and its products.

Discovering your company's market share and share of voice is key for developing a marketing game plan. By tracking and analyzing this data, you can gauge how your brand stacks up against competitors, reveal the dominant brands in a market, identify new competitors, and decide which marketing strategies to employ.

This guide will demonstrate how to develop marketing strategies to help your company grow its market share – or protect its existing market share – on Amazon. These strategies can include launching A+ Content, optimizing your listings, optimizing your keywords, and building your brand reputation with customer reviews.

In order to choose which strategies to employ, and be able to measure their impact, you first need to get a baseline for your company's market share and share of voice.

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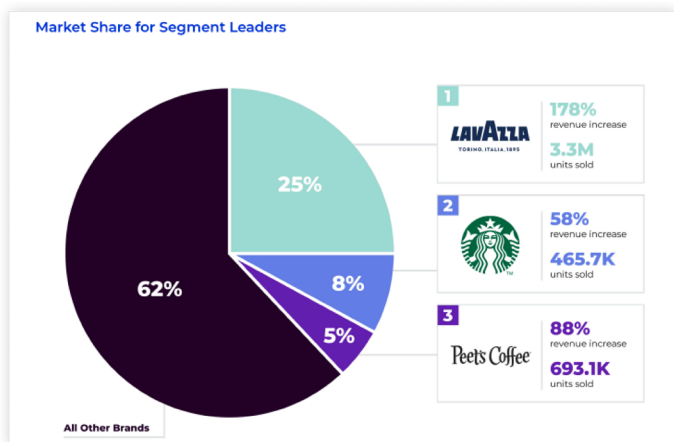
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How to Track Market Share and Share of Voice

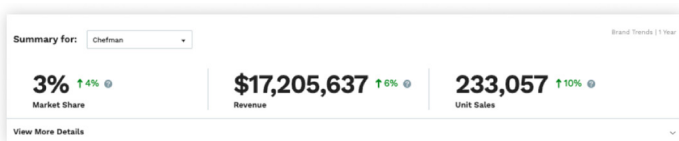
Market Share

Identifying your market share can be a time-consuming task without using an automated tool. You can check your Best Sellers Rank (BSR) for all of your listings to gauge your product's approximate position in the market and do the same for your competitors. However, there are far less tedious ways to get a more precise idea of how you stack up against the competition.

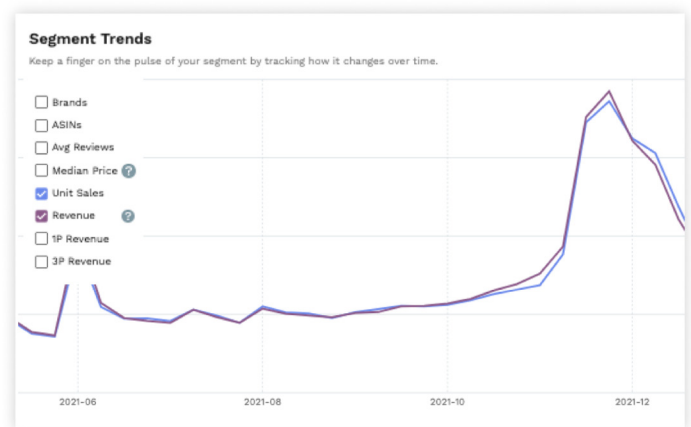
Automated tools that use sophisticated machine learning technology, such as **Jungle Scout Cobalt**, can calculate your market share and the market share of all of your competitors. Cobalt can show you the total estimated revenue and unit sales for a single brand, as well as a group of keywords, brands, categories, or ASINs.



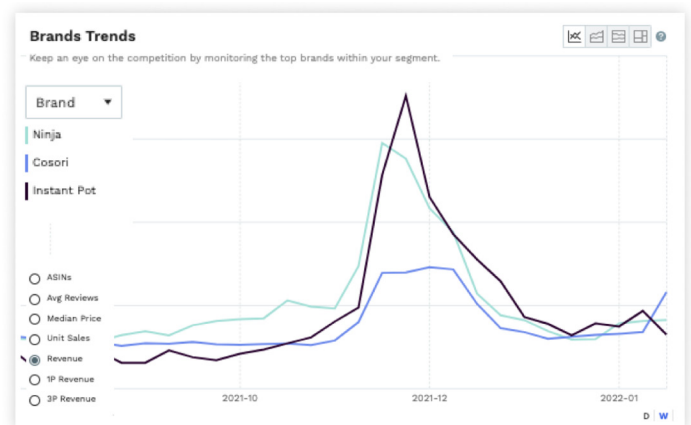
You can then see how the top brands within your segment stack up in terms of the number of ASINs, average number of reviews, median price, and more. Cobalt shows you the top 25 products by revenue in your segment – and how the revenue of those products has changed over time.



