

AMAZON KA BHAROSA

To our sellers, Amazon is more than
"just a marketplace"
it's a Bharsomand Saathi



Our recipe for success?



10 years in the game -
and we've learnt Amazon stands for
certain core truths that our sellers
believe in :



Organic Approach



Using a completely **organic** approach we wanted to help them understand **how Amazon embodies these values and could lead them to achieve success. We:**

- 01 Utilized a **relatable tone of voice**
 - 02 Jumped on **occasions that mattered** to our community
 - 03 Used our **main three callbacks** to create a yearly calendar that spelt out:
Sellers + Amazon = An Amazing Partnership
- 
- 



Transparency

The aim was to create awareness on how sellers could build their brand on Amazon. We dedicated our platform to help answer queries, share support, and call out our major benefits.



Kal Ki Tayyari



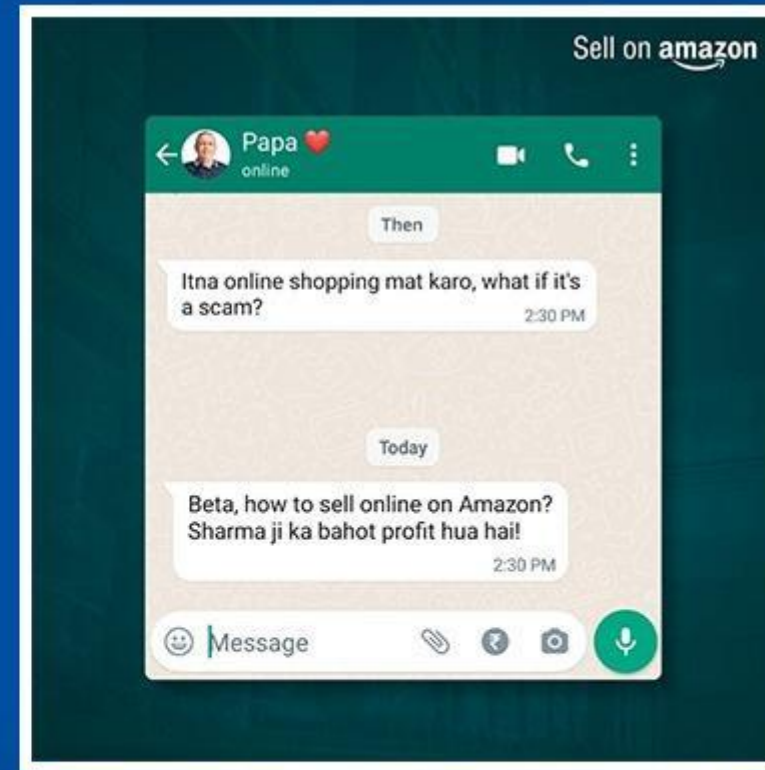
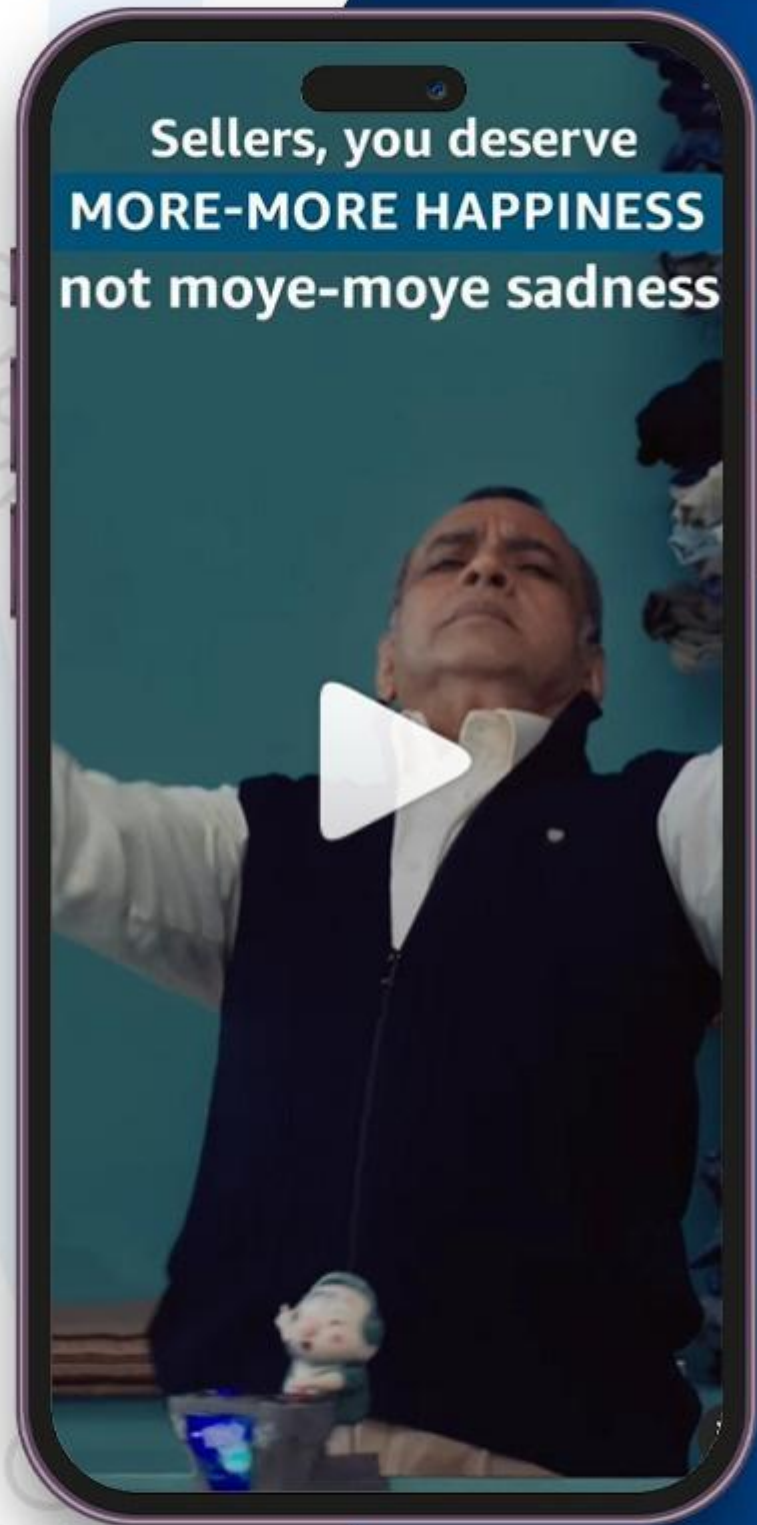
THE SELLER PROBLEM

