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基础运营二

Basic Operations II



分享人: Sally



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◆ 创立电商公司, 主营亚马逊平台,

Founded an e-commerce company, focusing on the Amazon

◆ 年销售额上亿

Annual sales of more than 100 million

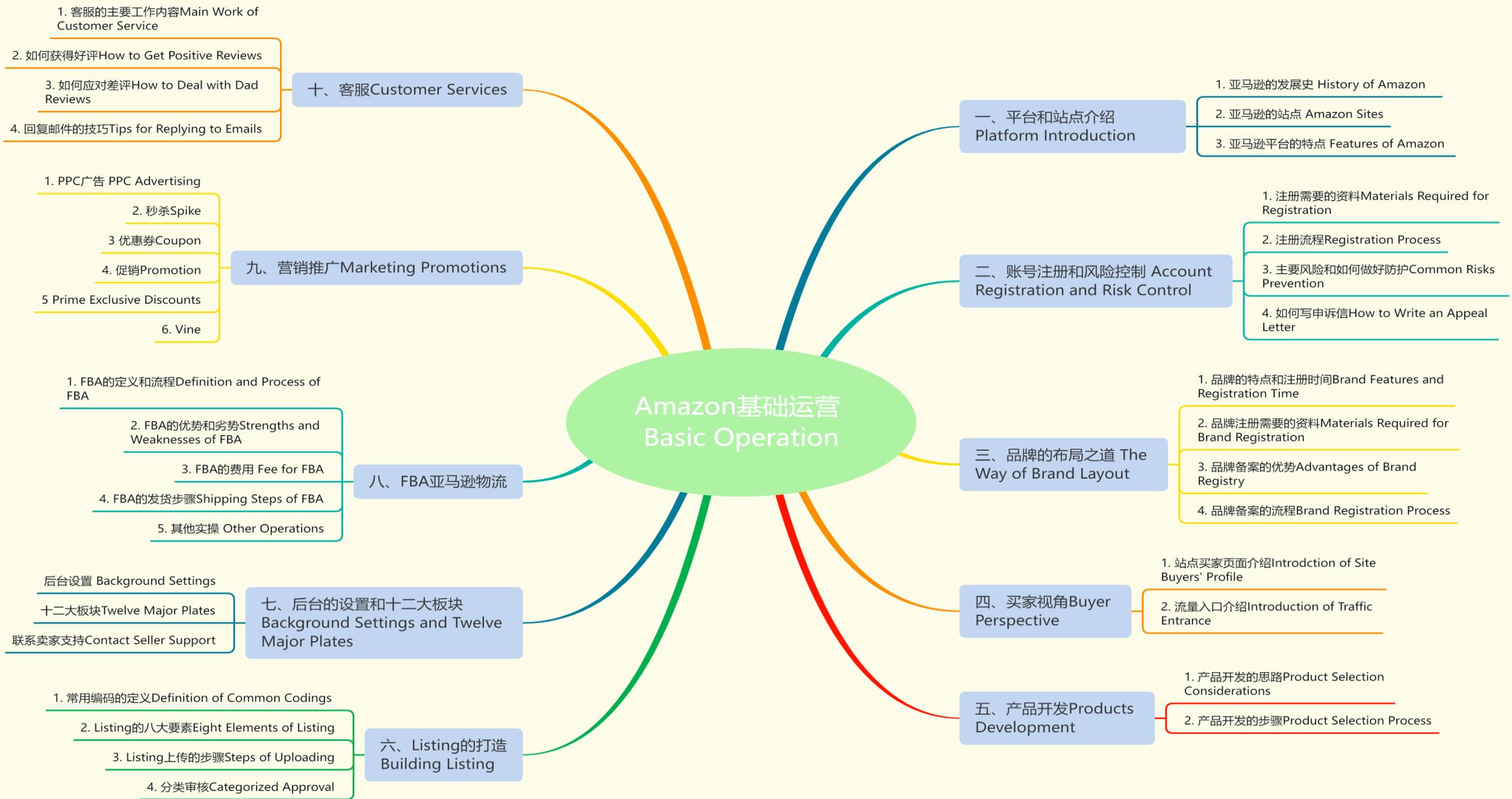
◆ 主编出版书籍《Amazon跨境梦》

Edite the published book "Amazon Cross-Border Dream"

◆ 5年行业培训经验, 11年亚马逊运营经验

5 years of training experience,

11 years of Amazon operation experience



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后台设置和十二板块
Background Settings
and
Twelve Major Plates

1

后台设置
Background Settings

2

十二大板块
Twelve Settings

3

联系卖家支持
Contact Seller Support

▶ 1. 后台设置 - 路径 Background Settings - Path

中文版 Chinese Version

买家消息 帮助 设置
退出
使用新导航
账户信息
全球账户
通知首选项
登录设置
退货设置
礼品选项
配送设置
税务设置
用户权限
用户权限历史记录
您的信息和政策
亚马逊物流

英文版 English Version

Messages Help Settings
Log out
Use new navigation
Account Info
Global Accounts
Notification Preferences
Login Settings
Return Settings
Gift Options
Shipping Settings
Tax Settings
User Permissions
User Permissions History
Your Info & Policies
Fulfillment by Amazon

▶ 1. 后台设置 1- 账户信息 Background Settings 1- Account Information

Seller Account Information

Welcome  (Edit)

Your Seller Profile

Listings Status

Going on a vacation?

Current Status of Listings: Active (Listings available for sale on Amazon)

Your Services

Manage

Sell On Amazon Professional
(Amazon.com, Amazon.com.br, Amazon.ca, Amazon.com.mx)

Amazon Business Registered
(Amazon.com, Amazon.ca)

Fulfillment by Amazon Registered
(Amazon.com, Amazon.ca, Amazon.com.mx)

Customer Service by Amazon Ready to opt-in
(Amazon.com)

Sponsored Products Sponsored Products
(Amazon.com, Amazon.ca)

Payment Information

Deposit Methods

Invoiced order payment settings

Charge Methods

Charge Methods for Advertising

Business Information

Business Address

Official Registered Address

Business Insurance

Language for feed processing report

Legal Entity

Merchant Token

Manage Your Brands

Display Name

Shipping and Returns Information

Return Address

International Returns Providers

Shipping Settings

Buy Shipping Preferences

Tax Information

CPF/CNPJ Information

VAT Information

Tax Information

RFC ID

FAQ

[How do I update my tax information and legal name?](#)

[I signed up for an account by mistake or don't need it anymore. How do I close the account?](#)

[I am taking time off \(vacation\). How can I temporarily deactivate my listings?](#)

[Why are my items no longer for sale?](#)

[Why did my credit card have an error or have 'Invalid Information'?](#)

Account management

Notification Preferences

Login Settings (Change Name, Email, Password and Security Settings)

User Permissions

Downgrade Account

Close account

▶ 1. 后台设置 1.1- Background Settings 1.1 - Your Seller Profile

The screenshot shows the Amazon Seller Profile settings page. The 'Marketplace' section is set to 'Amazon.com'. The 'Store details' section includes 'DISPLAY NAME' and 'STOREFRONT LINK'. The 'Customer service details' section includes 'EMAIL', 'PHONE', and 'REPLY TO EMAIL'. An 'Edit' button is visible in the top right corner.

Marketplace	Store details	Customer service details
Amazon.com	DISPLAY NAME [Redacted]	EMAIL [Redacted]@hotmail.com
	STOREFRONT LINK www.amazon.com/shops/	PHONE (None) Click Edit to set
		REPLY TO EMAIL [Redacted]@hotmail.com

1. 店铺名 Store Name

2. 店铺链接 Store Link

3. 邮箱 E-mail

▶ 1. 后台设置1.2-Background Settings 1.2 - Vacation Setting

Vacation Settings [Learn more](#) ▾

Set all listings to Active Inactive

Amazon.ca	<input checked="" type="radio"/> Active	<input type="radio"/> Inactive
Amazon.com	<input checked="" type="radio"/> Active	<input type="radio"/> Inactive
Amazon.com.br	<input checked="" type="radio"/> Active	<input type="radio"/> Inactive
Amazon.com.mx	<input checked="" type="radio"/> Active	<input type="radio"/> Inactive



▶ 1. 后台设置 1.3.1 - Background Settings 1.3.1 - Deposit Methods

BANK ACCOUNT NUMBER

ending in 

Default

BANK LOCATION COUNTRY

United States

ACCOUNT HOLDER NAME



ASSIGNED MARKETPLACES



Amazon.com

Replace default deposit method

▶ 1.后台设置1.3.2 - Background Settings 1.3.2 - Deposit Methods

Add new deposit method

Select existing deposit method

Bank Location

United States

Disbursement may be subject to fees charged by your bank

The bank account must be either issued by a bank or managed by a Payment Service Provider that is part of the Payment Service Provider Program. ?

Account Holder's Name ?

Name as on bank documents

9-Digit Routing Number ?

9 digits

Bank Account Number ?

Re-type Bank Account Number

Type of Account

Default Account

This account will replace your current default deposit method for Amazon.com. Funds earned from Amazon.com will be disbursed to this account.

▶ 1. 后台设置 1.4.1- Background Settings 1.4.1 - Charge Methods

Charge Methods

Account Int

Add new charge method

Manage Charge Metho

CREDIT CARD

VISA ending in [REDACTED]

EXPIRES ON

4/2027

CARD HOLDER'S NAME

BILLING ADDRESS

Replace Charge Method

ASSIGNED MARKETPLACES



Amazon.ca



Amazon.com.mx



Amazon.com



Amazon.com.br

Replace Charge Method

Select the marketplace for which you would like to assign a different charge method

- Amazon.ca
- Amazon.com.mx
- Amazon.com
- Amazon.com.br

Cancel

Replace

▶ 1. 后台设置 1.4.2 - Background Settings 1.4.2 - Charge Methods

Credit Cards

New Credit Card Select a credit card

Card Number **Valid through** **Card Holder's Name (as on Credit Card)**

1 2022

Add a new Billing Address

Select a Billing Address

Name *

Address Line 1: *

Address Line 2:

City/Town: * **Province/Region/State:**

Country: * **Postal Code/Zip Code: ***

United States

Primary Phone: *

Use "x" to separate extension

[Back](#) [Set charge method](#)

▶ 1. 后台设置 2 - Background Settings 2 - Notification Preferences

Notification Options

Contacts

 View your settings below. Use the 'Edit' buttons to change any of the fields. [Learn more](#)

Order Notifications

Receive a notification each time a buyer purchases one of your products.

