

Catalog SOP: Duplicating Brand Store to Another Marketplace

10/11/2024 11:41 am CDT



Who is this for? Individuals who wanted to duplicate their current Amazon brand store from one marketplace to another.



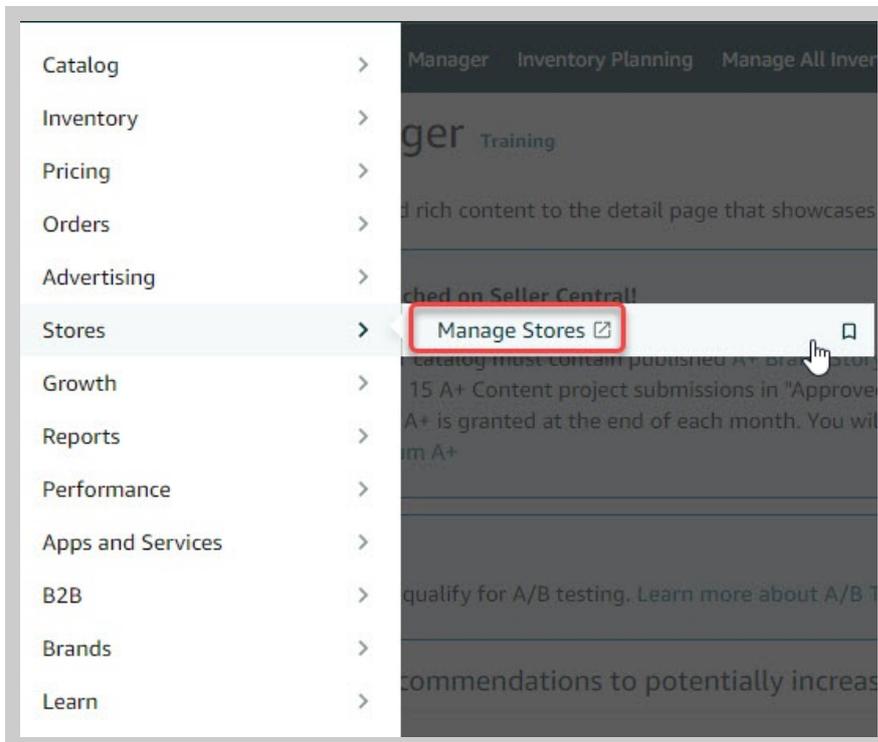
Objective: To expand the reach of the brand and increase sales by duplicating the existing Amazon brand store to another marketplace.

An Amazon Brand Store allows merchants to set up an online storefront for their brands for free. In this case, we are going to copy the brand store from one marketplace to another. For example, the brand store in the US marketplace is already built and it just needs to be duplicated for CA.

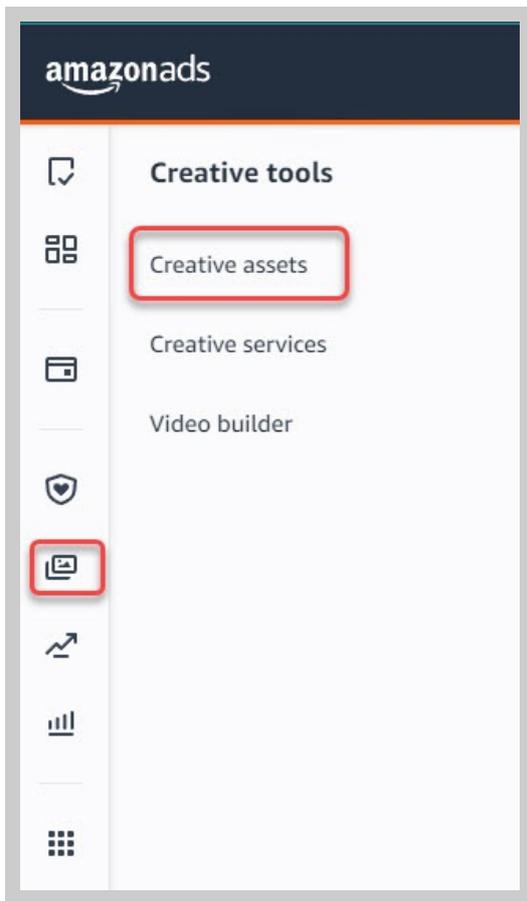
NOTE: To have a brand store, you must be a brand owner and be brand registered. Or if you are a registered reseller, you must have brand rights. There is no direct process to duplicate a brand store other than rebuilding it.