“Success” has different meanings to different sellers. A unidimensional understanding of success across our page didn’t resonate with all people in our audience.

THE AMAZON SOLUTION

Launch Kal Ki Tayyari - the perfect creative device to encapsulate a “kal” of any seller’s dreams - from a new store, to pride in business, free up their day to enjoy “me time”, or ability to reach a pan Indian audience.

We took every chance to shed a spotlight on what success could look like for different sellers and when they could celebrate this success. From BAU to topicals, the idea was that any day and any way could embody a personal yardstick of success all possible because of Amazon.



Go Local Campaign



THE SELLER PROBLEM

Modern customers require modern tools like fast delivery and easy stock - so sellers needed to be made aware of tools they could use to achieve this.

THE AMAZON SOLUTION

Business is not a game! But customised seller services help sellers game their business. We created a **unique game board Instagram grid** where we explained in **byte sized** information Amazon's warehousing solution that helped sellers identify top selling items for delivery. With the catchy line of **"sell more and save more"** we actioned the two pronged way Go Local would help your business: speedy delivery and save on cross state delivery prices.



Prime Day

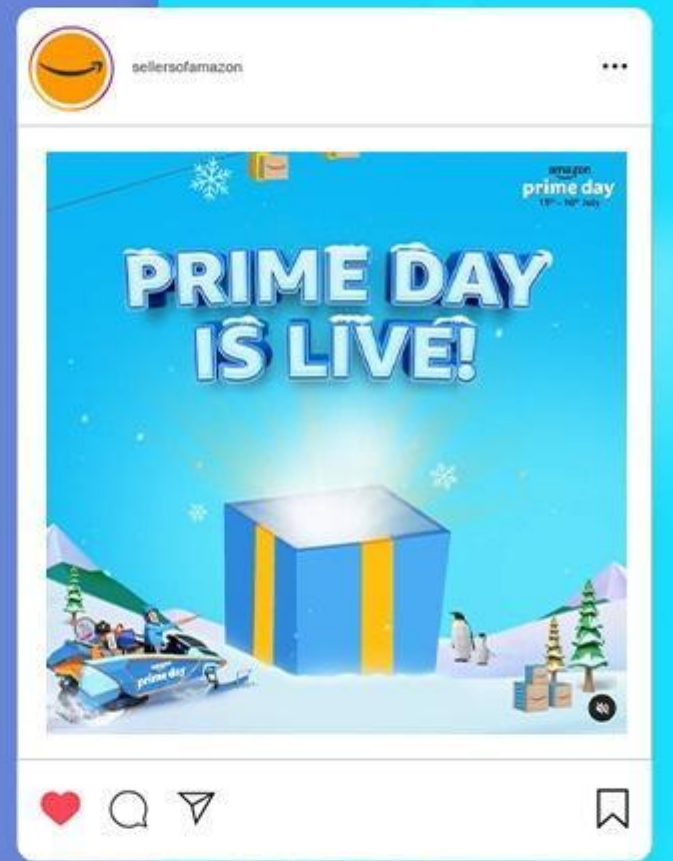
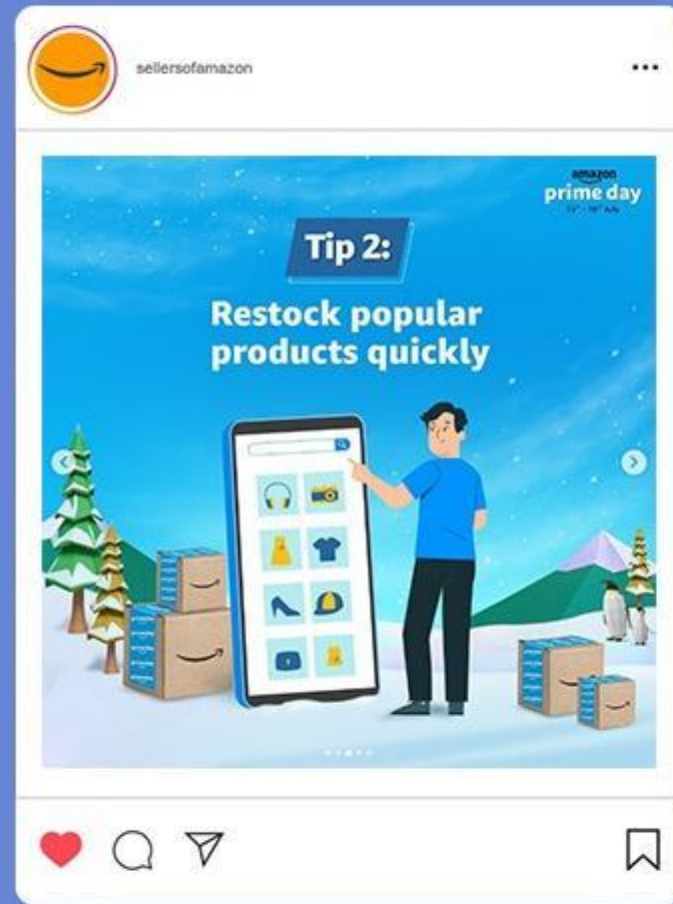
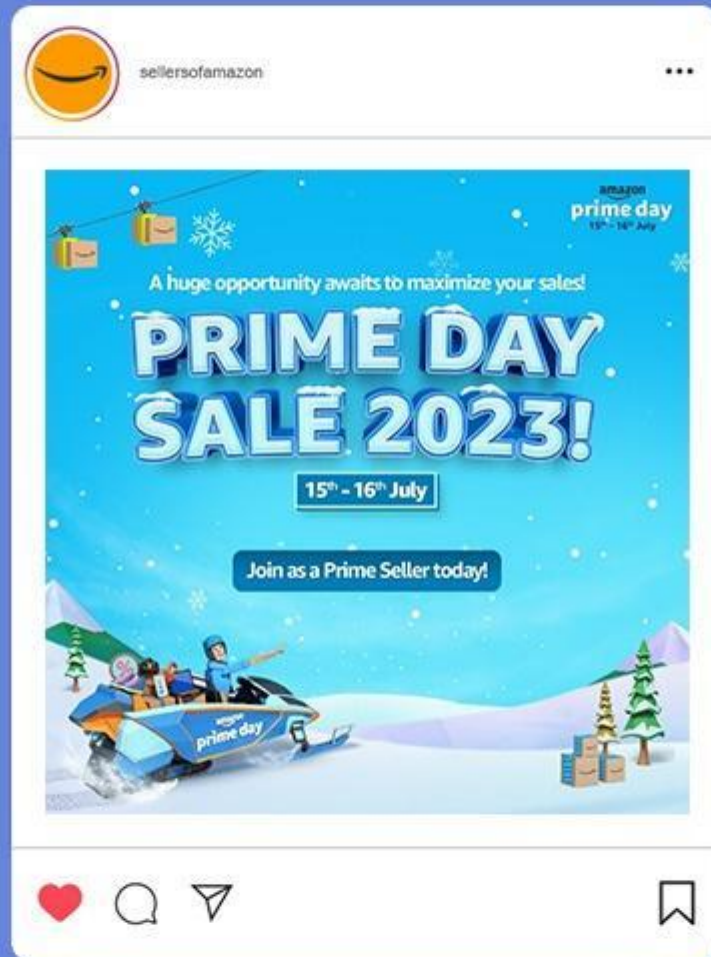
THE SELLER PROBLEM