Edit



Choose which notifications to receive via SMS. (Note Fulfilled by Amazon order notifications will not be sent via SMS)

Merchant Order Notifications (Sold, Ship Now)

SMS:

 To change your SMS contact information, select the Contacts Tab and edit the Merchant Default Contact.

Choose which notifications to receive via EMAIL:

Merchant Order Notifications (Sold, Ship Now)

E-mail:

...@hotmail.com

Amazon Fulfillment Order Notifications

Multichannel Fulfillment Notifications

Inbound Shipment Notifications

Inbound Shipment Problem Notifications

▶ 1. 后台设置 3- Background Settings 3 - Login Setting

更改注册邮箱

Change

Registered

E-mail Address

Messages | Help | Settings

Log out

Use new navigation

Account Info

Global Accounts

Notification Preferences

Login Settings

Return Settings

Gift Options

Shipping Settings

Tax Settings

User Permissions

User Permissions History

Your Info & Policies

Fulfillment by Amazon

amazon seller central

Login & security

Name: [Redacted]	Edit
Email: [Redacted]@hotmail.com	Edit
Mobile Phone Number: +861867 [Redacted]	Edit
Password: [Redacted]	Edit
Two-Step Verification (2SV) Settings: For extra security, require a one-time password at sign-in	Edit

Done

▶ 1. 后台设置4 - Background Settings 4 - Shipping settings

Shipping settings [Take the tour](#) ▾

General shipping settings

Shipping Templates

Create New Shipping Template

| Assign SKUs to Templates ▾

Migrated Template

DEFAULT

Migrated Template Default Template

Edit Template ▾

Domestic Shipping

Standard Shipping

Standard Shipping

Regions	Address Type	Transit Time excluding handling time	Shipping fee
Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, District of Columbia	Street PO Box	14 - 28 Days	\$0.00 per order + \$0.00 per Item

▶ 1. 后台设置 4.1- Background Settings 4.1 - Shipping settings

Shipping Template Name:

Migrated Template

Rate Model:

[Learn more](#)

Per Item / Weight-Based

Shipping rates are per item or per pound plus a fixed per shipment charge.

Price Banded

Shipping rates are determined by the total amount of the order.

Domestic Shipping

Standard Shipping

REQUIREMENTS Shipping to all states in the continental U.S. (excluding Hawaii, Alaska, and U.S. protectorates) for the same shipping fee is required.

Regions	Address Type	Transit Time excluding handling time	Shipping fee	Action
Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, District of Columbia	Edit <input checked="" type="checkbox"/> Street <input checked="" type="checkbox"/> PO Box	14 - 28 Days	\$ 0.00 per order plus \$ 0.00 per Item Lb	Delete

+ Add new shipping rule

▶ 1.后台设置 4.2- Background Settings 4.2 - Shipping settings

Price Bands	Shipping Price	Action
\$ 0.00 to \$ above	\$ 0.00	Delete

举例: Example:

Price Bands	Shipping Price	Action
\$ 0.00 to \$ 10.00	\$ 1.00	Delete
\$ 10.01 to \$ 20.00 ×	\$ 2.00	
\$ 20.01 to \$ above ×	\$ 3.00	

▶ 1. 后台设置 4.3 - Background Settings 4.3 - Shipping settings

<input checked="" type="checkbox"/> Expedited Shipping	Regions	Address Type	<input checked="" type="checkbox"/> Transit Time excluding handling time	Price Bands	Shipping Price	Action
<input checked="" type="checkbox"/> + Add new shipping rule	Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, District of Columbia	Edit <input type="checkbox"/> Street <input checked="" type="checkbox"/> PO Box	<input checked="" type="checkbox"/> 1 - 2 Days <input type="checkbox"/> 1 - 3 Days <input type="checkbox"/> 2 - 4 Days <input type="checkbox"/> 3 - 5 Days	\$ 0.00 to \$ above	\$ 0.00	Delete
<input type="checkbox"/> Two-Day Delivery Order by 2:00 p.m. Learn more						
<input type="checkbox"/> One-Day Delivery Order by 2:00 p.m. Learn more						

International Shipping

Standard Shipping

▶ 1. 后台设置 5.1 - Background Settings 5.1 - User Permissions

User Permissions

[Global user permissions](#) ⓘ

[User Permissions History](#)

Use the Permissions Manager to grant access rights to other users. [Learn more](#)

⚠ Amazon takes the security of your account seriously. Only invite people or businesses that you trust to access your business information.

Current Users

Name	Email Address		
	@outlook.com	Manage Permissions	Manage Global Permissions
	-.@outlook.com	Manage Permissions	Add to Global Account Delete

Add a New User

Name	Email Address	Language	Add to Global Account	
<input type="text"/>	<input type="text" value="@outlook.com"/>	<input type="text" value="English"/> ▼	<input type="checkbox"/>	Invite

▶ 1. 后台设置 5.2 - Background Settings 5.2 - User Permissions

You've been invited to become an authorized user

Seller Central Invitation

Become an authorized user for [Business Name]!

Dear [Name],

We use the Seller Central website to manage our [Business Name] business in the Amazon store. I would like to invite you to become an authorized (that is, trusted) Seller Central user. The process is simple, just follow the steps below.

Once complete, you'll have access to [Business Name]'s Seller Central account. Please note that this invitation will expire in 14 days.

To start using Seller Central, complete the following steps:

1. Open to the following URL in a new browser window. Be sure you're not already logged into an Amazon account.

[https://sellercentral.amazon.com.au/invitation/accept?
merchantId=52187215-11111111-11111111-11111111-11111111&
inviteCode=52187215-11111111-11111111-11111111-11111111](https://sellercentral.amazon.com.au/invitation/accept?merchantId=52187215-11111111-11111111-11111111-11111111&inviteCode=52187215-11111111-11111111-11111111-11111111)

2. You'll have to log in now. If you have an existing Amazon customer account for work, use that.

▶ 1. 后台设置 5.3 - Background Settings 5.3 - User Permissions

amazon sellercentral

登录 Login

邮箱地址或手机号码 email or phone number

密码 pass word [忘记密码](#)

登录 log in

继续操作即表示您同意亚马逊的[使用条件](#)和[隐私声明](#)。

记住登录状态。 [详情](#) ▾

Amazon的新客户？

创建您的 Amazon 账户 Create Your Amazon Account

▶ 1. 后台设置 5.4 - Background Settings 5.4 - User Permissions

amazon seller central

创建账户 Create an Account

您的姓名 Your Name

邮箱地址 Email

密码 Pass word

i 密码必须至少为 6 个字符。

再次输入密码 Confirm the Pass word

创建您的 Amazon 账户

创建账户，即视为您同意遵守 Amazon 的[使用条件](#)和[隐私声明](#)。

▶ 1. 后台设置 5.5 - Background Settings 5.5 - User Permissions

amazon seller central

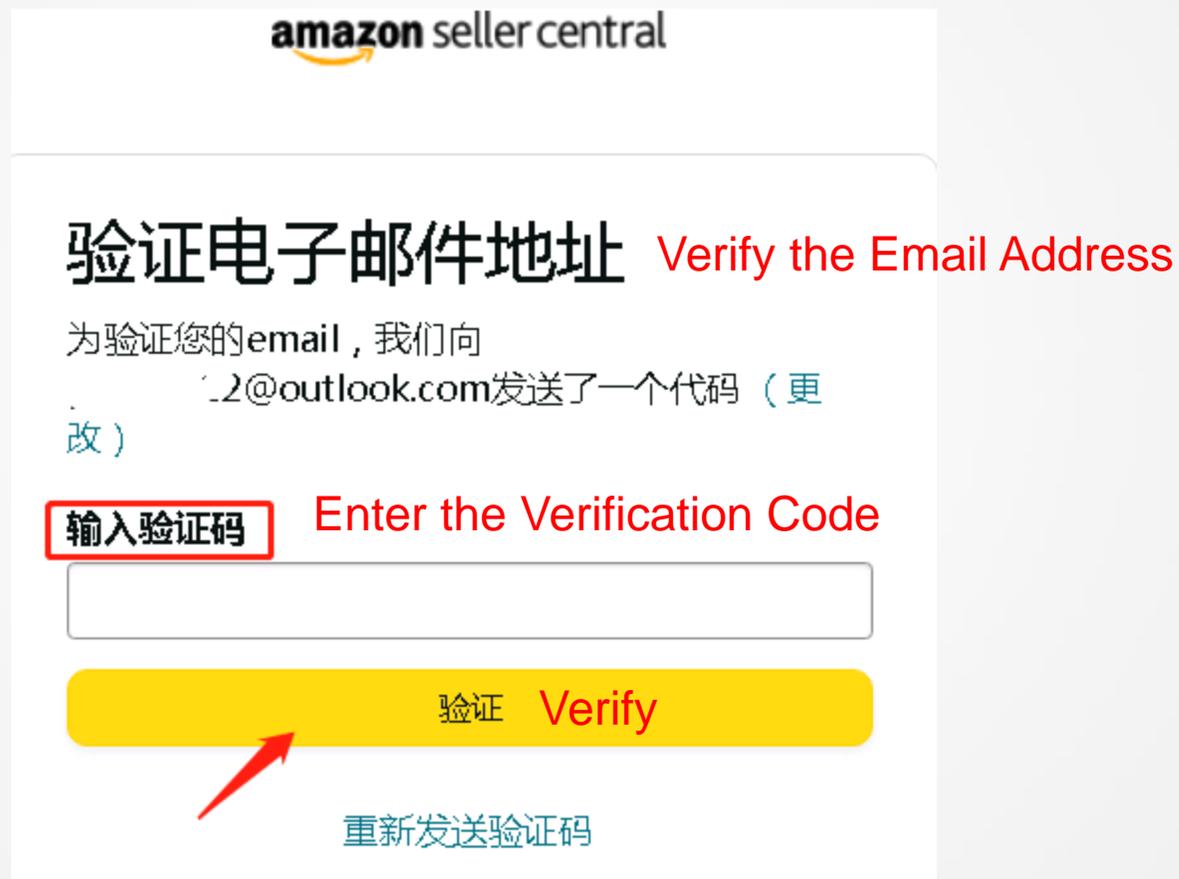
验证电子邮件地址 Verify the Email Address

为验证您的email, 我们向
[redacted]@outlook.com发送了一个代码 (更
改)

输入验证码 Enter the Verification Code

验证 Verify

[重新发送验证码](#)



▶ 1. 后台设置 5.6 - Background Settings 5.6 - User Permissions

amazon seller central

添加手机号码 Add Phone Number

要增强账户安全性，请添加并验证您的手机号码。

新手机号码 New Phone Number

CN +86 ▼ 1867...

