Setting Up a Facebook Event To Launch Your Product

As most of our members are active Facebook users, this will be one of the most useful tactics you can utilize to catapult your Amazon product, creating sales and getting reviews as well.

If you put effort and promote it on a daily basis, this strategy can really be effective. If you're not active in Facebook, this strategy is probably not best for you. This works best for people who are really active on Facebook.

In this strategy, you will be making a Facebook Event page to sell your product at a discounted price for one day to your family, friends, and their Facebook friends. In order to reach as many people as possible, give about a week to lead up to the promotion day. In that week, you will be continuously reaching out to Facebook users you know to join your event page letting them know that they will be getting a big discount.

You need to make sure your Amazon product is live and you have enough inventories to send out when people place their orders for this strategy to be effective. This will happen automatically if you're using FBA.

Creating Your Event Page

1. Login to your Facebook account.
2. One the left sidebar, search for the "Events" link (Sometimes you may have to click "More" at the bottom)
3. Then click "+Create Event" at the top right.
4. Enter the "Name" of your product launch event.
   Example: "Josh's Mega Loopband Launch on Amazon"
5. As for "Details", tell people what the event is about. (See example below)
6. You can put anything in "Where" or leave it blank.
7. Provide a specific date - at least a week out. Leave the time blank.
8. Select "Public" for "Privacy" and hit the "Create" button.

Sample Event Description:

Hello all,

I co-founded a new business venture two months ago selling [Your Product + Benefit]

The product being sold on Amazon under [companies name].

I need your help.

To get the maximum results, I need to sell as many units of this product as possible in just one day.

Because this is a friends and family opportunity, I've created a coupon that brings the price of the product down to FREE. All you need to do is pay for shipping.

Can you help me?

[Talk about how your product can help them]

This deal is only valid until May 11th, 2013 and I only have 50 of these to give away at this price.

Here's what you'll need to do:

1) On May 12th, go to Amazon.com and search for ["Keyword"].

My product will probably be on the third or fourth page. But please search for the keyword first (it helps me out).

2) Purchase only one of the [product].

3) On the payment page where Amazon asks if you have any gift cards or coupons, use this private code: WI5IBBX2

Please don't miss it.

Thank you for your support.

-Joshua Belanger

P.S. If you have any questions, let me know.

For the sample event description to work, you will need to create a coupon code. You don't have to sell your product for free or a very low price, a % off can also work. Make your offer as appealing as possible.

Set a limit for the number of uses. You can track this in your Amazon account manually. You can choose to stop the promotion anytime you want via "Manage Promotions".

Remind to have people search for your main keyword first and then buy your Amazon product. If your product does not appear on the first few pages using the keywords you provide, you can also provide people the direct product URL.

Creating Your Coupon Code

1. Sign in to http://sellercentral.amazon.com
2. Click on "Advertising" >>> Manage Promotions
3. Click "Manage Product Lists"
4. Select "ASIN" List
5. Click "Submit"
6. Fill up the "Product Selection Name" to describe your product.
7. Fill out "Internal Description" (You can write anything)
8. Copy/paste the ASIN number of your product. Go to your "Inventory" screen to get the number.
9. Click "Submit".
10. On the "Manage Promotions" screen, click "Create a Promotion"
11. Click "Offer BOGO" below the "Buy One Get One" heading.
12. On the "Fixed Price:" section, select the only option available "For every 5 purchased, get those 5 for $5.00"
13. On the next screen, enter 1 in the box for "Purchase Threshold"
14. For "Qualifying Items" choose your product list in the "Catalog items" drop down
15. Enter $1.00 for "Fixed Price"
16. Click next.
17. For "Date Range", select a date in the future for your promotion that should match the date on your Facebook page.
18. Enter anything you want for the Internal Description and Tracking ID.
19. For the "Claim Code", require a claim code and use the default code or create one.
20. Click next
21. In the "Detail Page Display Text", be sure to select "None". You will not be able to track results if you fail to do this.
22. Click "Next", review your promotion and save.
23. Be sure to place the coupon code on the Facebook Event Page.

% Off Coupon

1. Sign in to http://sellercentral.amazon.com
2. Click on "Advertising" >>> Manage Promotions
3. Click "Manage Product Lists"
4. Select "ASIN" List
5. Click "Submit"
6. Fill up the "Product Selection Name" to describe your product.
7. Fill out "Internal Description" (You can write anything)
8. Copy/paste the ASIN number of your product. Go to your "Inventory" screen to get the number.
9. Click "Submit".
10. On the "Manage Promotions" screen, click "Create a Promotion"
11. Select "Offer Money Off"
12. For "Buyer Purchases", leave "At least this quantity of items" and "1" selected, and select your Product List from the dropdown menu for "Purchased Items"
13. For "And gets", leave % off and add put in the desired % you want to give as discount.
14. As for "Date Range", select a date in the future for your promotion that should match the date on your Facebook page (at least one week out).
15. Enter anything you want for the Internal Description and Tracking ID.
16. For the "Claim Code", require a claim code and use the default code or create one. Leave other settings as they are.
17. "Customize messaging", be sure you choose "None" for "Detail page display text". This is important to avoid your coupon code being available for everyone and not being able to track results.
18. Preview promotion and save.
19. Place your coupon code on the Facebook Event Page.

Promoting Your Facebook Event Page

Once your Facebook Event is all set up, have your friends, family or anyone you know to join your Event page.

1. Update your status daily at least once inviting your friends to join your page.
2. To invite more people, use "Invite Friends" button in your Facebook Event Page.
3. To achieve the best results, put it more time and effort into getting people into your page.

Launching Day

1. Make sure the dates are correct and your coupon code is working.
2. Create at least three Facebook Updates on your event page and personal page throughout the day. Have them done intermittently.
3. Acknowledge and thank people for buying the product on your Facebook Event Page.