

# Basics & Settings SOP: How to do a Viral Launch

03/17/2025 8:25 am CDT



**Who is this for:** This is intended for Amazon sellers who want to increase their product rankings and sales by conducting a viral launch.



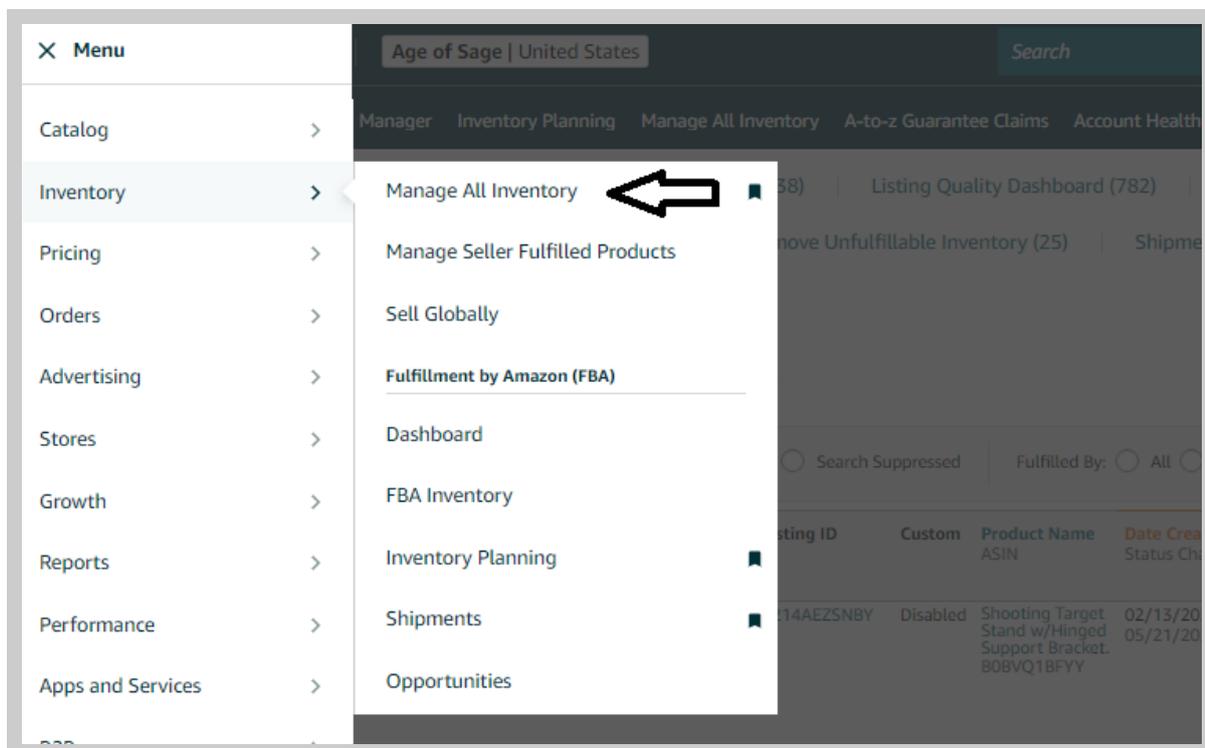
**Objective:** To outline the steps required to conduct a viral launch for a product, including setting up a promotion, monitoring stock levels and sales, and ensuring compliance with Amazon's policies.

Here are some best practices to consider when doing a Viral Launch

## Competitive Pricing

Create a 90% off promotion. Check [Creating a Percentage Off Promotion SOP](#) for the complete steps and guidelines. When you set up the promotion, consider setting a "Max Order Quantity" directly from within your Seller Central account.