注册手机号码即表示您同意接收亚马逊通过短信自动发送的安全通知。您可以进入“我的账户”设置，在“登录与安全”页面移除您的手机号码以选择退出。可能会收取短信和数据费用。

添加手机号码

Add Phone Number

amazon seller central

添加手机号码 Add Phone Number

+86186... 更改

代码已发送至您的手机。请将代码输入下方。

输入验证码 Enter Verification Code

创建您的亚马逊账户 Create Your Amazon Account

创建账户，即视为您同意遵守 Amazon 的使用条件和隐私声明。

重新发送验证码

▶ 1. 后台设置 5.7 - Background Settings 5.7 - User Permissions



The screenshot shows the Amazon Seller Central interface for enabling two-step verification. At the top left, the Amazon logo is followed by 'seller central' and '绩效' (Performance). The main heading is '启用两步验证' (Enable Two-part Verification) in large black text, with 'Enable Two-part Verificaiton' in red text to its right. Below the heading, a message states: '访问您的账户前，您必须为账户添加两步验证来进行保护。' (Before you can access your account, you must add two-step verification to protect it.). To the right of this message is a yellow button labeled '获取帮助' (Get help). At the bottom left, there is a prominent dark teal button labeled '启用两步验证' (Enable two-step verification).

▶ 1. 后台设置 5.8 - Background Settings - User Permissions

User Permissions

Add or Edit Permissions for [redacted]@outlook.com ([redacted]@outlook.com) in [redacted]

Advertising	None	View	View & Edit	Admin
A+ Content Manager	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Campaign Manager	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Coupons	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Customer reviews	<input type="radio"/>	<input checked="" type="radio"/>		
Deals	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Early Reviewer Program	<input checked="" type="radio"/>		<input type="radio"/>	
Prime Exclusive Discounts	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Promotions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Register for Sponsored Products	<input type="radio"/>	<input checked="" type="radio"/>		

► 1. 后台设置 - Background Settings - User Permissions-步骤总结 - Summary of Steps

1. 输入子账号邮箱，点邀请
2. 进入邮箱，复制链接打开
3. 点击“创建账号”
4. 填入子账号的名字，邮箱和密码
5. 在子账号邮箱找到新的验证码填入
6. 添加手机号码，输入验证码
7. 启用两步验证
8. 给子账号设置权限

1. Enter the email address of the sub-account and click Invite
2. Go to the mailbox and open the copy link
3. Click "Create Account"
4. Fill in the name, email address and password of the sub-account
5. Find a new verification code in the sub-account email address and fill in it
6. Add your mobile phone number and enter the verification code
7. Enable two-step verification
8. Set permissions for the RAM user

▶ 1. 后台设置6.1- Background Settings - Fulfillment by Amazon Settings

Optional Services

Edit

MWS Label Service

[Learn more](#)

Disabled

Default - Who Labels?

[Learn more](#)

Merchant

Default - Who Preps?

[Learn more](#)

Merchant

Allow Amazon to buy my products to sell globally

Edit

Allow Amazon to buy my products to sell globally

[Learn more](#)

Enabled

▶ 1. 后台设置6.2 - Background Settings - Fulfillment by Amazon Settings

Inbound Settings

[Edit](#)

Inventory Placement Option
[Learn more](#)

Distributed Inventory Placement (default setting)

Show Restricted Items Warning
[Learn more](#)

Enabled

2D Barcodes for Box Content Information
[Learn more](#)

Enabled

Show Listing Approval Warnings
[Learn more](#)

Enabled

Distributed Inventory Placement (default setting)

Amazon will determine the distribution of your inventory among one or more fulfillment centers during the shipment creation process. This may include multiple shipments for individual seller SKUs. [Learn more](#)

Inventory Placement Service

All quantities of a single seller SKU will be assigned to a single fulfillment center determined by Amazon during the shipment creation process. A per-unit service fee applies. [Learn more](#)

By selecting this option, you acknowledge that your use of this service is subject to the Inventory Placement Service Terms and Conditions. [Inventory Placement Service Terms and Conditions](#)

▶ 1. 后台设置6.3.1- Background Settings - Automated unfulfillable settings

Automated unfulfillable settings [Rate this page](#)

Automated unfulfillable settings
[Learn more](#)

- Enable
 Disable

Enroll in value recovery options New

You can select value recovery options and we'll try to recover value on your unfulfillable inventory before it is returned or disposed of.

Automated value recovery options

i Your unsellable inventory will flow through the following value recovery options in the order listed below. If inventory is not eligible for the value recovery options, it will be returned or disposed of.



- Refurbishment** [Learn more](#)
Depending on the item, Fulfillment by Amazon can re-tape, re-glue, and re-staple boxes; remove excessive tape, non-product labels, and stickers; and re-box branded and unbranded corrugated boxes. Shoes and apparel refurbishment can include steaming and removing stains and odors.
By selecting this value recovery option, you've accepted the [terms and conditions](#)
-
- Grade and Resell** [Learn more](#)
Recover value from your unfulfillable customer returns. Enrolled ASINs are automatically graded and assigned a used condition, and then added to your active inventory. You set the price and manage the listing, as you do for your current new and used items. When a used item is graded as sellable, a per-item processing fee applies.
By selecting this, you've accepted the [terms and conditions](#).
-
- Liquidations** [Learn more](#)
Recover value from eligible inventory by liquidating it through a wholesale liquidator, who will purchase your products for typically 5% to 10% of its average selling price.
By selecting this, you've accepted the [terms and conditions](#).

▶ 1. 后台设置6.3.2 - Background Settings - Fulfillment by Amazon Settings

Removals: choose return or dispose

Choose **Return** or **Dispose** for items in which value cannot be recovered, and for items you want to exclude from the value recovery options.

Return or dispose:

Automated removals are charged the applicable per-item removal fee

Return

Dispose

Schedule:



Immediate

Immediate

Weekly (on the 8th, 15th, 22nd and 28th)

Twice a month (on the 5th and 20th)

Once a month (on the 1st)

Email address:

▶ 1. 后台设置6.3.3 - Background Settings - Fulfillment by Amazon Settings

Automated unfulfillable settings		Edit
Automated unfulfillable settings Learn more	Enabled	
Value recovery options	None	
Return or Dispose	Dispose	
Return or Dispose Schedule	Immediate	

▶ 1. 后台设置6.4 - Background Settings - Fulfillment by Amazon Settings

Automated fulfillable inventory settings		Edit
Automated long-term storage removals settings Learn more	Disabled	
Automated removal of ASINs with no sale Learn more	Disabled	
FBA Donations program		
FBA Donations - United States Learn more	Enabled	Edit
FBA Product Barcode Preference		Edit
Barcode preference Learn more	Amazon barcode	

▶ 1. 后台设置6.5 - Background Settings - Fulfillment by Amazon Settings

Multi-Channel Fulfillment Settings

Edit

Packing Slip - Merchant Name

[Learn more](#)

Packing Slip - Text

[Learn more](#)

Block Amazon Logistics

[Learn more](#)

No

Export Settings

FBA Export from Amazon.com

[Learn more](#)

Enabled

Edit

07

后台设置和十二板块
Background Settings
and
Twelve Major Plates

1

后台设置
Background Settings

2

十二大板块
Twelve Settings

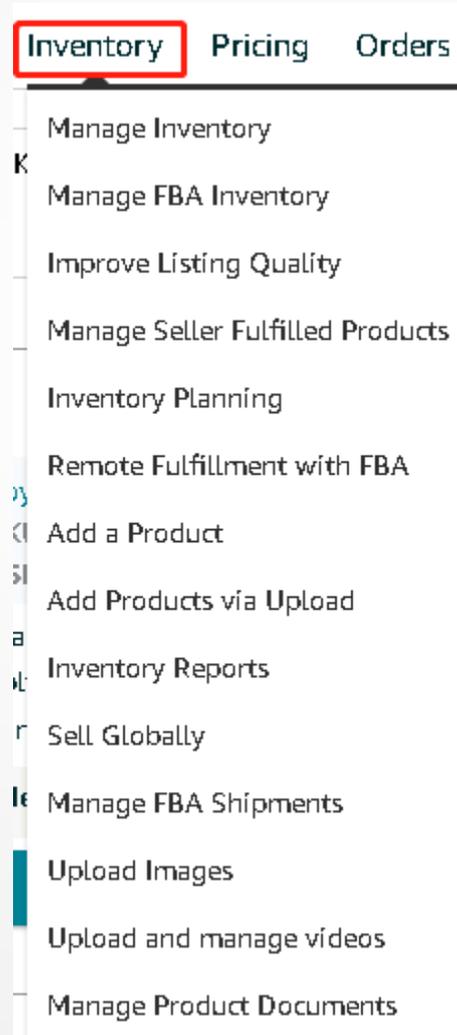
3

联系卖家支持
Contact Seller Support

▶ 2. 十二大板块 Twelve Major Plates 1 - Catalog



▶ 2. 十二大板块2 - Twelve Major Plates 2 - Inventory



The image shows a screenshot of the Amazon Seller Central navigation menu. The 'Inventory' tab is highlighted with a red box. The menu items listed are:

