AMAZON
PRODUCT LAUNCH CHECKLIST



MARKET & PRODUCT STRATEGY

- [ ] Do we understand which products dominate our category on Amazon?
- [ ] Have we analyzed price positioning and customer expectations in our segment?
- [ ] Are we launching with a focused hero product instead of too many SKUs?
- [ ] Are we selling exclusively or do we have resellers or distributors to consider?

CATEGORY UNDERSTANDING

- [ ] Do we understand how Adult Wellness products are positioned within Amazon categories?
- [ ] Have we analyzed which competitors dominate organic rankings?
- [ ] Do we understand which product types are allowed, restricted or difficult to advertise?
- [ ] Have we identified the real search behavior of customers in our niche?

SEARCH & VISIBILITY

- [ ] Do we know which keywords customers actually use when searching for our product or similar products?
- [ ] Have we identified the most important purchase-intent keywords?
- [ ] Is our listing structure designed around these keywords?
- [ ] Do we understand how ranking signals work in a category with limited advertising options?

LISTING & CONVERSION

- [ ] Does our listing communicate the core product benefit within seconds?
- [ ] Are product images strong enough to compensate for limited advertising visibility?
- [ ] Is our A+ Content designed to build trust and explain the product clearly?
- [ ] Are sensitive topics communicated in a compliant and professional way?

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WEBSITE

SCHEDULE YOUR MEETING

AMAZON
PRODUCT LAUNCH CHECKLIST



LAUNCH INFRASTRUCTURE

- [ ] Is our Amazon Seller or Vendor account fully prepared?
- [ ] Are category approvals and compliance requirements clarified?
- [ ] Is our logistics setup ready for immediate availability at launch?
- [ ] Is inventory sufficient to support ranking momentum after launch?

REVIEW & TRUST STRATEGY

- [ ] Do we have a clear plan for generating the first authentic reviews?
- [ ] Are we using tools such as Amazon Vine where available?
- [ ] Do we actively manage customer questions and feedback?
- [ ] Is our brand prepared to build credibility in a category where trust is critical?

LAUNCH EXECUTION

- [ ] Do we have an internal or external expert accompanying the launch?
- [ ] Do we have a strategy to generate the first reviews and early traction?
- [ ] Do we have a plan to monitor sales and keyword performance and adjust quickly during the first weeks?

SCALING STRATEGY

- [ ] Have we defined the right KPIs to measure our progress?
- [ ] Is there a clear roadmap for expanding the product portfolio?
- [ ] Do we understand how ranking, reviews and conversion interact?
- [ ] Are we treating Amazon as a long-term brand channel and not just a marketplace?

DID YOU CHECK LESS THAN 90% OF THE BOXES?
HERE IS YOUR EMERGENCY CONTACT:

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