Sellers want in on one of the biggest sale periods of the year - but the wanting and doing are 'poles' apart so how do they activate their business dreams to invite a "snow"fall of success?

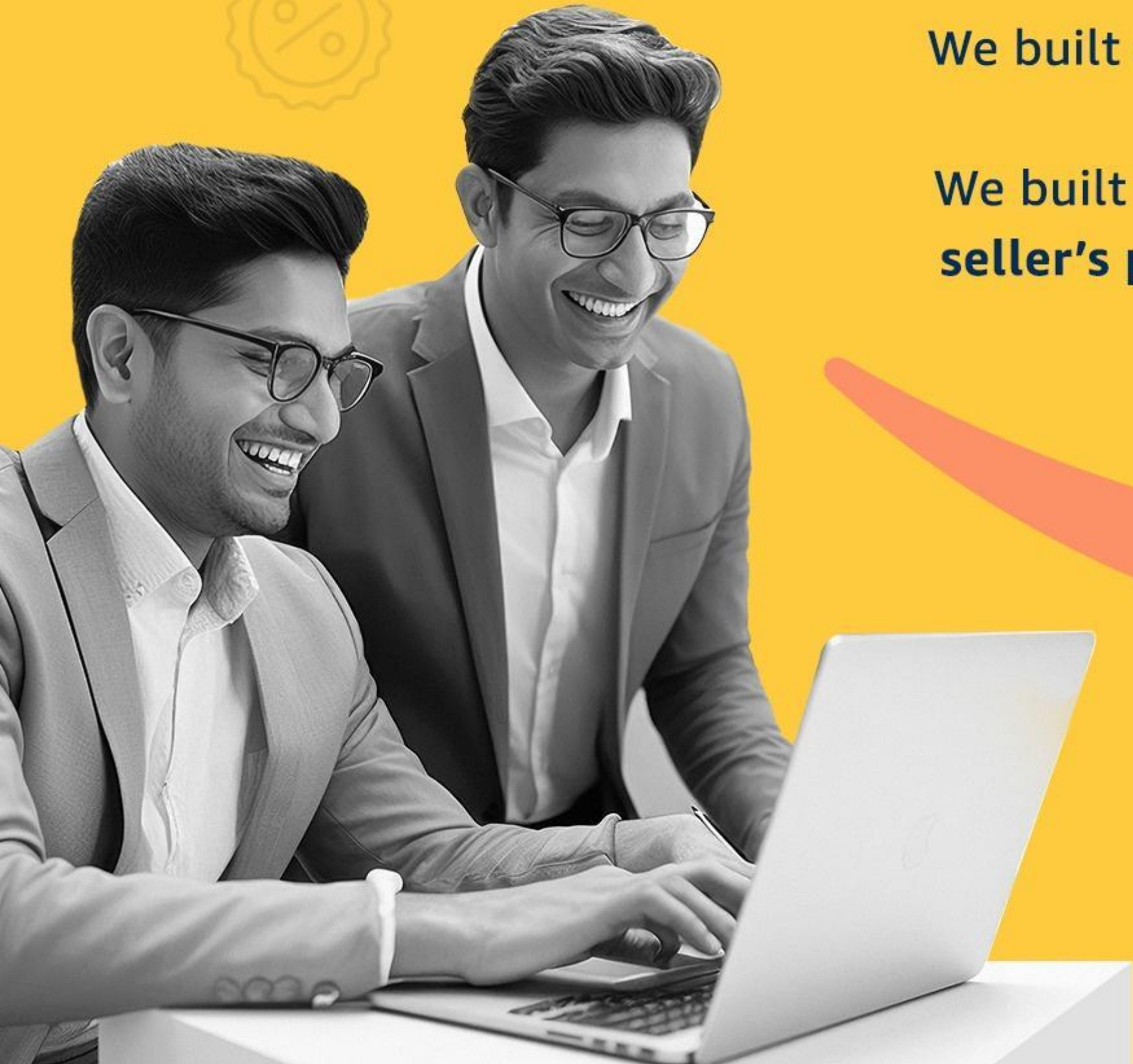
THE AMAZON SOLUTION

Incorporating the Prime Day theme '**Winter Wonderland,**' we built a visual wonderland for our sellers and shared tips and hacks to help them make the best out of Prime Day. Each post was a **blend of information and entertainment,** aimed at educating the sellers with **Prime exclusive information** and **success stories** that would help them boost their business during Prime Day. Partnering with sellers who have used Prime Day for sales and select influencers we created a prime campaign!