- Inventory
- Pricing
- Orders
- Manage Inventory
- Manage FBA Inventory
- Improve Listing Quality
- Manage Seller Fulfilled Products
- Inventory Planning
- Remote Fulfillment with FBA
- Add a Product
- Add Products via Upload
- Inventory Reports
- Sell Globally
- Manage FBA Shipments
- Upload Images
- Upload and manage videos
- Manage Product Documents

▶ 2. 十二大板块2.1 - Twelve Major Plates - Manage Inventory

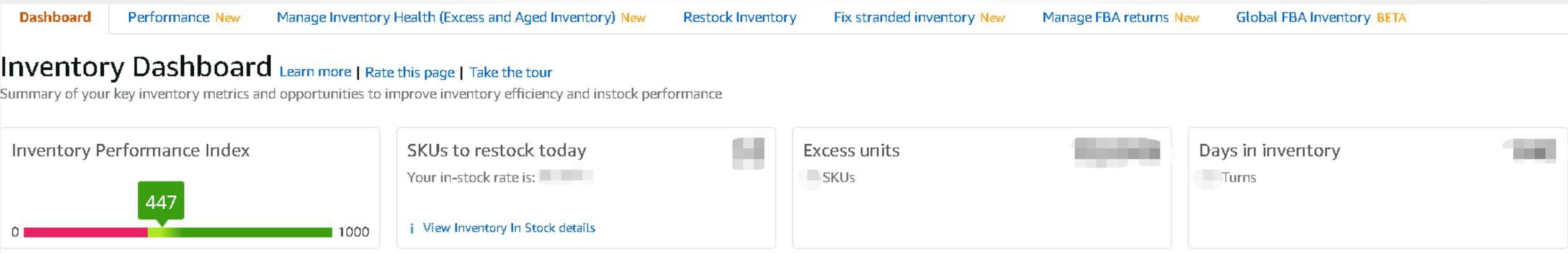
Manage Inventory [Learn more](#) | [Take the tour](#) Add a Variation Add a product Preferences: 9 columns hidden NEW

Action on 0 selected 288 product(s)

Filters: Status: All Active Inactive Incomplete Listing Removed Search Suppressed | Fulfilled By: All Amazon Merchant Additional filters

<input type="checkbox"/>	Status	<input type="checkbox"/> Image	<input type="checkbox"/> SKU Condition	<input type="checkbox"/> Product Name ASIN	<input type="checkbox"/> Available	<input type="checkbox"/> Inbound	<input type="checkbox"/> Unfulfillable	<input type="checkbox"/> Reserved	<input type="checkbox"/> Estimated fee per unit sold	<input type="checkbox"/> Price + Shipping Pricing status ⓘ	<input type="checkbox"/> FNSKU	<input type="button" value="Save all"/>
<input type="checkbox"/>	> Variations			B0								<input type="button" value="Edit"/>

▶ 2. 十二大板块2.2 - Twelve Major Plates Inventory Planning



▶ 2. 十二大板块 2.3 - Twelve Major Plates 2.3 - Sell Globally

 [Sell Globally](#) | [Understand the basics](#) | [Build International Listings](#) | [Find a Provider](#) | [Marketplace Product Guidance](#)

Sell Globally [Take a tour](#) | [Learn more](#) | [Rate this page](#)

With Amazon Global Selling, you can reach hundreds of millions of new customers. List and sell your products on any of our marketplaces in North America, Europe, Asia-Pacific, Middle East, and North Africa. Use the tabs below to help you get started. Note: The FBA Export program enables international customers to order FBA products on Amazon and have them shipped to their international address. [Learn more](#)

Americas ✓

Europe

Asia-Pacific (1/4)

Middle East and North Africa

You are selling in US, Canada, Brazil, Mexico



US



Canada



Brazil



Mexico

▶ 2. 十二大板块 2.4 - Twelve Major Plates 2.4 - Manage FBA Shipment

Shipping Queue

[Learn more](#) | [Tell us how we're doing](#) | [Received inventory report](#)

[Continue with last shipping plan](#)

This page provides details on all the shipments you are working on and those you have sent to Amazon.

[Fulfillment center shipments](#) ⓘ [Amazon upstream storage shipments](#) ⓘ [Shipping plans](#)

Last updated:

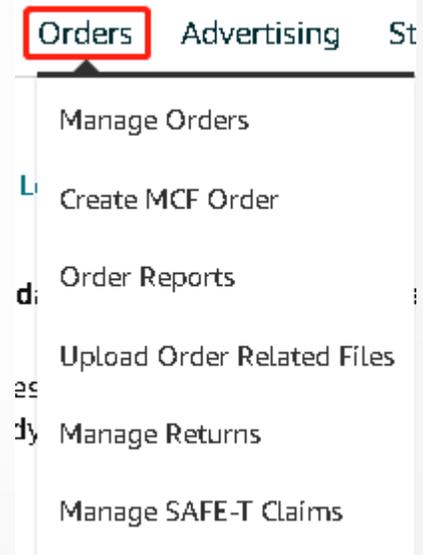
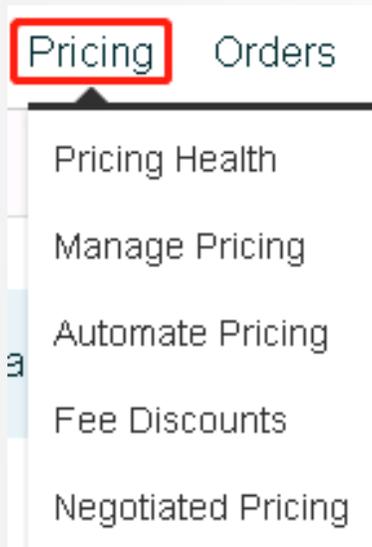
Status:

[Export table data](#)

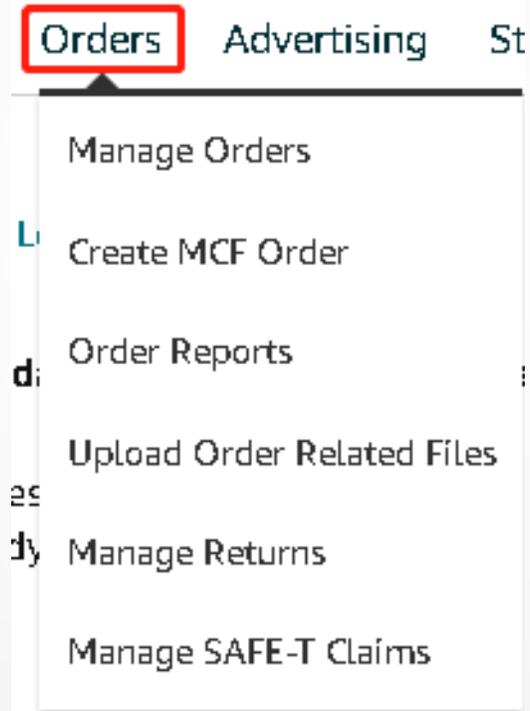


Shipment name Shipment ID	Created	Last updated ↓	Ship to	SKUs	Units expected Units received	Status	Next steps
	Apr 4, 2022 AM	Apr 4, 2022 AM		1	120 0	Shipped	Track shipment ▼

▶ 2. 十二大板块 Twelve Major Plates 3 - Pricing



▶ 2. 十二大板块 Twelve Major Plates 4 - Orders



▶ 2. 十二大板块 Twelve Major Plates 4.1 - Mange Orders

Manage Orders [Learn more](#) [Video tutorials](#) Order ID Search

Fulfilled by Amazon

Pending **All orders** Canceled [View Seller Fulfilled orders >](#)

Refine by:

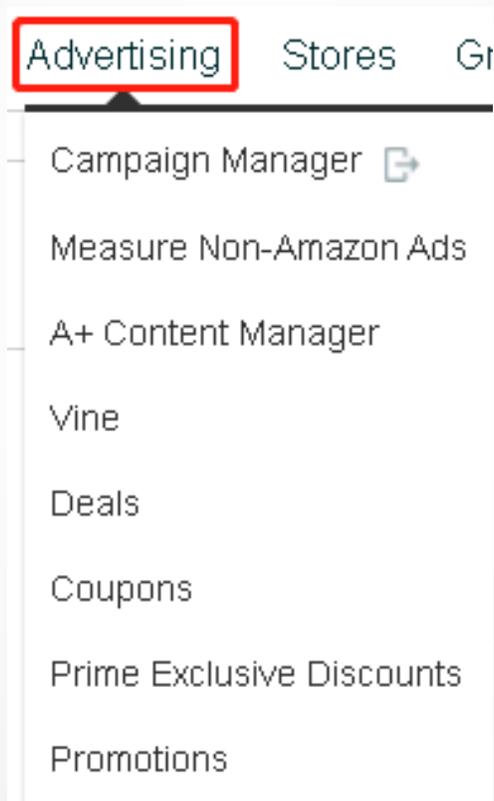
Sales channel

- Non-Amazon
- Amazon.com.mx
- Amazon.com Invoicing Shadow Marketplace
- Amazon.com.br
- Non-Amazon
- Amazon.ca
- Amazon.com

Hide Filters **10000+ orders** Last 30 days Date Range: Last 30 days Order date (descending) Results per page: 100 Set Table Preferences Refresh

<input type="checkbox"/> Order date	Order details	Image	Product name	Customer option	Order Status	Action
<input type="checkbox"/> moments ago 4/3/2022 PM PDT	114- Fulfillment method: Amazon Sales channel: Amazon.com Billing Country/Region: US Seller order ID: 114-		ASIN: B0 SKU: Quantity: 1 Item subtotal: US\$		Pending	More information

▶ 2. 十二大板块 Twelve Major Plates 5 - Advertising



▶ 2. 十二大板块 Twelve Major Plates 6 - Stores



Stores

Create and customize Stores for your brands.