Cobalt displays the exact market share, estimated revenue, and unit sales for a specific brand. You can view how this data has evolved over a selected timeframe for historical insights. Moreover, Segment Trends shows changes in unit sales and revenue for a segment in a line chart for a visual representation of the data. This view can help you easily gauge your performance in a segment for a selected time frame.

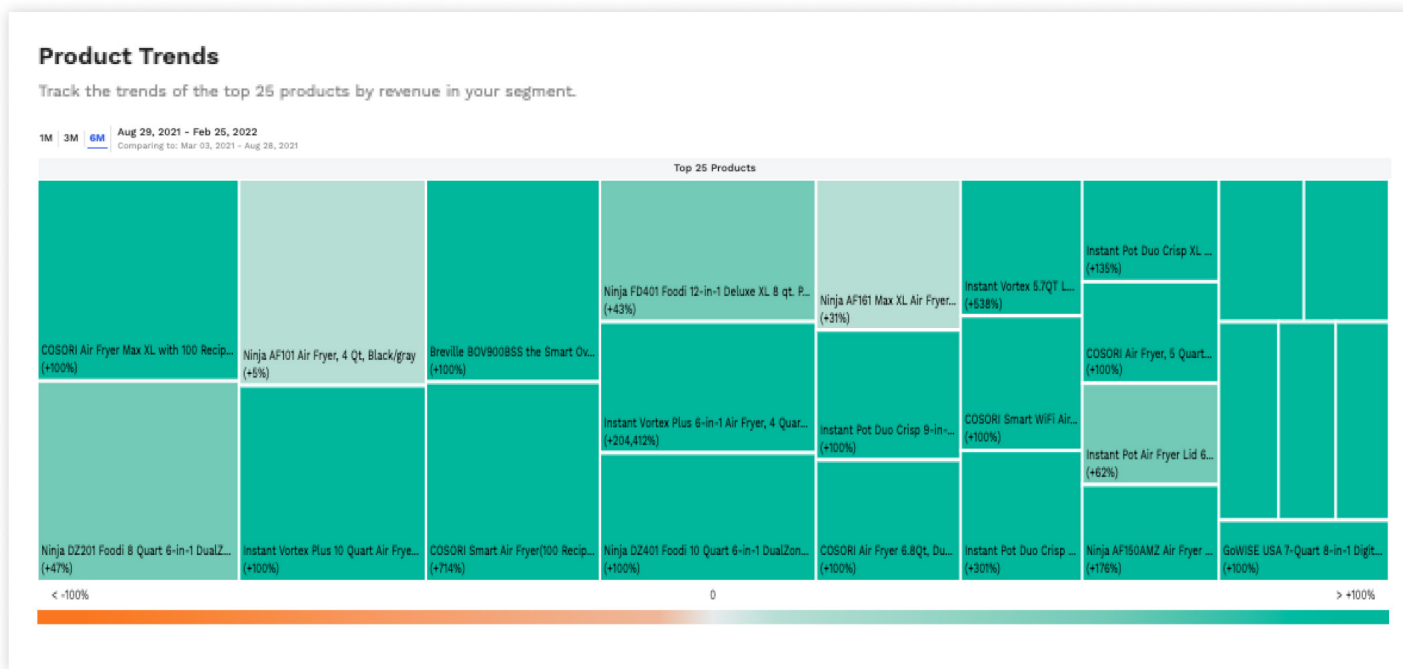


To keep an eye on the competition, you can see changes in unit sales and revenue for other brands through Brands Trends. This view can show how you stack up against main and emerging competitors.



And, to see which products in a segment are most popular with consumers, Product Trends displays a

treemap graph that shows revenue trends for the top 25 products in a segment.



Share of Voice

Beyond market share data, it is important to track your share of voice (SOV). To measure organic SOV, you can manually comb through Amazon search result pages, count your organic placements, and count your competitor's organic placements, and then compare your results to your competitor's combined placements. However, this process is tedious and time-consuming.

Alternatively, Cobalt gives you access to your precise organic and sponsored SOV (and that of your competitors') for any given keyword on Amazon.

