

Creative SOP: Premium A+ Content

10/11/2024 11:50 am CDT

Premium A+ Content Creating Premium A+ Content from a previously made item: Navigate to the A+ Content for a brand in Seller Central by going to the Menu – Advertising – A+ Content Manager. This will show a list of all previously created content for the brand.

- Click on an item to open the Content Details.
 - At the top right of the screen click the “Actions” drop down.
 - Click “Duplicate” and name the new item (leave the “Copy ASINS to duplicate content turned off)
 - At the top of the screen click the “View the new content” button and then click “Edit” at the top right of the screen.
 - Open Drop Box in second screen and navigate to the brand’s A+ & Brand Story file: Level 2 – Brand Management – select the brand you are working on – Images – A+ & Brand Story. If it is not in the main “images” folder it will be under “Listings”
 - Module 1 and 2 o In the Dropbox under A+ content open both the Desktop and Mobile files
 - Hover over the image in A+ and click the Edit button. This will pull up the Add Image box
 - Drag and drop the appropriate image for the item you are working on for both the Desktop and Mobile images.
 - Fill out the Image Keywords below each image and click “Add”
 - Image Carousel o Make any updates needed and make sure to add the ASIN to each image before saving
 - Premium Comparison Table o Make the item you are creating content for the Hero Product o Add the title (ask if you are not sure what to put) o Add the ASIN o Fill out the comparison metrics for the item
 - Once all areas are updated as needed click “Save as draft” in the top right corner of the screen and the “Next: Apply ASINS”
 - Add ASINs by entering the ASIN in the search bar and then clicking the item in the drop down menu that populates. o Make sure you have all the ASINs that will have the A+ content applied to them checked and then click the “Apply content” button.
 - Once all ASINs are added click the “Next: Review and submit” button.
 - Double check both the Mobile and Desktop versions of the content.
 - Click “Submit for Approval”
 - Approval can take up to a week to come through but usually is almost instantaneous.
-