Your Brands

Want to build Stores for brands not listed here? [Register your brand](#)

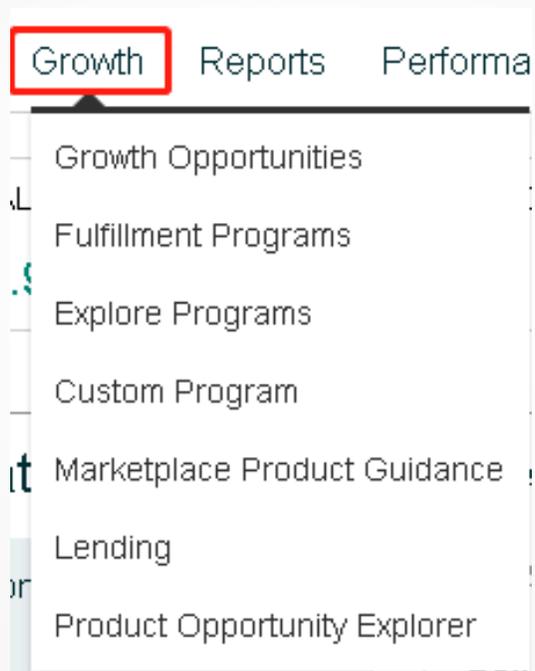


<https://www.amazon.com/>

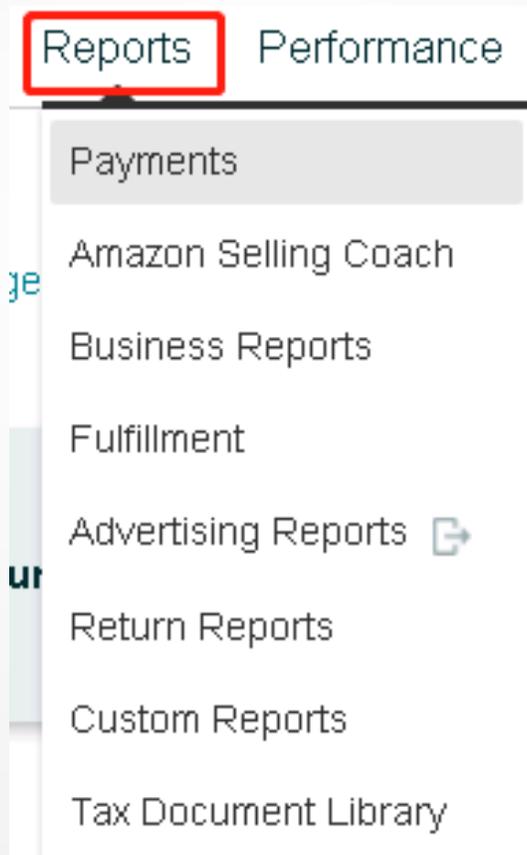
See insights

Edit Store

▶ 2. 十二大板块 Twelve Major Plates 7 - Growth



▶ 2. 十二大板块 Twelve Major Plates 8 - Reports



▶ 2. 十二大板块 Twelve Major Plates 8.1- Payment

Payments Dashboard [Learn More](#) | [Take Tour](#) | [Rate this page](#)

[Deferred Transactions](#) | [Statement View](#) | [Transaction View](#) | [All Statements](#) | [Disbursements](#) | [Date Range Reports](#) | [Advertising Invoice History](#)

	Total Balance ?	Funds Available <input type="text" value="Now"/> ?	Recent Payouts ?
Standard Orders	\$ [REDACTED]	\$ [REDACTED] Request Payment	On 3/31/2022 \$ [REDACTED]
Invoiced Orders	\$0.00	\$0.00 Request Payment	On 4/1/2022 \$ [REDACTED]
Deferred Transactions ?	\$ [REDACTED]	\$0.00 Request Payment	
All Accounts	\$ [REDACTED]	\$ [REDACTED]	

Transfer of \$ [REDACTED] scheduled to initiate on 4/14/2022*

*Transfers can take 3-5 business days to complete and actual transfer amount is subject to change. View our [Help page](#) for more information about when you will be paid.

▶ 2. 十二大板块 Twelve Major Plates 8.2 Business Reports

× CLOSE REPORTS MENU

Dashboards

Sales Dashboard

Business Reports

By Date

Sales and Traffic

Detail Page Sales and Traffic

Seller Performance

By ASIN

Detail Page Sales and Traffic

Detail Page Sales and Traffic By Parent Item

Detail Page Sales and Traffic By Child Item

Brand Performance

Other

Sales and Orders by Month

📘 Newly launched: Mobile App data is now available for all Sessions and Page Views metrics. See reports below for a breakdown of Mobile, Browser

📘 Seeking to delight customers while improving your marketing efficiency? You can now earn a bonus averaging 10% of product sales driven by you program . Enroll today to join thousands of Brands who are already utilizing the program, with some earning thousands of dollars in bonuses eve

Sales Dashboard [Learn more](#)

Date

Today - 4/3/2022

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

Sales Snapshot taken at 4/3/2022, 8:11:15 PM PDT

Total order items

Units ordered

Ordered product sales

Avg. units/order item

Avg. sales/order item



1.01



Compare Sales

125

2500

100

2000

▶ 2. 十二大板块 Twelve Major Plates 8.2.1-Detail Page Sales and Traffic

1. Session

2. Page Views

3. Unit Session Percentage

▶ 2. 十二大板块 Twelve Major Plates 9 - Performance

	Performance	Partner Ne
	Account Health	
N	Feedback	K
	A-to-z Guarantee Claims	D
	Chargeback Claims	
	Performance Notifications	
	Voice of the Customer	
	Seller University	M
		E

▶ 2. 十二大板块 Twelve Major Plates 9.1 - Feedback

Feedback Manager

Use the Feedback Manager to track buyer satisfaction with your service. You can view short- and long-term metrics, as well as detailed feedback entries, including buyer e-mails and Order IDs. Click the Order ID to view transaction details within the Manage Orders section of Seller Central. [Learn more](#)

Feedback Rating: ★★★★★

4.9 stars during time selling on Amazon. (ratings)

	30 days	90 days	365 days	Lifetime
Positive	99 %	99 %	99 %	99 %
Neutral	0 %(0)	0 %(0)	0 %	0 %
Negative	1 %	1 %	1 %	1 %
Count				

This table displays the corresponding feedback percentages and feedback counts. [See how your feedback displays to buyers on Amazon.](#)

Due to rounding, the values displayed may not add up to 100%

[All ratings](#) [Positive](#) [Neutral](#) [Negative](#)

< 1 2 3 4 5 ... 367 >

Date	Rating	Order ID	Comments	Actions
04/03/2022	5	111-		Choose one Post a public reply Request removal
04/03/2022	5	114-		

▶ 2. 十二大板块 Twelve Major Plates 10 - Partner Network

Partner Network

B2B

Find Apps and Services

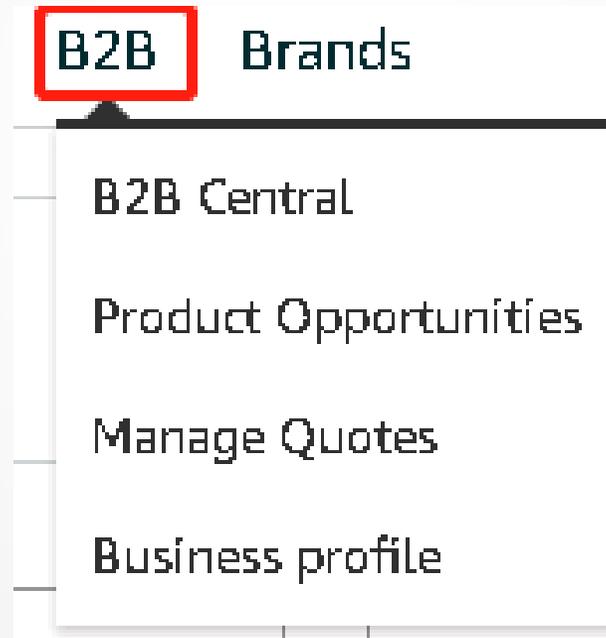
Manage Your Apps

Explore Services

Manage Service Requests

Develop Apps

▶ 2. 十二大板块 Twelve Major Plates 11 - B2B



▶ 2. 十二大板块 Twelve Major Plates 12 - Brands

Brands

Brand Analytics

Brand Protection

Manage Experiments

Brand Dashboard

Brand Catalog Manager

Customer Reviews

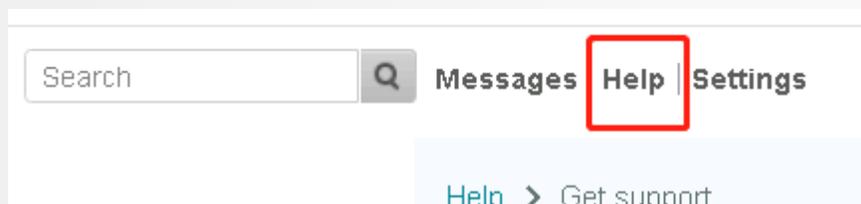
Customer Engagement

Virtual Bundles

Brand Referral Bonus

All Brand Benefits

▶ 3. 联系卖家支持 Contact Seller Support -1



[Help](#) > Get support

Get Support

What service can we help you with?

Seller Forums

Ask questions or find answers from our community of sellers.