Access the Creative Assets

- Go to **Stores**, then **Manage Stores**.

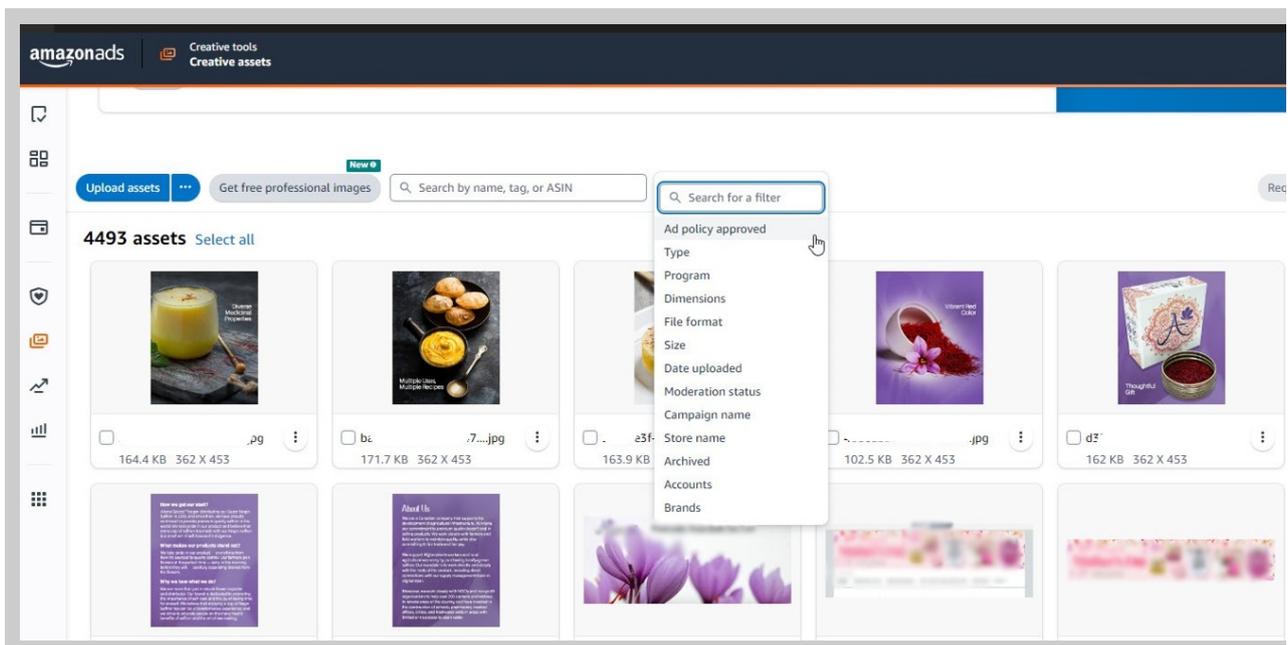


- On the left sidebar, click **Creative Tools**, then select **Creative Assets**.

