



Sells Like
HOT CAKES

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

FULFILLED BY AMAZON:

THE MAGIC OF

ENHANCED BRAND

CONTENT

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Hi, friends. Welcome back to Sells Like Hot Cakes. In this short video, we're going to talk about an additional feature that will help you increase your conversions of your Amazon listings. This is called enhanced brand content. It's available under advertising, and enhanced brand content. At the time of this recording, it's free because it's in a beta stage, but it might be for some fee in the future. That's why it's under advertising.

Before we begin, let's take a quick look at what you'll learn:

- ***How to get ACCESS to the enhanced brand content: This is a special feature and it's not for everyone***
- ***I'll SHOW you how to register with Amazon Brand Registry***
- ***You'll learn why you SHOULDN'T repeat images: Guys, just take ADVANTAGE of extra images and use to them to make your template come ALIVE!***
- ***Why you NEED to READ the GUIDELINES carefully before choosing your template***

This feature is available only for people who have registered their brand with Amazon Brand Registry. If you haven't done so yet, you first need to go at the Amazon Brand Registry and get your brand registered with Amazon. Then you can just go to this page of enhanced brand content and enter your SKU and get the search. After that, you will get to the page where you can add content, such as extra images and extra text.

Let me show you how it looks for one of my listings.

Amazon is providing you several types of templates that you can use. In my case, I'm using templates with several images on the left and some text on the right. As you can see, you can use bolding, italics, underline, and even bullet points on the text so it's much better than the original description, which is super boring and plain. Then you can add extra images here.

If I scroll down, I can put even more images and even more text to talk about the features of my product. Remember, you need to read the guidelines. You cannot use, for example, brands, you cannot use guarantee, you cannot use testimonials, you cannot refer to reviews or bonuses. There are a lot of guidelines for this. Also, Amazon does not want you to use the same images as your main images here; they want to see some extra images here.

If you follow the guidelines, you get your extra content approved, and hopefully, this will increase your conversions of your products. You see guys, Amazon is becoming a marketing challenge so in future people who put effort into creating a quality listing will get more sales and lazy ones that create poor listings and just buy fake reviews, will slowly fade away. It's really good news for us!



QUICK UPDATE

Just a quick update, guys. I got our first brand enhanced content approved successfully. I have been struggling a couple of times with it being disapproved because I didn't follow all the guidelines. For example, my fonts were too small, I wasn't supposed to put information about guarantee or about bonuses or about trademarks, so they asked me to revise it and, finally, I see they approved it. Let's see how it looks on the page.

Here is one of my listings over here, and now, if I scroll down, this part didn't change; it looks normal. If I scroll down, here I see there is enhanced content. You see extra images, extra text, it looks really nice and professional. I already allowed this one and it really improved our rankings. In future Amazon is moving in direction of the marketing challenge so people who invest efforts into great marketing will stand out well and sell better!

Use this and I hope it helps. See in the next videos. Bye for now.