[Launch Seller Forums](#)

[Selling on Amazon](#) →

Listing and selling on www.amazon.com

[Sponsored Ads and Stores](#) →

Sponsored Products, Sponsored Brands and Stores

Case log

View or review open cases.

[Launch Case Log](#)

▶ 3. 联系卖家支持 Contact Seller Support -2

[Help](#) > [Get support](#)

Get Support

What service can we help you with?

[Selling on Amazon](#)

Listing and selling on www.amazon.com



[Sponsored Ads and Stores](#)

Sponsored Products, Sponsored Brands and Stores



▶ 3. 联系卖家支持 Contact Seller Support -3

[Help](#) > [Get support](#) > [Selling on Amazon](#)

Get support

 This is a new way for you to get support from Amazon. [Tell us what you think](#)

Describe Your Issue

Your description will be included as part of your case.

Do not include personal or sensitive data in your description.

Continue

 Confirm Your Issue

 Resolve Your Issue

What is personal or sensitive data? 

[Or, browse for your issue in the menu](#)

▶ 3. 联系卖家支持 Contact Seller Support -4

Get Support

Customer or Non-FBA Orders ▶

Products, Listings, or Inventory ▶

Seller Fulfilled Prime and Same-Day Delivery ▶

Marketplace Web Service (Amazon MWS) ▶

Amazon Business (B2B) ▶

Your account ▶

Amazon Global Logistics ▶

Fulfillment by Amazon ▶

Deals, coupons, and promotions ▶

Amazon Lending ▶

Other issues ▶

Email

Phone

+ add attachments

Your email

Add CC

xxxxxxxx@hotmail.com

Your number (optional, if you would like a callback)

(XXX) XXX-XXXX

Ext.

United States



Send



▶ 3. 联系卖家支持 Contact Seller Support - 品牌相关 Brand Related

Brand Registry Support

What can we help you with? [Learn more](#)

Open cases 5

Report an Intellectual Property (IP) violation

Report a marketplace policy violation

Project Zero

Retract a violation

Listing issue

Update your brand profile

Technical issue

Escalate previously submitted issue

<https://brandregistry.amazon.com/cu/contact-us>

1

一、主要设置 Major Setting

1. 账户信息

Account Information

2. 通知

Notice

3. 登陆设置

Login Setting

4. 物流设置

Shipment Setting

5. 权限设置

Permission Setting

6. FBA设置

FBA Setting

2

二、主要板块 Major Plate

1. 库存

Inventory

2. 订单

Orders

3. 广告

Ads

4. 报告

Report

5. 绩效

Performance

6. 品牌 Brand

3

三、联系卖家支持 Contact Seller

Support

1. 路径 Path

2. 选择对应话题框

Select the

Corresponding Thread
Box

3. 详细写好问题，提交
Write the Question in
Detail and Submit it

08

FBA亚马逊物流 FBA

1

FBA的定义和流程
Definition and Process of FBA

2

FBA的优势和劣势
FBA Strengths and Weaknesses

3

FBA的费用
Fee for FBA

4

FBA的发货与步骤
FBA Shipping and Steps

5

其它实操
Other Operations

▶ 1. FBA定义和流程 FBA Definitions and Processes - 定义 Definitions

全称 Full name: Fulfillment by Amazon, Chinese Translation: 亚马逊物流。

它是由亚马逊提供的包括仓储, 拣货打包, 派送, 收款, 客服与退货处理的一条龙式物流服务。

It is a one-stop logistics service provided by Amazon that includes warehousing, picking and packing, delivery, collection, customer service and return processing.

▶ 1. FBA的定义和流程 FBA Definitions and Processes - 流程 Processes

发货到亚马逊仓库
Ship to Amazon
Warehouses



亚马逊接受存储商品
Amazon Accepts
Stored Products



买家下单
Buyer
Places an
Order



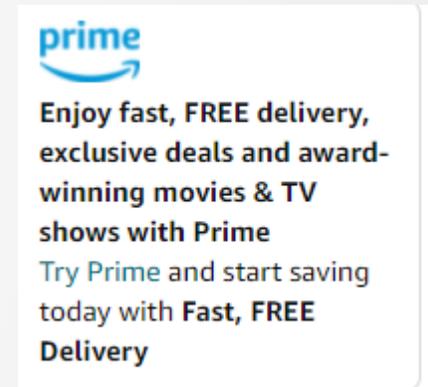
亚马逊送货, 买家签收
Amazon Shipping, Buyer
Signed for



亚马逊拣货打包商品
Amazon Picks and
Packs Items

► 2. FBA的优势和劣势 - 优势 FBA Strengths and Weaknesses - Strengths

1. 配送时效快 Fast Delivery Times
2. 有很多忠实的Prime会员 Lots of loyal Prime members
3. 减轻卖家的工作量 Reduce the Workload of Sellers
4. 提高Listing排名 Improve Your Listing Rankings
5. 改善卖家绩效 Improve Seller Performance
6. 支持多渠道配送 Support Multi-Channel Delivery
7. 是参加部分亚马逊活动的先决条件



Is a Prerequisite for Participation in Some Amazon Events

▶ 2. FBA的优势和劣势 - 劣势 FBA Strengths and Weaknesses - Weaknesses

1. 亚马逊不提供清关服务 Amazon does not Provide Customs Clearance Services
2. 灵活性差 (库存, 售后) Poor Flexibility (Inventory, Aftermarket)
3. 买家退货随意, 可能产生较高的退货率 Buyers return goods arbitrarily, which may result in a higher return rate
4. 仓库不能指定 Repositories cannot be specified

▶ 3. FBA的费用 Fees for FBA

1. 配送费 Shipping fees
2. 仓储费 Storage fees
3. 合仓费（库存配置服务费） Consolidation fee (inventory allocation service fee)
4. 多渠道配送费 Multi-channel delivery fees
5. 库存处理费：移除和弃置 Inventory Handling Fee: Removal and Disposal
6. 退货处理费 Returns processing fees
7. 关于计划外服务费用 unplanned service charges

▶ 3. FBA的费用 Fee for FBA - 产品分类 Product Categories

FBA产品分类	Classify by the nature of the product 按产品的性质分类	Media Product 媒介产品	Books	
			Music	
			Video, DVD & Blu-ray Discs	
			Video Games	
	Classify by the size of the product 按产品的尺寸分类	Non-Media Product 非媒介产品	Standard Size 标准尺寸产品	Small Standard-Size
				Large Standard-Size
				Small Oversize
				Medium Oversize
Classify by the size of the product 按产品的尺寸分类	Over-size 超尺寸产品	Over-size 超尺寸产品	Large Oversize	
			Special Oversize	

FBA Product Categories

▶ 3. FBA的费用 Fee for FBA - 判断产品尺寸 Determine the Product Size

怎样判断产品属于Standard Size 还是 Over Size?

	产品尺寸	最长边	中边	最短边	最长边+围度	重量
Standard Size 标准尺寸	小号标准尺寸	15" ≈38cm	12" ≈30.5cm	0.75" ≈1.9cm	N/A	非媒介：12盎司 ≈340g
	大号标准尺寸	18" ≈45.7cm	14" ≈35.6cm	8" ≈20.3cm		20磅 ≈9kg
Over Size 超尺寸	小号大件	60" ≈152cm	30" ≈76cm	N/A	130" ≈330cm	70lb ≈31.7kg
	中号大件	108" ≈274cm	N/A		130" ≈330cm	150lb ≈68kg
	大号大件	108" ≈274cm			165" ≈419cm	150lb ≈68kg
	特殊大件	108" ≥274cm			165" ≈419cm	Over 150lb ≥68kg

▶ 3. FBA的费用 Fee for FBA -1.1 配送费-标准尺寸 (服装, 危险品除外) Delivery fee - standard size (clothing, excluding dangerous goods)

Standard-size product tiers			
Product type	Size tier	Shipping weight	Fulfillment fee per unit
Most products (non-dangerous goods, non-apparel)	Small standard	6 oz or less	\$2.92
		6+ to 12 oz	\$3.07
		12+ to 16 oz	\$3.59
	Large standard	6 oz or less	\$3.54
		6+ to 12 oz	\$3.77
		12+ to 16 oz	\$4.52
		1+ to 2 lb	\$5.14
		2+ to 3 lb	\$5.79
		3+ lb to 20 lb	\$6.13 + \$0.30/lb above first 3 lb

eg.
Mobile device case

Dimensions: 13.8 x 9 x 0.7 inches

Unit weight: 2.88 oz

算配送费 Delivery fee:

1. 小号标准尺寸产品

Small standard size product

2. 配送费 Delivery fee:

2.92

▶ 3. FBA的费用 Fee for FBA -1. 2 配送费 Delivery Fee - 服装 Clothing

发货重量 Shipping weight 每件商品的配送费用 fulfillment fee per unit

服装 Apparel	Small standard	6 oz or less	\$3.27
		6+ to 12 oz	\$3.43
		12+ to 16 oz	\$3.95
	Large standard	6 oz or less	\$4.22
		6+ to 12 oz	\$4.40
		12+ to 16 oz	\$5.07
		1+ to 2 lb	\$5.81
		2+ to 3 lb	\$6.50
3+ lb to 20 lb	\$6.68 + \$0.30/lb above first 3 lb		

eg.
T-shirt

Dimensions: 14 x 10 x 0.76 inches

Unit weight: 12.24 oz

算配送费: Delivery fee:

1. 大号标准尺寸产品

Large standard size product

2. 配送费 Delivery fee:
5.07

▶ 3. FBA的费用 Fee for FBA -1. 3 配送费 Delivery Fee - 危险品 Dangerous Goods

发货重量
Shipping weight

每件商品的配送费用
fulfillment fee per unit

危险品 Dangerous goods Dangerous goods	Small standard	6 oz or less	\$3.85
		6+ to 12 oz	\$4.08
		12+ to 16 oz	\$4.16
	Large standard	6 oz or less	\$4.29
		6+ to 12 oz	\$4.52
		12+ to 16 oz	\$5.09
		1+ to 2 lb	\$5.71
		2+ to 3 lb	\$6.23
		3+ lb to 20 lb	\$6.57 + \$0.30/lb above first 3 lb