You can see the monthly search volume for a particular keyword associated with your brand along with your average PPC bid.

Once you know your market share and SOV – and that of your competitors – you can execute strategies to grow and protect your market share. This guide highlights four key strategies for growing and maintaining market share that can help your company's brand win on Amazon.

Top Brands
Based on 160 placements

Brand	Placements	Weighted SOV ▼	Basic SOV	Avg. Position	Avg. Price	Filter	
						All	Sponsored
Black+decker	6	35.38%	3.75%	23	\$44.76		
Mr. Coffee	8	21.27%	5%	56	\$54.89		
Cuisinart	28	15.93%	17.50%	66	\$93.38		
Keurig	19	12.67%	11.88%	58	\$184.16		
Hamilton Beach	20	12.49%	12.50%	45	\$82.32		
Ninja	6	1.91%	3.75%	59	\$154.62		

4 Marketing Strategies to Grow Market Share

1. Launch A+ Content

A+ Content is additional real estate on your listing and is available to brands enrolled in [Amazon's Brand Registry Program](#). It allows you to include product photography, infographics, and descriptive text within your product description. By designing A+ Content, you can capture the attention of consumers and keep them from scrolling too quickly through the information that you're using to convince them to buy.

A+ Content provides your brand with a number of benefits from building your market share by driving sales to ensuring that a product meets a consumer's expectations:

- A+ Content allows you to cross-sell related products from your Amazon catalog, thus reinforcing your brand, providing more details about the benefits of purchasing your product, and keeping potential customers engaged.
- A+ Content gives consumers a better understanding of your offerings. Providing customers with a better sense of an item before it arrives at their doors leads to fewer returns and fewer negative reviews.

A+ Content not only helps sell a product to your customers, it can also help your company stand out in the market.

You can set your company apart from competitors by sharing your brand's story and telling customers why they should buy from your brand over others. As a result, your company can continue to build its customer base to encourage repeat business – and build your market share over time.

The infographic is titled "1-SHOPPE" and features a central image of a hotel maid in a grey uniform and white apron, standing next to a stack of white towels and a small pink flower. To the left of the image is a circular icon containing two product tubes. To the right is a grey box with a white checkmark icon and a list of use cases. Below the central image is a banner with the text "1-SHOPPE We proudly offer a variety of hotel amenities kits!" and a photograph of various "H2O" brand amenities kits, including tubes of lotion, soap, and shampoo. At the bottom of the banner is the text "Search '1-Shoppe Products'".

The 1-Shoppe All-In-Kits contain amenities ideally packaged together for utility, convenience and cost savings.

Not just for hotels!

- ✓ Gym Bathrooms
- ✓ Airbnb & VRBO
- ✓ Cruise Ships
- ✓ Guest Rooms
- ✓ Airport Lounges
- ✓ Realtor Open House Gifts
- ✓ Homeless Outreach

1-SHOPPE We proudly offer a variety of hotel amenities kits!

Search "1-Shoppe Products"

EXPERT ADVICE

Enterprise brands may benefit from Premium A+ Content (otherwise known as "A++ Content") for a more premium feel. With A++ Content, you can embed videos and offer interactive comparison charts, among other benefits. A+ Content is free, but there is a charge for A++ Content. However, Premium A+ Content can increase conversion rates up to 15% more than Basic A+ Content.



Eva Hart

Enterprise Ecommerce Expert, Jungle Scout

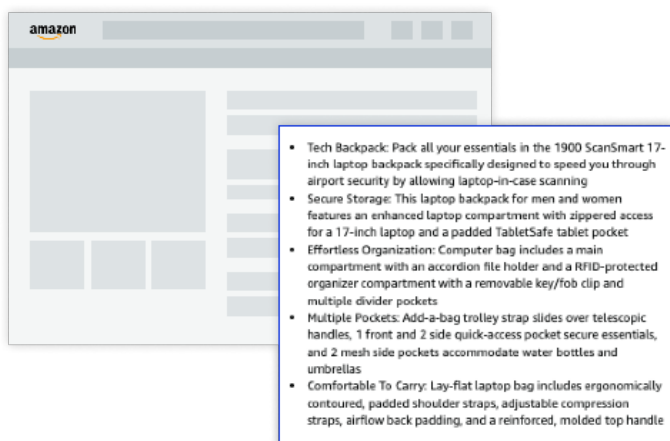
2. Optimize your listings

The quality of your listings can make or break your market share. Optimized product detail pages are key to impressing Amazon shoppers and influencing their decision on whether to purchase your product (and build your company's market share) or your competitor's product (and build *their* market share).