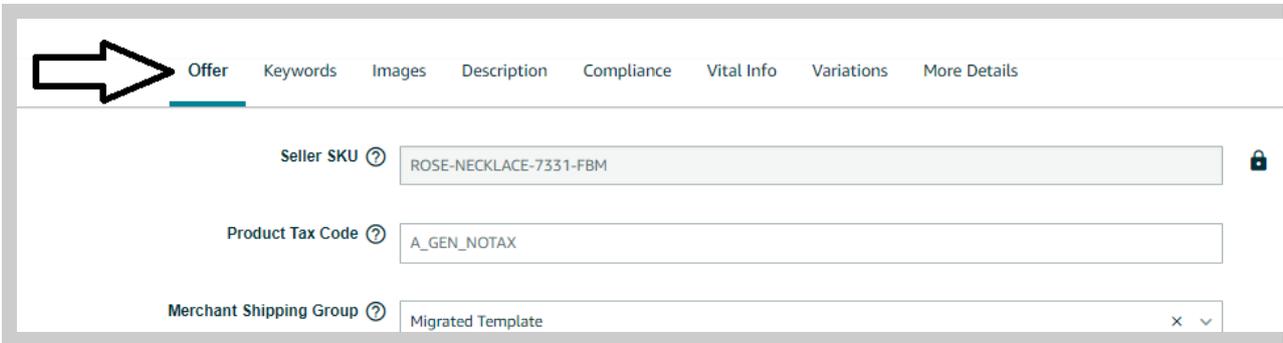
1. Go to Inventory and then select Manage All Inventory



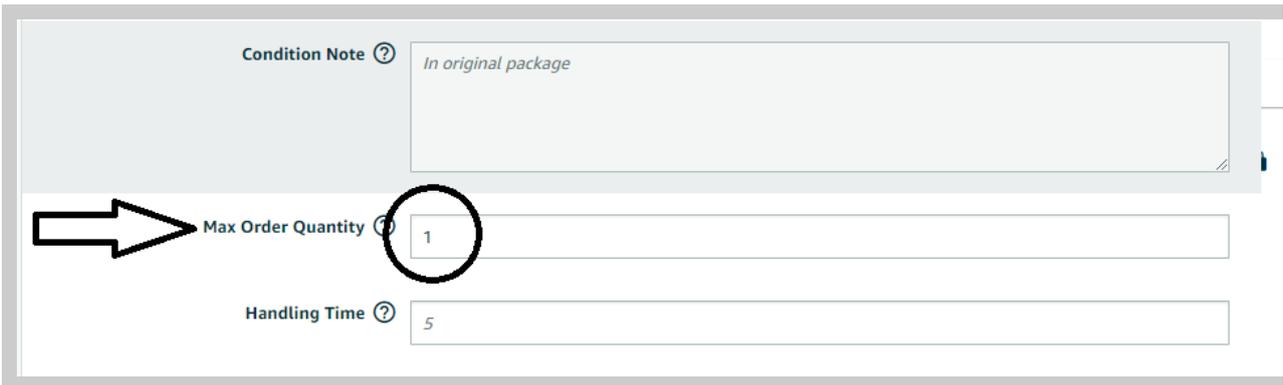
2. Find the ASIN where the promotion is created. Click Edit.



3. Go to Offer tab



4. Find the Max Order Quantity attribute and put 1 on its box. If there are duplicates, change both to 1 for the duration of the Viral Launch.



5. Click Save and finish.



6. Monitor stock levels daily during the promotion. Once the promotion end change the MFN Max Order Quantity back to the original.

### Ensuring full listing optimization and readiness

1. Product Title: Create a clear product title that includes relevant keywords.



MAN CAVE 30 Oz Stainless Steel Coffee, Wine & Beer Tumbler For Men - Father's Day Gift Idea for Dad, Brother, Husband, Best man, Friend, Man Cave Decor Gift for Him - Travel Mug for Hot & Cold Drinks

Visit the Age of Sage Store

\$29<sup>99</sup>

Get a \$60 gift card instantly: Pay \$0.00 upon approval for the Amazon Store Card. No annual fee. [Learn more](#)

Local Business

 <b>Material</b> Stainless Steel	 <b>Capacity</b> 1.9 Pounds
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<b>Brand</b>	Age of Sage
<b>Special Feature</b>	Insulated
<b>Style</b>	Modern
<b>Recommended Uses For Product</b>	Travel
<b>Occasion</b>	Father's Day

2. Product Features and Descriptions: Write compelling and informative bullet points and product descriptions. Highlight the key features, benefits, and specifications of your product. Use clear language, proper formatting, and bullet points for easy readability. Incorporate relevant keywords naturally, but avoid keyword stuffing.