Trust

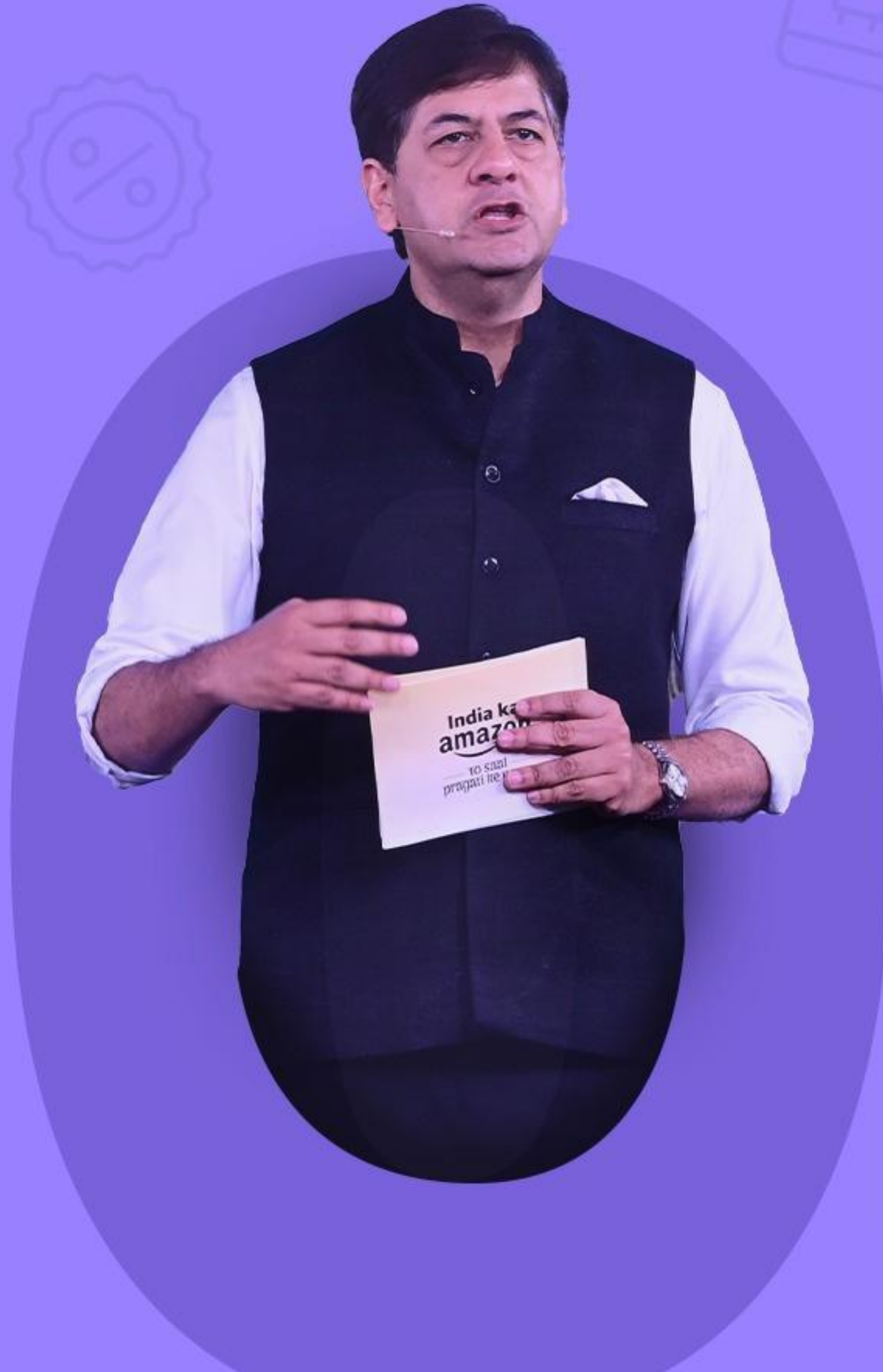


We built our partnership on the strongest foundation:
Trust.

We built this by keeping our hand on the pulse of our
seller's problems. By **tracking ORM** daily, we helped
with various **resolutions on the go.**



Smbhav 2023




THE SELLER PROBLEM

As a seller, industry trends, innovations, consumer behaviour - all are subject to change with new seasons and times. Who can then act as a weathered and committed business partner who has seen it all? Amazon ofcourse!

THE AMAZON SOLUTION


To bring Amazon's 10 years journey to light, we tapped into various live moments and highlighted them on our social media. Right from **on-the-spot updates from Smbhav 2023**, to **bytes of the speaker's sessions**, behind the scenes footage, clips of the event, influencer collaborations and hosting a Youtube live, we brought to social media. one of the biggest events hosted by Amazon. **Our feed was a reflection of trust, celebration and success!**







 sellersofamazon

amazon
smbhav
SUMMIT

After a memorable
Smbhav 2023
We'll see you again in 2024!





Friendship Day

THE SELLER PROBLEM

Sellers and entrepreneurs often tend to feel like they're alone on their business journey. Trust is then built when people can see the human aspect of an organisation.

THE AMAZON SOLUTION

For Friendship Day, we incorporated a visual first mini-campaign where we humanised Amazon and portrayed it as the best friend to sellers. We tapped into 3 fundamental principles of friendship: **love, trust and support** to create a comparison between a best friend and how Amazon emulates that role in a seller's life!



Community



With Amazon you join a **community of 14 lakh + sellers!** To ensure we kept our community as the **heroes of our success** - we shared the **spotlight on our top sellers**, showing the partnership can create wonders!



Women's Day Campaign

THE SELLER PROBLEM

Women entrepreneurs deserve exposure. They don't often get the appreciation they should for chasing their dreams and finally achieving them.



THE AMAZON SOLUTION

Women's day was the perfect opportunity to spotlight the top-selling women businesses. Through a series of posts on Instagram, we invited women sellers to share their dreams with us. Our pride? We were their partners in chasing their ambitions. We further extended the spotlight to our women sellers in the audience to participate in the contest and share their success story.

