

THE FINAL HOLIDAY COUNTDOWN

Amazon Checklist for Holiday Success: Dates, Tasks, and Tips to Win this Season and Beyond

Welcome to the final countdown for the biggest selling season on Amazon. Even if you're getting a late start or you've missed a few deadlines, it is never too late to prepare your brand for success!

Deals and Promotions



52% of consumers search for deals on the gifts people on their Christmas list ask for

Everyone loves a deal, and over half of consumers will be on the lookout for the best ones while shopping for the holidays. In addition to submitting Black Friday, Cyber Monday, and holiday discounts, start organic promotions early to connect with deal-seeking shoppers.

To-do

Create holiday bundles, deals, and coupons



NOTE ON DISCOUNTS

- *Lightning Deals must offer a minimum 20% discount*
- *7-Day Deals must offer a minimum 15% discount*

Plan [Amazon Posts](#) and [Amazon Live](#) content

Share all promotions and discount codes on your social media pages to drive sales

Listings + Storefront



55% of consumers start Christmas shopping before Thanksgiving

Once the back-to-school season ends, consumers don't wait long to start shopping for holiday products and gifts. If you wait too long to optimize your Amazon listings with holiday branding and keywords, you're likely to miss out on the initial rush of early-bird shoppers, so you should start this process now.

To-do

Optimize your Amazon storefront with gift guides and holiday imagery

Add holiday keywords to listing titles, bullets, description, and backend search terms

Add 1-2 holiday-themed product images to listings

Optimize A+ Content to include holiday branding

Ensure all products are matched to the correct ASIN to avoid order errors

Advertising



22% of ALL annual Amazon ad spend occurs in November and December

An uptick in advertising during the holidays means higher budgets and more competition for keywords. Testing ad strategies early can help you avoid wasted spend by making optimizations before holiday ad competition peaks. This can also free up time later in the season to build campaigns targeting last-minute shoppers.

To-do

- Allocate a holiday campaign budget
- Plan OTT, DSP, and social advertising to drive off-Amazon traffic to listings
- Start testing advertising strategies now
- Coordinate promotions with advertising campaigns to drive higher sales than isolated promotions
- Analyze historical data from last holiday season to influence your overall ad strategy this season

Inventory



67% of consumers shop for holiday gifts on Amazon

Shopping on Amazon is even more popular during the holiday season than the rest of the year, which means you'll need additional inventory and may want to enlist the help of a third-party warehouse for seasonal storage. Start ordering and shipping your holiday inventory as early as possible to avoid stockouts and keep up with the surge in demand.

To-do

- Review your Amazon inventory storage limits
- Check inventory levels and place orders
- Re-list items that were previously out of stock
- Check "Manage Inventory" daily for suppressed or inactive listings
- Ship all holiday inventory to FBA warehouses

★ KEY DATES

Christmas inventory deadline: Dec 1

Post-Holiday



61% of consumers start their product searches on Amazon

Even after the holidays are over, a majority of consumers turn to Amazon when searching for products. Product returns often spike in January, but with Amazon gift cards being a popular holiday gift, you may also see a burst of sales. Don't wait to start thinking about things like this that could impact post-holiday sales and operations. Planning ahead will help set your brand or clients up for a smooth and profitable transition into the new year.

To-do

- Begin post-holiday promotions to clear out excess inventory
- Increase support to process post-holiday returns

★ KEY DATES

Amazon allows items shipped between Nov 1 - Dec 31 to be returned until Jan 31 the following year.

- Begin shipping inventory for the new year

★ KEY DATES

Post-holiday inventory should arrive at warehouses no sooner than Dec 17

Expert Holiday Readiness Strategies

Analytics and automation tools can take your holiday readiness strategies to the next level and cement your brand or agency's place ahead of the competition.

With **Jungle Scout Cobalt**

- ✓ Use **Share of Voice** data to see which seasonal terms your competitors are targeting (and the PPC bids you'll need to outrank them)
- ✓ Enable **Listing alerts** to stay instantly informed on changes to your and your competitors' listings, such as going out of stock, price and Buy Box changes, and more
- ✓ Use **Listing Builder** to optimize listings with recommended keywords to improve organic rankings and ensure holiday shoppers find your products
- ✓ Monitor changes in search trends throughout the holiday shopping season and discover new, high-performing terms to add to your product listings and backend keywords with **Keyword Scout**

With **downstream** by Jungle Scout

- ✓ Use **ROI Optimization** to set ACoS/RoAS targets for holiday ad campaigns and Downstream will automatically adjust bids to hit those targets with the best possible ROI
- ✓ Enable **Keyword Harvesting** to automatically find holiday search terms that are driving sales and add them to your campaigns
- ✓ Use **Advanced Budget Control** to set custom bid multipliers and distribute your budget to ensure your ad is always being served during peak shopping times
- ✓ Use **ASIN Harvesting** to automatically identify the highest performing products within your holiday ads and build targeted campaigns around those products

Learn more about how **Cobalt** and **Downstream** can help you streamline your advertising, track seasonal trends, and win against competitors all year long.

[Request a Demo](#)