An optimized product listing begins with an optimized title. Be sure to include the product quantity, product size, key product features *and* benefits, and use cases in your title. Ensure that you are using high-converting keywords that help your listing rank high in the search results (more on discovering your competitors' keyword strategies in the next tip). And take advantage of all of the characters available.

Note: The number of characters your brand is allowed to use in your titles and bullet points varies by category. We recommend taking full advantage of the maximum character count.

For your listing's bullet points, be sure to include optimized keywords in text that flows naturally (you don't want to simply include as many keywords as possible). These bullet points should concisely convey essential information about your product to customers. Be sure to demonstrate the key selling propositions of your product and the benefits of each of your product's features.



And, while A+ Content will take the place of a product's description on a listing, many Amazon experts have suggested that it's important to still have a product description because Amazon uses this information for keyword indexing. For this reason, we recommend that you don't skip this step.

Your secondary images, listing videos, and product photography in your A+ Content are the most important aspects of your listing because customers aren't able to experience your company's product in-person before making their purchase like they would with brick-and-mortar shopping. Ensure that your photographs show your company's product at different angles, including packaging, lifestyle, and close-up shots.

EXPERT ADVICE

Make your images at least 1,000 pixels on the longest side. This dimension enables the hover-to-zoom function, which gives customers a better idea of your product's quality – and can increase your conversions.



Eva Hart

Enterprise Ecommerce Expert, Jungle Scout

3. Optimize your keywords

It's not easy to find which keywords to use to direct consumers to your listings – and which keywords are best for driving sales. It may be even harder to decide how to best build your listings to convince consumers to purchase your product – and how to make your listings stand out from your competitors'.

Keywords are essential to helping customers find your listing: You want to use the right keywords so that your product appears in the first few search results. The less scrolling consumers do, the more likely they are to make a purchase – and, therefore, help build your market share.

Begin your keyword research by studying the listings in the top organic spots in the search results to see which keywords your competitors have used in their titles, bullet points, and product descriptions. Include these keywords within your own listings to help boost your rankings.

EXPERT ADVICE

Long-tail keywords – phrases that are four words or more – have a higher probability of conversion. Instead of trying to rank for “shoes,” try to rank for “red men’s running shoes.” However, as long-tail keywords have a smaller search volume than short-tail phrases, you need many long-tail keywords to make up that difference in search volume.



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You can run an Amazon PPC automatic campaign to find optimized keywords to include in your listing. It may seem counterintuitive to run ads for your product before you have optimized your keywords, but automatic campaigns let Amazon test different keywords and seek ones that convert the best. After about one week of ads, run a report for your keyword search terms to discover the best-converting keywords.

However, there is a far easier way to conduct keyword research. You can use Cobalt’s Keyword Scout to automatically discover optimized keywords. Enter a competitor’s ASIN into this tool and you can see which keywords they rank for – and the search volume that they generate. You can also learn how easy it is for a new product to rank for a given keyword. This information can be essential to deciding which keywords to include in your optimized listing.