Sell on [amazon](#)

“
My dream of running a successful business became a reality with **300% GROWTH IN REVENUE**
”

Sell on [amazon](#)

“
My dream of empowering women became a reality with **100% OF WOMEN STAFF IN MY BUSINESS**
”

Sell on [amazon](#)

“
My dream of protecting the environment became a reality when I began **MANUFACTURING RECYCLED PAPER**
”

Sell on [amazon](#)

“
My dream of building a high profit business became a reality with **CRORES OF SALES PER YEAR.**
”

10 Year Anniversary

THE SELLER PROBLEM

Sellers want to partner with a business platform that helps them grow and has a dedicated history of enabling success.


THE AMAZON SOLUTION

Partnering with 4 selected superheroes - we had them share their secrets to success and how they use Amazon's platform to springboard their business. We heard them "unbox their thoughts" on how they achieved their dreams with a bharosa that didn't quit on them. Alongside their testimonials we shared a never before offer for our entire community - **a 10% off selling fee for the celebration!**



Sell on **amazon**

A DECADE OF GROWTH, GRATITUDE & TRUST



#IndiaKiApniDukaan


In celebration of Amazon's ten-year anniversary, we are offering our seller partners **10% off on selling fee*** on all orders received on Amazon.in on 5th June 2023. This gesture is to express our gratitude for this partnership.

We thank you for being a part of this journey.

*Not applicable to all sellers. For more details on this offer, visit: <https://sellercentral.amazon.in/announcements>.
Disclaimer: *This offer is valid only on Amazon.in. It is not applicable to other Amazon marketplaces. *This is a limited time offer for the year 2023. Amazon reserves the right to modify or discontinue the offer at any time without notice. The offer is subject to the terms and conditions of the offer. *This offer is not applicable to all sellers. For more details on this offer, visit: <https://sellercentral.amazon.in/announcements>.

Sell on **amazon**

Thanks for delivering smiles across miles



Sell on **amazon**



#IndiaKiApniDukaan

WE ARE JUST GETTING STARTED..