Occasion: Father's Day

**About this item**

- **FUN WINE TUMBLER:** This stainless steel insulated tumbler is a must-have for the wine, coffee, and beer lover with a sense of humor! This cup is a unique gift for the remarkable man in your life that needs a moment to de-stress and relax after a long day!
- **DOUBLE WALL INSULATION:** Our cup features unique double-walled insulation, stainless steel structure, and a durable plastic lid. The tumbler is designed to keep drinks hot for up to four (4) hours and cold for up to ten (10) hours! In addition, it has a sweat-free exterior that will keep your hands dry and prevent water rings on tables.
- **DURABLE TUMBLER CUP:** To prevent breaking and denting, our tumbler for men is made out of 18/8 stainless steel. It also has a non-slip bottom that will prevent the occasional accidental spill. Its rugged, compact design makes it the perfect travel cup.
- **TAKE IT ANYWHERE:** The Age of Sage tumbler with lid is versatile, sleek and stylish. The insulated travel mug works great in an office, party, by the pool or when you're in the car running errands. This modern cup will soon become the one everyone in the family, or at work know you for.
- **GIFTS FOR DAD:** Raise a toast to Dad with our stemless wine glasses and steel tumbler cups. Perfect for Father's Day or any occasion, they feature hilarious graphics that guarantee laughter at parties, the office, or any celebration. Give the gift of laughter to him or any wine-loving man in your life!

**Additional Details**

 Small Business

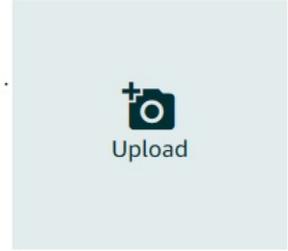
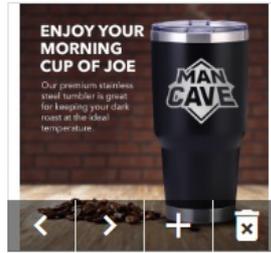
3. Product Images: Use high-quality product images that showcase your product from multiple angles. Follow Amazon's image guidelines, such as using a white background and adhering to the specified dimensions and file formats. Include lifestyle images if possible, demonstrating the product's use or benefits.

⊕ Upload multiple files or drag and drop 1 or more files below.

Uploaded: 7 of 9 images. Maximum 9 images are allowed. You can arrange the order after uploading.



MAIN



4. Backend Search Terms: Utilize the backend search terms section to include additional relevant keywords that may not fit in the visible listing content. These keywords help improve your product's discoverability in Amazon's search results. Be specific, don't use a trademark or brand name, and maximize the 250 characters.

Generic Keyword ?

30oz tumbler insulated stainless steel tumbler lid print cups travel hot vacuum coffee metal flask double wall water thermal quencher cold drinkware gifts personalized smoothie soda beverage accessories containers temperature fathers day men him dad

30oz tumbler insulated stainless steel tumbler lid print cups travel hot vacuum coffee metal 1

5. Product Variation Listings: If your product has variations (e.g., size, color), create separate listings for each variation. Optimize each variation listing with specific titles, images, and descriptions that accurately reflect the respective product variant.

