

Storepost SOP: Amazon Store Posts

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Who is this for: Brand Team



Objective: Store posts are free advertising that Amazon offers. These show live on the brand's storefront and can show at the bottom of competitors listings. Each brand (that has enough lifestyle imagery) gets at least 2 a month.

SOP for Store Posts

Done quarterly and reviewed by Level 1 and then brand. 2 a month for each brand. Like an Instagram post, pair lifestyle imagery with keyword filled captions and tag the respective products. If a brand does not have enough lifestyle imagery for 6 posts, skip them for the quarter but make Level 1 aware immediately. Ex. Hardtimes

With new generative AI capabilities being released by Amazon, this may not remain an issue in 2025.

1. Login to brand's seller central
 - a. Try through your login if possible
2. Go to posts.amazon.com
3. Next to brand name > Go to Posts
4. Click Create Post
 - a. Select image or video (usually image)
5. Add image > upload
 - a. Look in brand image folder
 - b. Look on brand's Instagram, facebook, any picture they own (don't tag other users) we can use.
 - c. To download high quality image from a different website, do the following
 - i. Right click on image
 - ii. Inspect
 - iii. Link of photo will be highlighted on the right hand side of your screen > click the drop down arrow. Image should preview when you hover over the link
 - iv. Select open link in new tab
 - v. Save as

6. Write caption
 - a. Can use helium 10 listing optimizer tool to draft store post captions
 - b. Follow brand voice
 - i. Ex. Chemex is to the point and refined
 - ii. Warheads and Van Houtens are quirrier and more light-hearted
 - iii. Make sure to include keywords like brand name, product name and whatever else could be searchable by Amazon customer
7. Whatever product is pictured, like the ASIN and similar ASINs to it
 - a. Always link at least 1 product.
 - b. I don't like to do more than 3
8. Start Date: select the date the post will publish
 - a. To follow schedule, look at when last post was published. On the posts.amazon.com page. Will show when last post went live. We usually plan them every other week on the same day of the week and around noon.
 - b. Some brands do posts on 1st and 15th (Goetze). Always check current schedule of brand before choosing Start Date
 - c. If this is a brand's first quarter to schedule store posts, look at the Sales Report in Seller Central to determine what day of the week they see the most sales.
9. SAVE AS A DRAFT
 - a. You must save it as a draft so that the post will not publish until it is approved by Level 1 and brand
10. Keep a word doc or some type of documentation on what the dates are for the posts, the captions, and what products are linked. Also take a screenshot of the post, naming it with the date it will go live
 - a. Examples of this documentation and screenshots are attached to this SOP
 - b. Save drafts in your employee folder in a Store Post Folder that has folders for each brand.
 - i. See Kellie's Employee folder for example
11. Once done with brand's posts for quarter, let Level 1 know these are good to review. They will make you aware of any changes and then send these to the brand.
12. Once Level 1 and brand have approved of store posts and all edits have been made, click into draft post > Edit > double check info and publish date and time > select submit for review
 - a. Post should go live in next 24-48 hours

Examples:

Rufus Teague Captions and ASINs Q3 Store Posts

- 7/9/24

1. Introducing one of Rufus Teague's new flavors of sauce, Tres Chiles Pica Dulce BBQ Sauce! This sweet yet spicy sauce is a true fusion of Midwestern BBQ and authentic Hispanic flair that is sure to zest up anything you're cookin'.

2. B0D1GZ4VWM, B0D1H3SY4V

- 7/23/24:

1. Another fusion flavor is now available! Introducing Rufus Teague Diablo Limonajo BBQ Sauce! This spicy lemon garlic sauce is packed with heat but complimented with Rufus' traditional BBQ sweetness and is sure to bring a vibrant punch to your favorite meals

2. B0D1HDWZRP, B0D1H3SY4V

- 8/6/24

1. This new flavor of Rufus Teague peanuts is the Real Dill! Try our Dill Pickle flavored peanuts this summer for a zesty and tangy snack that is perfect for enjoying by the pool, during a baseball game, or while relaxing inside to escape the heat.

2. B0D1GXST6B

- 8/20/24

1. This Labor Day, let the side dishes be the star of your barbecue spread! Add some Rufus Teague Whiskey Maple BBQ Sauce to your baked beans for a sweet and savory twist.

2. B07CX4ZTNG, B07NDN46T1

- 9/3/24

1. Fire up the grill and get your chicken prepped with Rufus Teague Chicken Rub for a perfect summertime dinner. All of our sauces go great on grilled chicken so try them today to see which is your favorite.

2. B07D6VYWX2, B07NDN46T1, B07D62M2V3

- 9/17/24

1. Make a feast fit for a King with Rufus Teague Fish Rub on grilled prawns! This bright and fresh dish is the perfect way to end the summer with a bang.

2. B07D6DKG5H, B07D62M2V3

