

Storeposts SOP: Creating Amazon Social Posts

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Who is this for? Individuals who wanted to register and start with Amazon social posts.



Objective: The purpose of this document is to present a step-by-step guide for registering and creating Amazon social posts.

Amazon social posting is an option for Amazon sellers wishing to share Facebook, IG, or Twitter-like posts on Amazon detail pages. While it hasn't increased sales or conversion significantly yet, it can still be a good value-add for a client and is worth setting up. This SOP will walk you through the steps to both get started with Amazon Profiles (the social posting name) and how to begin making posts.

Note:

- To enable social posts, the client will need to have both the Brand Registry on their account and a Brand Store made. If either of these is missing, speak with the client's POC (Brand Manager).
- Amazon Social Posts is available only to the US Marketplace as of this writing.

Setting up Amazon Social Posts

https://www.youtube.com/watch?v=xkPLiryo3tE&feature=emb_logo

<https://www.youtube.com/watch?v=-3EMxWPDWXY>