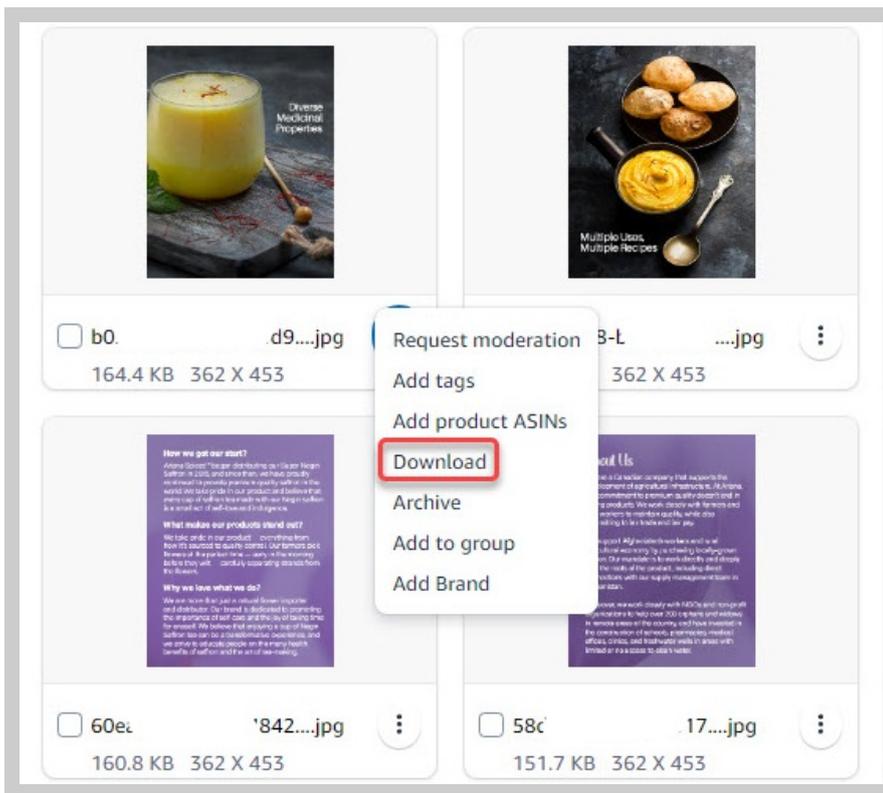


NOTE: Creative assets stores all the image assets that we used for the brand store, A+ content, and brand story. So instead of downloading the image assets from the live brand store with possibly lower quality, Creative assets allow us to reuse them with the same quality.

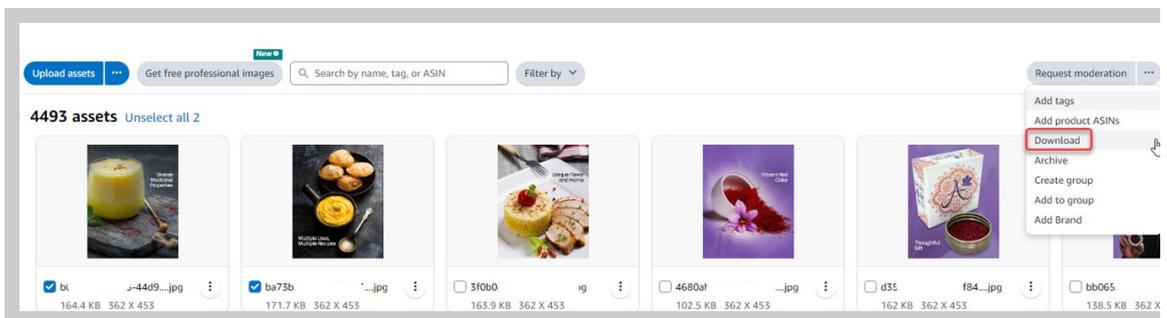
- Once it appears, you can now find the assets. You can use filters to sort out what type of assets you want to download or specific store assets you want to get.



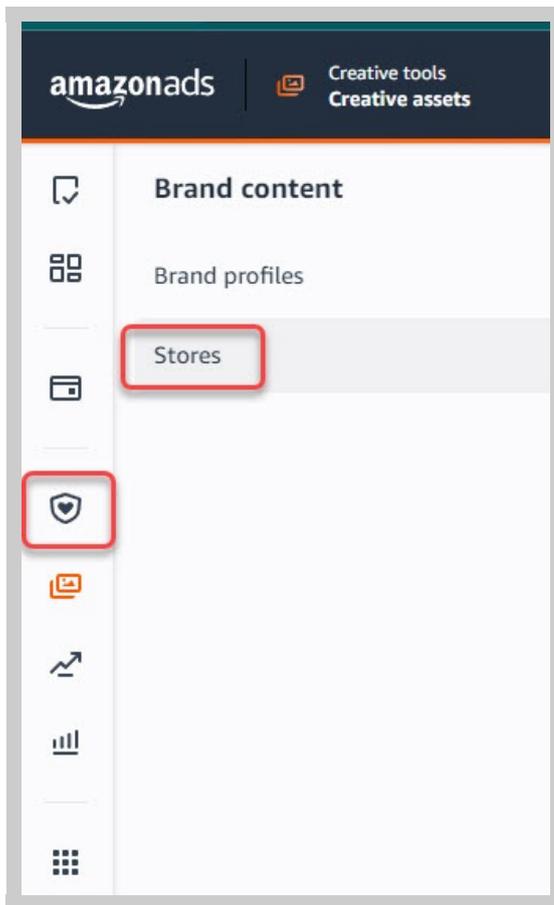
- You can download them one by one or in bulk.
 - Manual download