LOOKING FORWARD TO REACH NEW HEIGHT WITH THE SELLERS AND PARTNERS



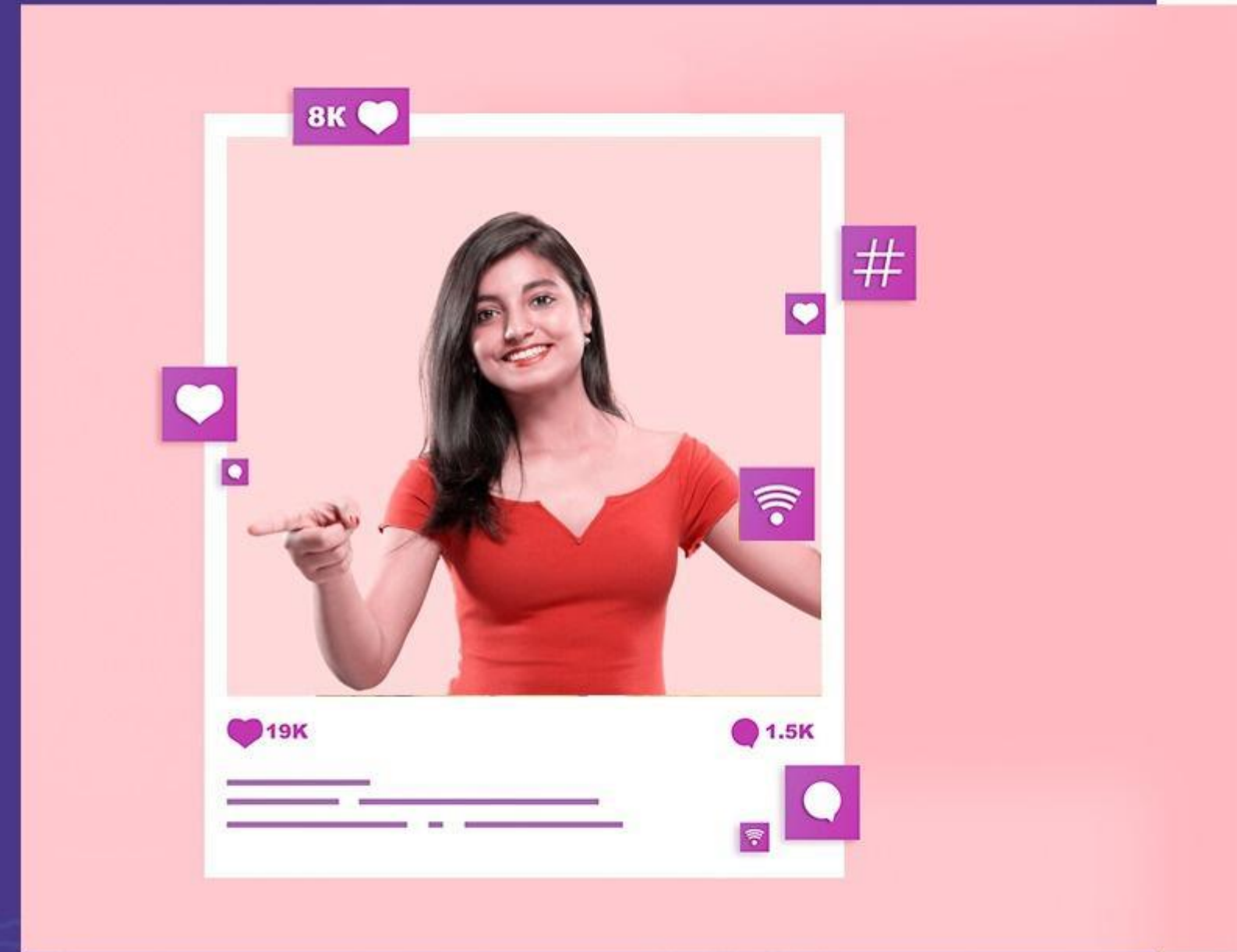
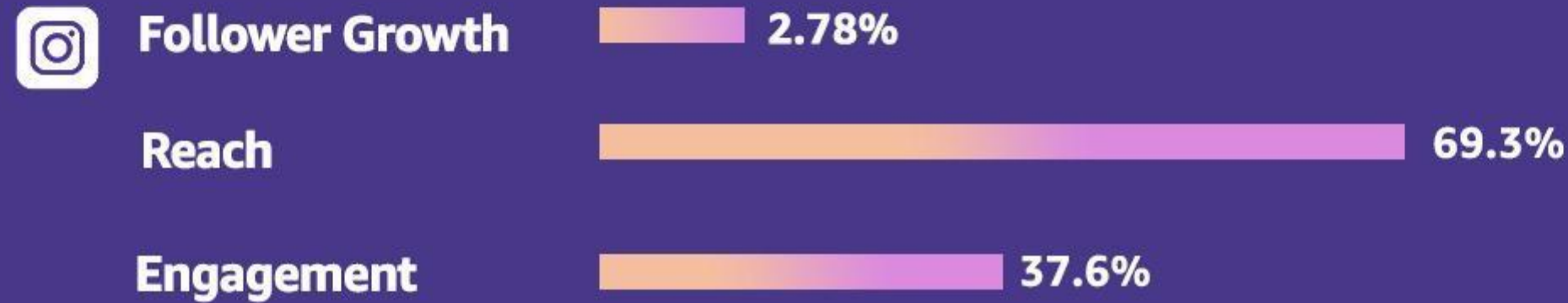
10
Amazin'
Years

14 Lakh+
Community

1
Amazon
Marketplace

Organic Social Media Growth

We don't talk the talk,
we walk the walk of #KalKiTayyari



March'23 - Dec'23

Brand Impact

March'23 - Dec'23

TOMA

↻ 400 bps from Q4'22



CONSIDERATION

↻ 900 bps from Q4'22




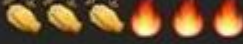

PREFERENCE





↻ 300 bps from Q4'22






Positive Sentiment: 209232

March'23 - Dec'23

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




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Lovely post
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Our biggest learning this year?

Bharosemand saathi = 100% successful Kal Ki Tayyari!