▶ 3. FBA的费用 Fee for FBA - 1.4 配送费 Delivery Fee - 大件商品 Bulky Items

Oversize product tiers			
Product type	Size tier	Shipping weight	Fulfillment fee per unit
非危险品 (服装和非服装) Non-dangerous goods (both apparel and non-apparel)	Small oversize	70 lb or less	\$8.94 + \$0.38/lb above first lb
	Medium oversize	150 lb or less	\$12.73 + \$0.44/lb above first lb
	Large oversize	150 lb or less	\$82.58 + \$0.79/lb above first 90 lb
	Special oversize	Over 150 lb	\$150.94 + \$0.79/lb above first 90 lb
危险品 (服装和非服装) Dangerous goods (both apparel and non-apparel)	Small oversize	70 lb or less	\$9.66 + \$0.38/lb above first lb
	Medium oversize	150 lb or less	\$13.56 + \$0.44/lb above first lb
	Large oversize	150 lb or less	\$93.94 + \$0.79/lb above first 90 lb
	Special oversize	Over 150 lb	\$170.74 + \$0.79/lb above first 90 lb

▶ 3. FBA的费用 Fee for FBA - 危险品的定义 Definition of Dangerous Goods

危险品（又称危险物质）是指因本身含有易燃、密封加压、腐蚀性或其他有害物质，而在储存、处理或运输过程中会带来风险的物质或材料。

Dangerous goods (also called hazmat) are substances or materials that may pose a risk during storing, handling, or transporting because they contain flammable, pressurized, corrosive, or otherwise harmful substances.

“危险品”也指消费品，如笔记本电脑、智能手机、家用清洁用品、喷漆和化妆品。

“Dangerous goods” also refers to consumer products such as laptops, smartphones, household cleaners, spray paints, and cosmetics.

▶ 3. FBA的费用 Fee for FBA - 危险品的应对方法 How to Deal with Dangerous Goods

需要上传：安全数据表 (SDS) 和豁免表

Upload safety data sheets (SDS) and exemption sheets

Date:	2022/4/4	First name	Li	Last name:	san
-------	----------	------------	----	------------	-----

ASIN	Product name	Is your product / sold with a magnet?	Magnet pull force	Full ingredients' list, with percentages if available	Does your product contain compressed gas?
B09000006	Sports Bottle	No		Plastic	No

▶ 3. FBA的费用 Fee for FBA - 体积重量 Dimensional Weight

体积重量 = (长 * 宽 * 高) / 139

Dimensional weight = (Length * Width * Height) / 139

Dimensional weight is a calculation of the volumetric weight of a package, using the package's length, width and height.

▶ 3. FBA的费用 Fee for FBA - 2.1 月仓储费的收费时间和费用构成 Charging Time Monthly Storage Fee and Fee Structure

1. 收费时间: 每月收取, 通常在产生费用的次月 7 日到 15 日之间。

Time of charge: Monthly, typically between the 7th and 15th day of the month, in the month following when the fees were incurred.

2. 费用构成: 每次仓储使用量, 基于您的库存在亚马逊运营中心所占空间的平均每日占用体积。根据商品类型、尺寸分段和一年中的时间计算得出的费率。

Fee structure: Per usage of storage, based on the daily average volume for the space your inventory occupies in fulfillment centers. Rate based on product type, size-tier, and time of year.

► 3. FBA的费用 Fee for FBA - 2.1 月仓储费 Monthly Storage Fee

Non-dangerous goods products		
Month	Standard-size	Oversize
January – September	\$0.83 per cubic foot	\$0.53 per cubic foot
October – December	\$2.40 per cubic foot	\$1.20 per cubic foot
Dangerous goods products		
Month	Standard-size	Oversize
January – September	\$0.99 per cubic foot	\$0.78 per cubic foot
October – December	\$3.63 per cubic foot	\$2.43 per cubic foot

▶ 3. FBA的费用 Fee for FBA 2.1 - 月仓储费 Monthly Storage Fee-举例 Example

Fee example

每件商品的费用 = 日均商品数量 x 每件商品的体积 x 适用费率

Formula	Fee per product = average daily units x volume per unit x applicable rate
Sample product	<ul style="list-style-type: none">• Size tier: Standard-size 尺寸分段: 标准尺寸• Current month: July 当月: 7月• Volume per unit: 0.05 cubic feet 每件商品的体积: 0.05 立方英尺• Average daily units in storage: 100 日均储存商品数量: 100• Dangerous goods classification: Not a dangerous good
Calculation	100 average units per month x 0.05 cubic feet per unit x \$0.83 per cubic foot (standard-size rate in July) = \$4.15 total monthly storage fees

每月平均商品数量 100 x 每件商品的体积 0.05 立方英尺 x 每立方英尺费用 \$0.83 (7月标准尺寸费率) = 月度仓储费总额 \$4.15

▶ 3. FBA的费用 Fee for FBA -2.2 长期仓储费 Long-Term Storage Fees

1. 收费对象: 对于在运营中心存放超过 365 天的库存

Target: Inventory that has been in a fulfillment center for more than 365 days

2. 收费时间: 每月收取, 通常在每月 18 日到 22 日之间

Monthly, typically between the 18th and 22nd day of each month

3. 费用构成: 按每件储存的商品。费率基于商品体积或每件商品 (以较大者为准)。

Per unit stored. Rate based on unit volume or per unit, whichever is greater.

Amount

4. 每立方英尺 \$6.90 或每件商品 \$0.15 (以较大值为准)

\$6.90 per cubic foot or \$0.15 per unit, whichever is greater

▶ 3. FBA的费用 Fee for FBA -2.2 长期仓储费 Long-Term Storage Fees - 举例 Example

Fee examples

Toy: 11 x 8 x 2 inches	存放时间 Storage duration	每立方英尺 所适用的长期仓储费 Applicable cubic-foot fee	每件商品 所适用的长期仓储费 Applicable per-unit fee	收取的长期仓储费 (以较大值为准) Billed long-term storage fee (the greater of the two)
1 unit	More than 365 days	\$0.70	\$0.15	\$0.70
2 units	More than 365 days	\$1.41	\$0.30	\$1.41
10 units	More than 365 days	\$7.03	\$1.50	\$7.03

▶ 3. FBA的费用 Fee for FBA - 3.1 合仓费 (库存配置服务费) Consolidation Fee (inventory placement service fees)

Inventory Placement Service fees

Standard size (per item)	
1 lb or less	\$0.30
1-2 lb	\$0.40
Over 2 lb	\$0.40 + \$0.10/lb above the first 2 lb
Oversize (per item)	
5 lb or less	\$1.30
Over 5 lb	\$1.30 + \$0.20/lb above the first 5 lb

▶ 3. FBA的费用 Fee for FBA -3.2 依然会被分仓的类目 Categories that will still be divided

1. 服装 Apparel
2. 珠宝首饰 Jewelry
3. 鞋靴 Shoes
4. 媒介类商品 Media
5. 使用制造商条形码追踪的库存
Inventory tracked with a manufacturer barcode
6. 大件商品 Oversize items
7. 需要亚马逊预处理的物品 Amazon prep required
8. 需要亚马逊贴标的商品 Amazon labeling required
9. 危险品 Hazardous materials

▶ 3. FBA的费用 Fee for FBA - 4.1 多渠道配送费 Multi-Channel Delivery Fees

Standard 3-5 business days shipping						
Size tier	Shipping weight	1 unit order	2 unit order	3 unit order	4 unit order	5+ unit order
Small standard	2 oz or less	\$3.99	\$2.75	\$2.40	\$1.89	\$1.79
Small standard	2+ to 6 oz	\$5.29	\$3.45	\$2.99	\$2.29	\$2.09
Small standard	6+ to 12 oz	\$5.95	\$4.20	\$3.55	\$2.75	\$2.49
Small standard	12+ to 16 oz	\$6.20	\$4.30	\$3.75	\$3.19	\$2.79
Large standard	2 oz or less	\$3.99	\$2.75	\$2.40	\$1.89	\$1.79
Large standard	2+ to 6 oz	\$5.29	\$3.45	\$2.99	\$2.29	\$2.09

▶ 3. FBA的费用 Fee for FBA - 4.2 多渠道配送费 Multi-Channel Delivery Fees

Standard 3-5 business days shipping						
Size tier	Shipping weight	1 unit order	2 unit order	3 unit order	4 unit order	5+ unit order
Large standard	6+ to 12 oz	\$5.95	\$4.20	\$3.55	\$2.75	\$2.49
Large standard	12+ to 16 oz	\$6.20	\$4.30	\$3.75	\$3.19	\$2.79
Large standard	1+ to 2 lb	\$6.39	\$4.35	\$3.80	\$3.35	\$2.85
Large standard	2+ to 20 lb	\$6.39 + \$0.38/lb above first 2 lb	\$4.35 + \$0.38/lb above first 2 lb	\$3.80 + \$0.38/lb above first 2 lb	\$3.35 + \$0.38/lb above first 2 lb	\$2.85 + \$0.38/lb above first 2 lb
Small oversize	Up to 30 lb	\$12.09 + \$0.29/lb above first 2 lb	\$7.48 + \$0.38/lb above first 2 lb	\$6.38 + \$0.38/lb above first 2 lb	\$5.28 + \$0.38/lb above first 2 lb	\$4.18 + \$0.38/lb above first 2 lb

▶ 3. FBA的费用 Fee for FBA - 4.3 多渠道配送费 Multi-Channel Delivery Fees

Standard 3-5 business days shipping						
Size tier	Shipping weight	1 unit order	2 unit order	3 unit order	4 unit order	5+ unit order
Small oversize	Over 30 lb	\$20.59 + \$0.38/lb above first 30 lb				
Medium oversize		\$16.85 + \$0.43/lb above first 2 lb				
Large oversize		\$86.15 + \$0.88/lb above first 90 lb				
Special oversize		\$143.30 + \$0.92/lb above first 90 lb				

▶ 3. FBA的费用 Fee for FBA - 5. 库存处理费-移除和弃置费 Inventory Disposal Fees - Removal and Disposal Fees

FBA removal order and disposal order fees

Size tier	Shipping weight	Removal fee per unit
Standard size	0 to 0.5 lb	\$0.52
	0.5+ to 1.0 lb	\$0.75
	1.0+ to 2.0 lb	\$1.14
	More than 2 lb	\$1.51 + \$0.63/lb above 2 lb
Oversize and special handling items*	0 to 1.0 lb	\$1.50
	1.0+ to 2.0 lb	\$1.96
	2.0+ to 4.0 lb	\$2.89
	4.0+ to 10.0 lb	\$5.05
	More than 10.0 lb	\$7.25 + \$0.63/lb above 10 lb

*Special handling items may include apparel, shoes, watches, jewelry, and dangerous goods.

