Amazon Prime Day

Social Media Strategies to Maximize Your Amazon Prime Day Sales

When it comes to promoting **Amazon Prime Day** products on social media, there are specific strategies to consider.

While Amazon has its own advertising platform, social media offers a wider reach and audience targeting options.

Choosing the Right Ad Formats

While Amazon ads focus on product details, social media advertising requires a different approach.

Here are some effective ad formats to consider:

1 **Meta Collection Ads:** Users can explore products in a full-screen experience or be directed to your landing page. **Click to see the ad specs here.**

2 **Meta Carousel Ads:** Users can swipe through and be directed to your landing page. **Click to see the ad specs here.**

3 **YouTube Shopping Ads:** YouTube Shopping Ads will then display your products on the platform. **Set up guide here.**

4 **TikTok Interactive Add-Ons:** Engage viewers with your awareness campaigns and incentivize them to explore your Prime Day deals. **Set up guide here.**

Standing Out During Prime Day

Overcoming Platform Policies

Social media platforms often restrict linking directly to Amazon stores.

Solution? Landing pages! These dedicated webpages showcase your Prime Day products without violating platform terms. Plus, they offer more space to highlight unique selling points and tailor messaging to your audience.

Precision Targeting

With the fierce competition during Prime Day, targeting the right audience is crucial.

Utilize custom audiences, lookalike audiences, and retargeting options to reach those most likely to be interested in your products.

Tracking Your Success

Tracking the effectiveness of your campaigns requires proper backend analytics. Use UTM parameters in your landing page URLs to see where your traffic is coming from.

Meta Collection Ads

Video Type: MP4, MOV or GIF

Image Type: JPG or PNG

Resolution: At least 1080 x 1080 pixels
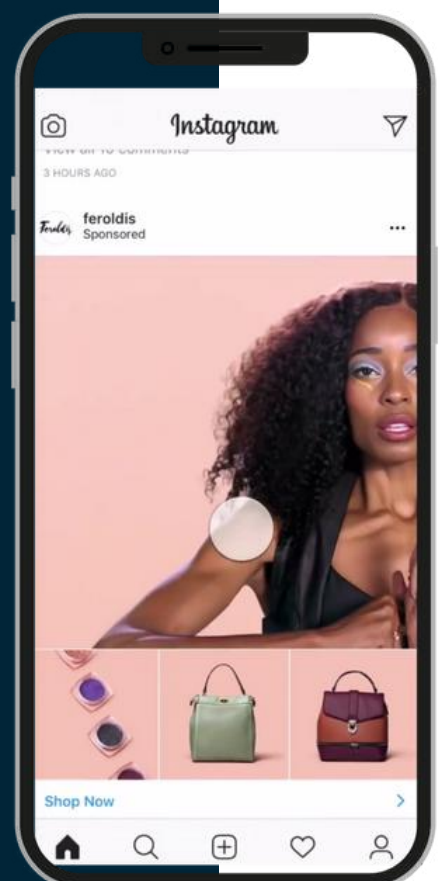
Ratio: 1:1

Video Max. File Size: 4 GB

Image Max. File Size: 30 MB

Primary Text: 125 characters

Headline: 40 characters

Landing Page URL: Required

Instant Experience: Required

Set up Guide

YouTube Shopping Ads

01 Log in to your Google AdWords account

02 Add Campaign > Sales Objective

03 Choose Shopping as your campaign type

04 Link your Merchant Center > Select Country
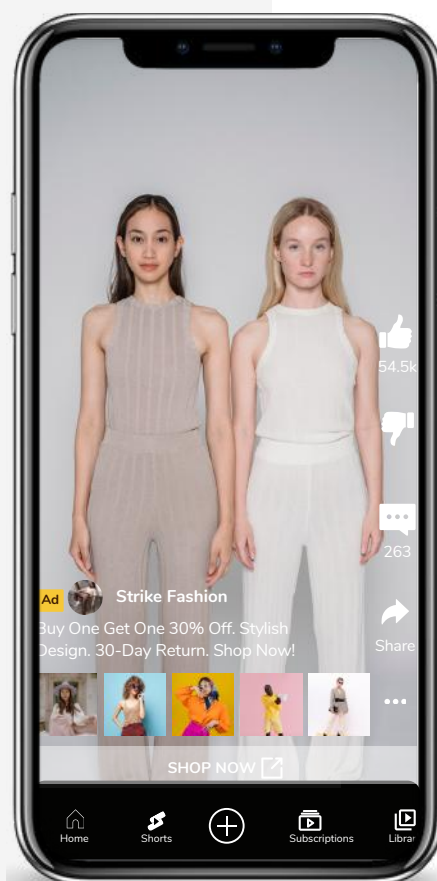
05 Choose Smart Shopping campaign as your campaign subtype

06 Set your budget > Upload your assets

07 Allow the machine learning to optimize your campaign for 15 days before making changes

Ad Strike Fashion
Buy One Get One 30% Off. Stylish Design. 30-Day Return. Shop Now!