Age of Sage Nightmare Before Christmas-Inspired Mug - Stainless Steel Insulated Tumbler, Coffee, Wine, Tea, Water Bottle for Kids & Adults, Modern Tumbler with Lid, Gifts for Birthday - Jack 12 oz

Visit the Age of Sage Store  
5.0 ★★★★★ 1 rating

\$14<sup>99</sup>

Get a \$60 gift card instantly: Pay \$0.00 upon approval for the Amazon Store Card. No annual fee. [Learn more](#)

Local Business

Style: Jack - 12 oz	Jack - 30 oz	Sally - 12 oz	Sally - 30 oz	Zero - 12 oz
Jack - 12 oz \$14.99	Jack - 30 oz \$29.99	Sally - 12 oz \$14.99	Sally - 30 oz \$29.99	Zero - 12 oz \$14.99
Zero - 30 oz \$29.99				

Material: Stainless Steel  
Capacity: 12 Ounces

6. Enhanced Brand Content or A+ Content: If you have brand registry and access to Enhanced Brand Content (EBC) or A+ Content, take advantage of this feature to create more visually appealing and detailed product descriptions. Use engaging multimedia, including videos and comparison charts, to enhance your listing.

# MAN CAVE BEVERAGE TUMBLER

Say hello to the magic Man Cave for wine, cocktail, tea or coffee!

Keep that caffeine, tea, wine, beer, or cocktail fresh. Only our premium double-wall 16oz TUMBLER™ tumbler can do it. Made from aerospace-grade aluminum and built with insulation, it keeps beverages hot for 4 hours or cold for 10 hours. Perfect for the office, the gym, or the road. It's the perfect gift for Dad, the boss, or the best friend. Get it for Father's Day, the boss, or the best friend. Get it for Father's Day.

Meet the premium quality tumbler for the new season!

Our 16oz TUMBLER™ tumbler was thoughtfully designed for the office and on-the-go. It's made from aerospace-grade aluminum and built with insulation, it keeps beverages hot for 4 hours or cold for 10 hours. Perfect for the office, the gym, or the road. It's the perfect gift for Dad, the boss, or the best friend. Get it for Father's Day, the boss, or the best friend. Get it for Father's Day.

Let us give you the best of both worlds. Our double-wall tumbler is made from aerospace-grade aluminum and built with insulation, it keeps beverages hot for 4 hours or cold for 10 hours. Perfect for the office, the gym, or the road. It's the perfect gift for Dad, the boss, or the best friend. Get it for Father's Day, the boss, or the best friend. Get it for Father's Day.

Plus, our double-wall tumbler is made from aerospace-grade aluminum and built with insulation, it keeps beverages hot for 4 hours or cold for 10 hours. Perfect for the office, the gym, or the road. It's the perfect gift for Dad, the boss, or the best friend. Get it for Father's Day, the boss, or the best friend. Get it for Father's Day.

KEEPS LIQUIDS COLDER FOR 10 HOURS

GREAT FOR HOT OR COLD DRINKS

INNER WALL

DOUBLE WALLED INSULATION

KEEPS LIQUIDS WARMER FOR 4 HOURS

OUTER WALL

VACUUM SEAL

**HOT & COLD**

**DURABLE**

**BPA-FREE**

Whether it's hot or cold, our tumbler will keep your drinks hot and cold for 4 and 10 hours. Perfect for the office, the gym, or the road. It's the perfect gift for Dad, the boss, or the best friend. Get it for Father's Day, the boss, or the best friend. Get it for Father's Day.

Our double-wall tumbler is made from aerospace-grade aluminum and built with insulation, it keeps beverages hot for 4 hours or cold for 10 hours. Perfect for the office, the gym, or the road. It's the perfect gift for Dad, the boss, or the best friend. Get it for Father's Day, the boss, or the best friend. Get it for Father's Day.

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## FULLY FUNCTIONAL, IRRESISTIBLE

Our double-wall tumbler is made from aerospace-grade aluminum and built with insulation, it keeps beverages hot for 4 hours or cold for 10 hours. Perfect for the office, the gym, or the road. It's the perfect gift for Dad, the boss, or the best friend. Get it for Father's Day, the boss, or the best friend. Get it for Father's Day.