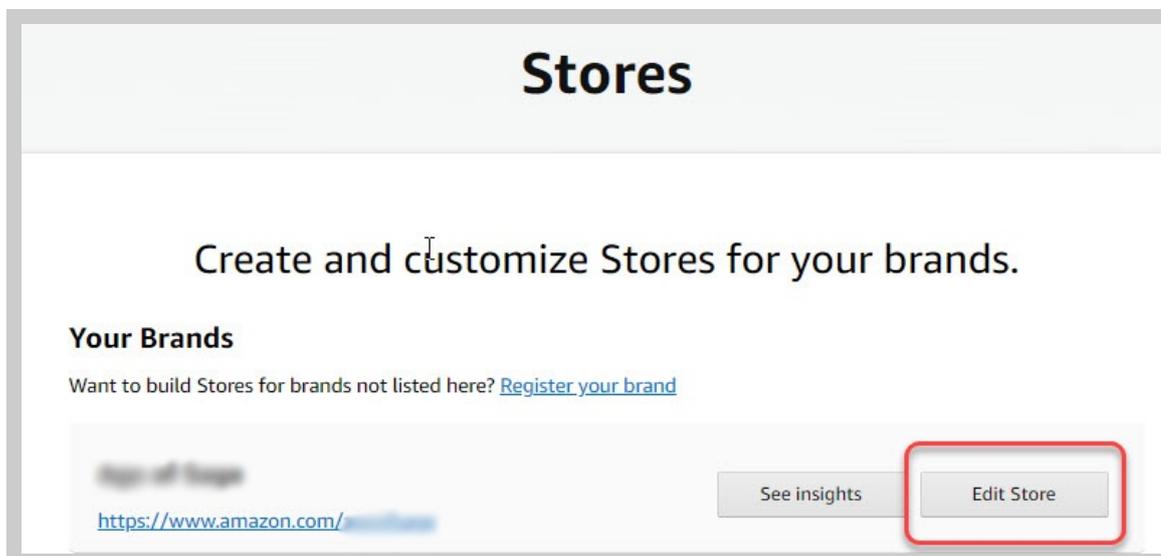
- Bulk download: Tick the box then click the dropdown on the Request Moderation.



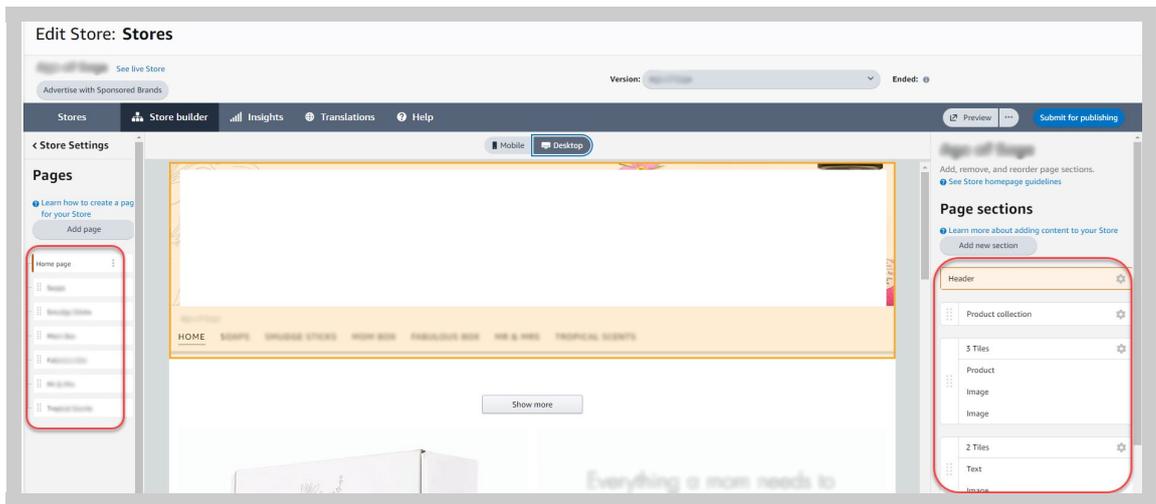
- Once done exporting the assets you can open the brand store that you'll duplicate so that you'll know the store setting/pattern/tile/pages/sub-pages.
 - Go to **Brand Content**, then **Stores**.