54.5k
263
Share

SHOP NOW

Home   Shorts   Subscriptions   Library

Meta Carousel Ads

Video Type: MP4, MOV or GIF
Image Type: JPG or PNG
Resolution: At least 1080 x 1080 pixels

Video duration: 1 sec to 240 mins
Ratio: 1:1
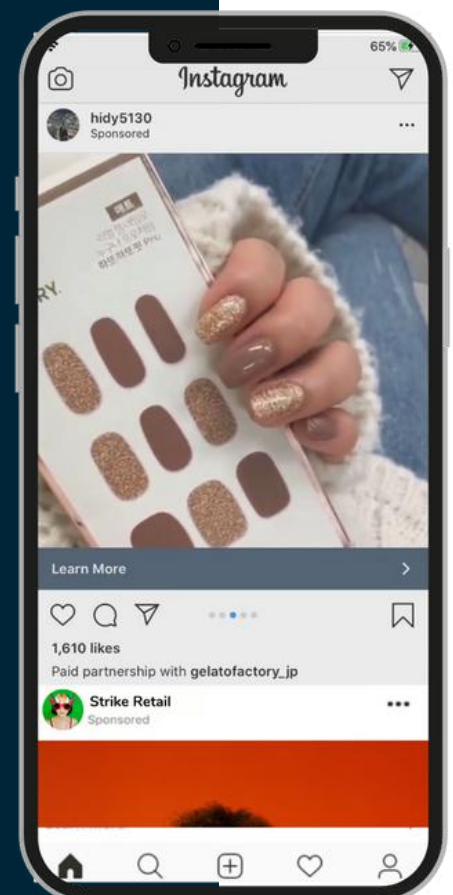
Video Max. File Size: 4 GB
Image Max. File Size: 30 MB

Landing Page URL: Required
# of Carousel Cards: 2-10
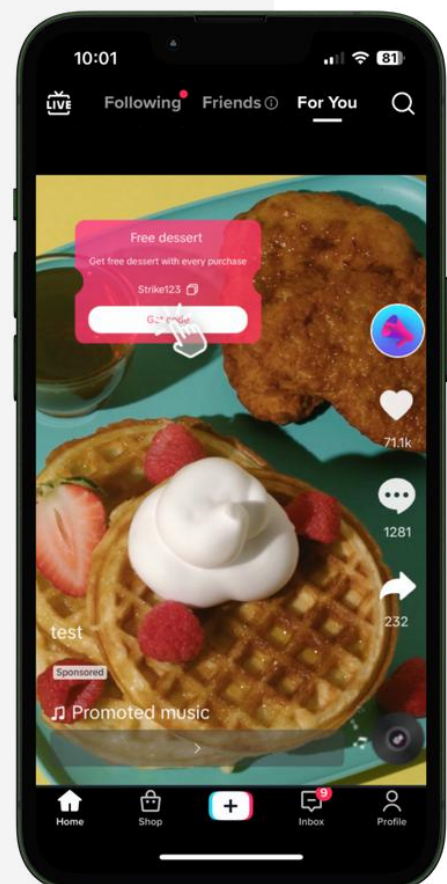
Headline: 32 characters
Description: 18 characters
Primary Text: 125 characters

TikTok Interactive Add-Ons

01 Enter campaign and ad group details.

02 Go to 'Ad Creation' -> 'Ad Details'

03 Upload video and add sticker.

04 Set title (under 20 characters), description (under 56 characters), and code (under 21 characters).

05 Choose sticker color, angle (-180 to 180 degrees), position (X: 79-222, Y: 169-585), and size (60% - 110%).

06 Set opacity (70% - 100%).

07 Click 'Confirm' and 'Submit'

10:01

LIVE Following Friends ⓘ **For You**

Free dessert
Get free dessert with every purchase
Strike123
Ge code

71.1k

1281

232

test

Sponsored

♫ Promoted music

Home   Shop   +   Inbox   Profile

Strike Social LinkedIn

Join our **LinkedIn community** for exclusive advertising and data science content.

Follow us