Size	Color	Material	Capacity	Weight	Height	Diameter
16oz	Black	Aluminum	16oz	1.2 lbs	10.5 in	4.5 in
16oz	Black	Aluminum	16oz	1.2 lbs	10.5 in	4.5 in
16oz	Black	Aluminum	16oz	1.2 lbs	10.5 in	4.5 in
16oz	Black	Aluminum	16oz	1.2 lbs	10.5 in	4.5 in
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**Related SOPs:**

- [Amazon's Best Practices for Titles, Bullet Points, Descriptions, and Search Terms](#)
- [How to construct highly optimized backend search terms through Helium 10 Cerebro Reverse ASIN Lookup.](#)
- [Parentage Creation](#)
- [A+ Content Creation](#)
- [How to Construct Alt-Text and Add Them to A+ Content Images](#)

**Promotions and social media launches**

- **Social Media Promo Code:** Select the social media platform(s) where you want to promote the code. Consider your target audience and which platforms they are most active on.
- **Advertise the Promo Code:** Publish your content on the chosen social media platform(s) and include the promo code in the caption or graphic. Encourage users to share, tag friends, or comment to increase engagement and

reach.

## Related SOPs:

[Creating a Social Media Promo Code](#)

[Advertising a Social Media Promo Code](#)

## Ensuring the buy box is held

1. Accurate Product Information: Ensure all product information, such as dimensions, materials, colors, and specifications, is accurate and up-to-date. Misleading or incorrect information can lead to customer dissatisfaction and negative reviews.

MAN CAVE 30 Oz Stainless Steel Coffee, Wine & Beer Tumbler For Men - Father's Day Gift Idea for Dad, Brother, Husband, Best man, Friend, Man Cave Decor Gift for Him - Travel Mug for Hot & Cold Drinks

Visit the Age of Sage Store

\$29<sup>99</sup>

Get a \$60 gift card instantly: Pay \$0.00 upon approval for the Amazon Store Card. No annual fee. [Learn more](#)

Local Business

Material: Stainless Steel

Capacity: 1.9 Pounds

Brand: Age of Sage

Special Feature: Insulated

Style: Modern

Recommended Uses For Product: Travel

\$29<sup>99</sup>

FREE delivery **Wednesday, June 28.** [Details](#)

Deliver to Daniel - Hephzibah 30815

**In Stock**

Qty: 1

Add to Cart

**Buy Now**

Payment: Secure transaction

Ships from: Age of Sage

Sold by: Age of Sage

Returns: Eligible for Return, Refund or Replacement within 30 days of receipt

[Details](#)

Add to List

Related SOP: [Managing Your Buy Box Percentage](#)

## Advertising best practices

1. Keyword Research: Conduct thorough keyword research to identify relevant and high-performing keywords for your products. Use tools like Amazon's Keyword Tool or third-party keyword research tools to discover keywords that have high search volume and low competition.
2. Targeted Campaigns: Create targeted advertising campaigns based on your goals and product offerings. Use different campaign types, such as Sponsored Products, Sponsored Brands, and Sponsored Display, to reach different audiences and maximize your visibility.
3. Ad Placement: Monitor and analyze the performance of your ads across different placements (e.g., top of the search, product detail pages) and adjust your bidding strategy accordingly. Focus on placements that generate higher click-through rates (CTRs) and conversions.
4. Bidding Strategy: Set competitive bids for your keywords based on their performance and the value of each click to your business. Test different bidding strategies, such as automatic bidding or manual bidding, to find the most effective approach for your campaigns.

5. Ad Creative: Create engaging and visually appealing ad creative that showcases your product's unique features and benefits. Use high-quality product images and compelling ad copy to capture shoppers' attention and drive clicks.

**Related SOPs:**

[Setting Budget for Campaigns](#)

[How to Set Up Ad Campaigns on Seller Central](#)

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