- Click the **Edit Store**.



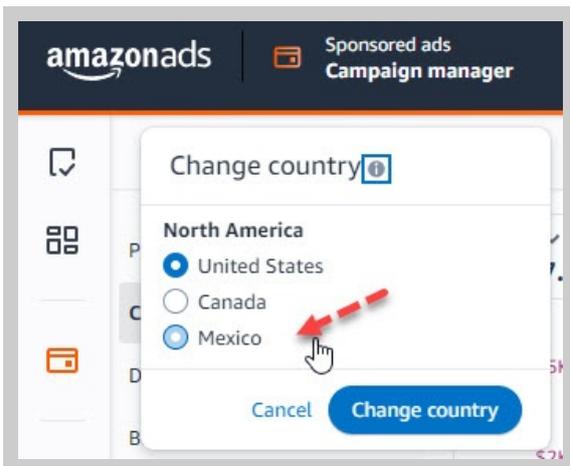
- Once you access the store you can now see the dashboard where you can edit the store and its pages.



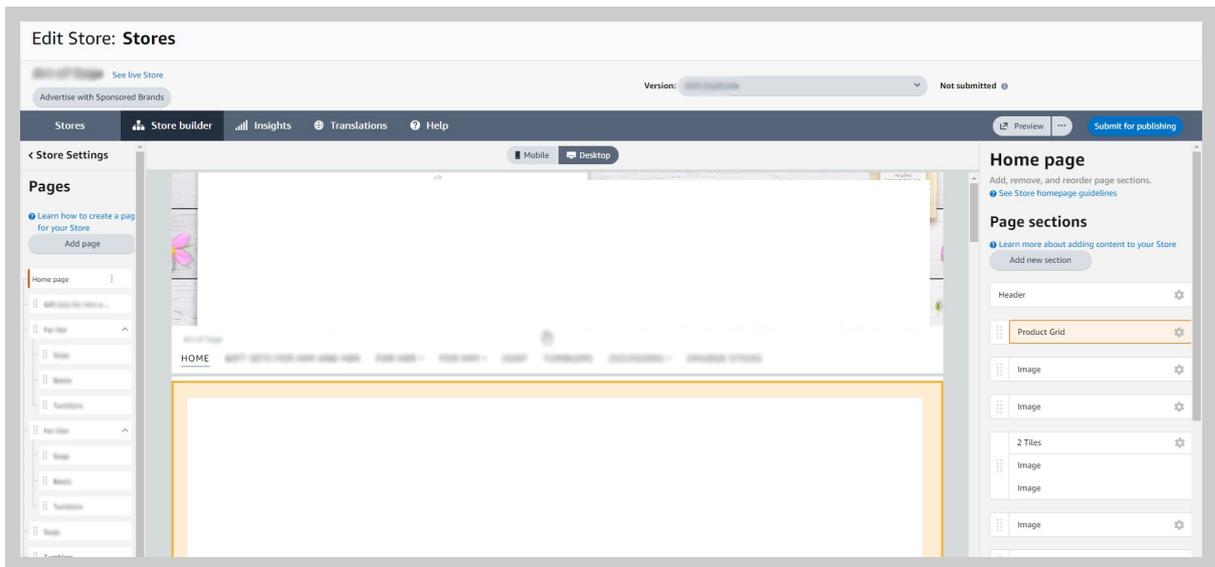
Duplicate the Brand store to another Marketplace

In this part, you're going to duplicate the brand store to another marketplace using image assets and duplicate the format/pattern/store settings.

- On the upper left-hand side of the page, click the **country** to expand the dropdown menu.
- Select which **marketplace** the brand store will be duplicated.



- Do the same process on how to open the store.
- Once open, you can now create or modify the store. Including the store settings/pages/sub-pages/sections/tile



- If you want to add a page just click “**Add a section**”.
 - You may also tweak the design for this duplicate brand store on a different marketplace. You may follow this SOP: [Brand Store Creation](#).
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