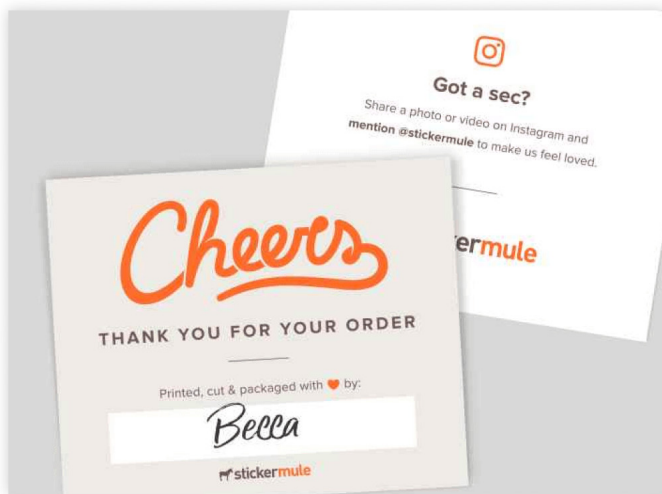
Results 1,645 Keywords							Download CSV
Keyword	30-Day Search Volume (Exact)	30 Day Trend	Dominant Category	PPC Bid (Exact)	PPC Bid (Broad)	Ease to Rank	
<input type="checkbox"/> waterproof phone pouch	180,597	↑58%	Cell Phones & Accessories	\$0.79	\$0.97	Very Difficult	
<input type="checkbox"/> waterproof bag	76,910	↑46%	Sports & Outdoors	\$1.03	\$1.09	Moderate	
<input type="checkbox"/> waterproof phone case	49,838	↑34%	Cell Phones & Accessories	\$0.89	\$0.98	Somewhat Difficult	
<input type="checkbox"/> water proof phone pouch iphone	26,556	↑68%	Cell Phones & Accessories	-	-	Easy	
<input type="checkbox"/> beach must haves	16,747	↑103%	Clothing, Shoes & Jewelry	\$0.71	\$0.73	Easy	
<input type="checkbox"/> waterproof pouch	16,142	↑48%	Cell Phones & Accessories	\$0.95	\$0.92	Moderate	
<input type="checkbox"/> pouch	13,537	↑23%	Beauty & Personal Care	\$1.70	\$1.18	Very Difficult	
<input type="checkbox"/> waterproof case	11,192	↑26%	Cell Phones & Accessories	\$0.72	\$1.22	Moderate	
<input type="checkbox"/> waterproof phone pouch floating	10,209	↑75%	Cell Phones & Accessories	\$1.08	\$1.13	Easy	

4. Increase customer reviews

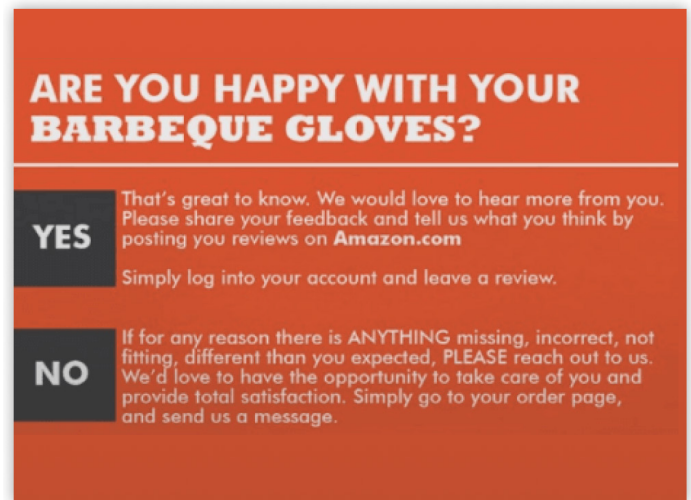
It is not always easy to collect feedback from your ecommerce customers. **52% of businesses** report that getting reviews is a challenge on Amazon. Fortunately, there is a way that you can design your product packaging to encourage customers to offer their feedback on your products.

You can include inserts such as cards, 1-pagers, or pamphlets within your product packaging. Be sure that you thank your customer and include easy-to-read instructions if your company's product requires a bit more effort to use. And, if your product has a warranty, or your company offers a money-back guarantee, include that information.

The most important function of an insert, however, is seeking a review. You want to ensure that you are making this request neutrally and that your customer knows that every experience – positive or negative – warrants a review on Amazon. By making this request neutrally, you can stay compliant with Amazon's **Terms of Service (TOS)**.



You should review Amazon's ToS to learn what kinds of content you can and cannot include in your inserts. For example, you are not allowed to ask for a "positive" or a "5-star" review or divert negative reviews. The below product insert is an example of a product insert that would not adhere to Amazon's ToS:








By including ToS-compliant product inserts in your packaging, you can increase the number of customer reviews on your listing. This, in turn, can encourage potential customers to purchase your product, which will help grow your company's market share.

Jungle Scout for Measuring, Growing, and Maintaining Market Share

In this guide, we've covered a number of **Cobalt** tools for conducting detailed market share and SOV research and tools for implementing strategies to grow or maintain market share:

Jungle Scout **Cobalt**

-  **Market Insights**
Gather detailed sales data for ASINs and identify competitors in a given product category
-  **Keyword Scout**
View the keywords your competitors are using to drive discoverability and conversions
-  **Opportunity Finder**
Discover product niches that have low competition and high demand
-  **Listing Builder**
Craft the most effective product listings based on the top keywords found during your research
-  **Share of Voice**
View your total SOV and the SOV of your competitors

Discover how Cobalt can help you increase your market share.

Speak with a Jungle Scout expert today!

[Request a Demo](#)