▶ 3. FBA的费用 Fee for FBA -6 退货处理费的收费对象 Object of Return Processing Fee

收费对象：服装和鞋靴分类中退货的每件商品

Returns processing fees are charged for each item returned in the Apparel and Shoes categories.

注：对于钟表、珠宝首饰、箱包、手提包和太阳镜类退货的商品，不收取退货处理费。

We do not charge returns processing fees for items returned in Watches, Jewelry, Luggage, Handbags & Sunglasses.

► 3. FBA的费用 Fee for FBA -6. 退货处理 Returns Processing

Size tier	Shipping weight	Returns processing fee
Small standard	6 oz or less	\$2.12
	6+ to 12 oz	\$2.23
	12+ to 16 oz	\$2.32
Large standard	6 oz or less	\$2.40
	6+ to 12 oz	\$2.76
	12+ to 16 oz	\$2.85
	1+ to 2 lb	\$2.96
	2+ to 3 lb	\$3.41
	3+ lb to 20 lb	\$3.41 + \$0.20/lb above first 3 lb
Oversize	Small	\$4.19 + \$0.20/lb above first 2 lb
	Medium	\$10.57 + \$0.25/lb above first 2 lb
	Large	\$43.70 + \$0.25/lb above first 90 lb
	Special	\$75.08 + \$0.25/lb above first 90 lb

举例 For example:

Small standard-size (apparel, 6+ oz to 12 oz)	
	T-shirt
	Dimensions: 8.5 x 4.8 x 1 inches
	Unit weight: 6.08 oz
	Shipping weight: 6.1 oz
Returns processing fee	\$2.23

▶ 3. FBA的费用 Fee for FBA - 7. 关于计划外服务费用 About Unplanned Service Charges

Problem group	Problem	Problem rate	Unplanned service fee based on coaching level 基于指导级别收取的计划外服务费用		
			Standard 标准 Per-unit charge	Elevated 提升 Per-unit charge	Critical 重要 Per-unit charge
缺少标签	Label missing - product related	Product level	\$0.20	\$0.40	\$0.40
计划外预处理-商品相关	Unplanned prep - product related	Product level	\$0.20	\$0.40	\$0.40
	Taping	Product level	\$0.20	\$0.40	\$0.40
	Unplanned prep - bagging 装袋	Product level	\$0.70	\$1.40	\$1.40
	Unplanned prep - bubble wrap 气泡膜包装	Product level	\$1.00	\$2.00	\$2.00

▶ 3. FBA的费用 Fee for FBA - 关于计划外服务费用-说明 About Unplanned Service Charges - Description

对于上述问题，仅在亚马逊向卖家提供照片以帮助说明所报告问题时，才会收取计划外服务费用。

Note: For the problems listed above, you will only be charged an unplanned service fee when we provide you an image to help illustrate the reported problem.

► 4. FBA的发货步骤 - 注意事项 Shipping Steps for FBA - Attentions

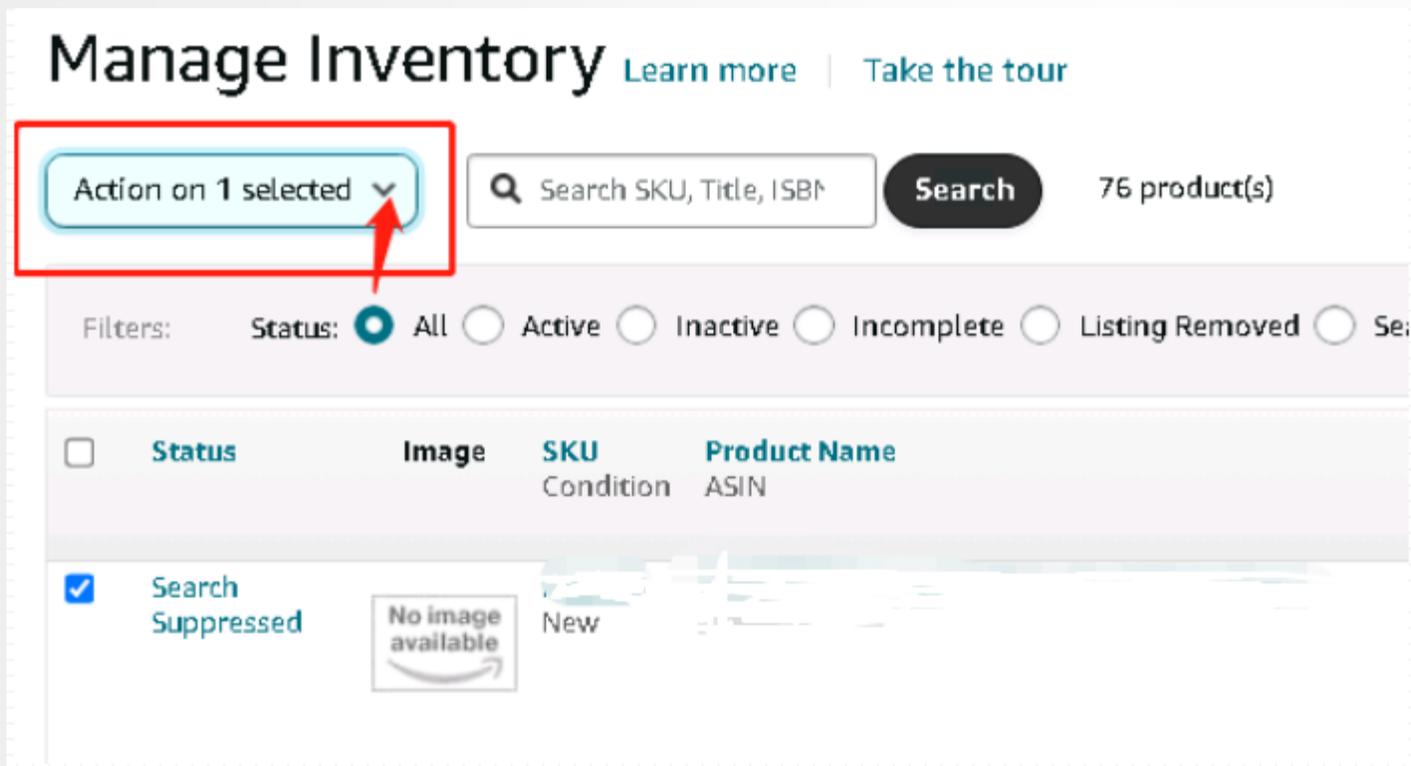
- 1.选择合适的标签纸和打印机 Select the appropriate label stock and printer
- 2.做好表格记录（将SKU与FNSKU对应好） Make tabular records (match SKUs with FNSKUs)
3. 保证标签上的条形码平整干净 Make sure the barcodes on the label are flat and clean
4. 贴产品标签的位置，选择在外包装的空白处 Where to label the product, select the blank space on the outer packaging
 - 5.产品包装盒上贴上原产国，如“Made in China” The product box is affixed with the country of origin, such as "Made in China"
- 6.FBA总共用到2种标签：产品标签和地址标签（箱唛） FBA uses a total of 2 types of labels: product label and address label (box mark)

► 4. FBA的发货步骤 - 总流程 Shipping Steps for FBA - Total Process

1. 打印标签，贴在每个产品的外包装上 Print labels and affix them to the outer packaging of each product
2. 打包好要发的货，做好记录 Pack up the goods to be sent and make a record
3. 在亚马逊后台创建发货计划
4. 打印箱唛，贴在外箱上（4面各贴一张） Create a shipping plan in the Amazon admin
5. 联系物流商发货到亚马逊仓库 Contact the logistics provider to ship to an Amazon warehouse

► 4. FBA的发货步骤 Shipping Steps for FBA- 1.打印标签 Print Labels

Step 1.1 选择产品 Select Products



Manage Inventory [Learn more](#) | [Take the tour](#)

Action on 1 selected ▼

Search SKU, Title, ISBN Search 76 product(s)

Filters: Status: All Active Inactive Incomplete Listing Removed Se

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN
<input checked="" type="checkbox"/>	Search Suppressed	No image available	New	

Manage Inventory

- Change to Fulfilled by Amazon
- Change to Fulfilled by Merchant
- Send/replenish inventory
- Set replenishment alerts
- Match Low Price
- Create removal order
- Create fulfillment order
- Print item labels**
- Close listings
- Delete products and listings
- Advertise listing

► 4. FBA发货流程 Shipping Steps for FBA -1. 打印标签 Print Labels

Step 1.2 打印商品标签 Print product labels

Print Labels for Individual Products

Specify the number of labels to print for each SKU and click the "Print Item Labels" button. [Learn more](#)

Note: You can return to this page to print more labels at any time

Merchant SKU ↑	Title	Number of labels to print
		<input type="text" value="1"/>
Totals		1

Paper/Sticker Type: 24-up labels 66 x 35 mm on A4



X001K9OJPX

Really Good Stuff Multi... -Single Colors -12 Pack
New

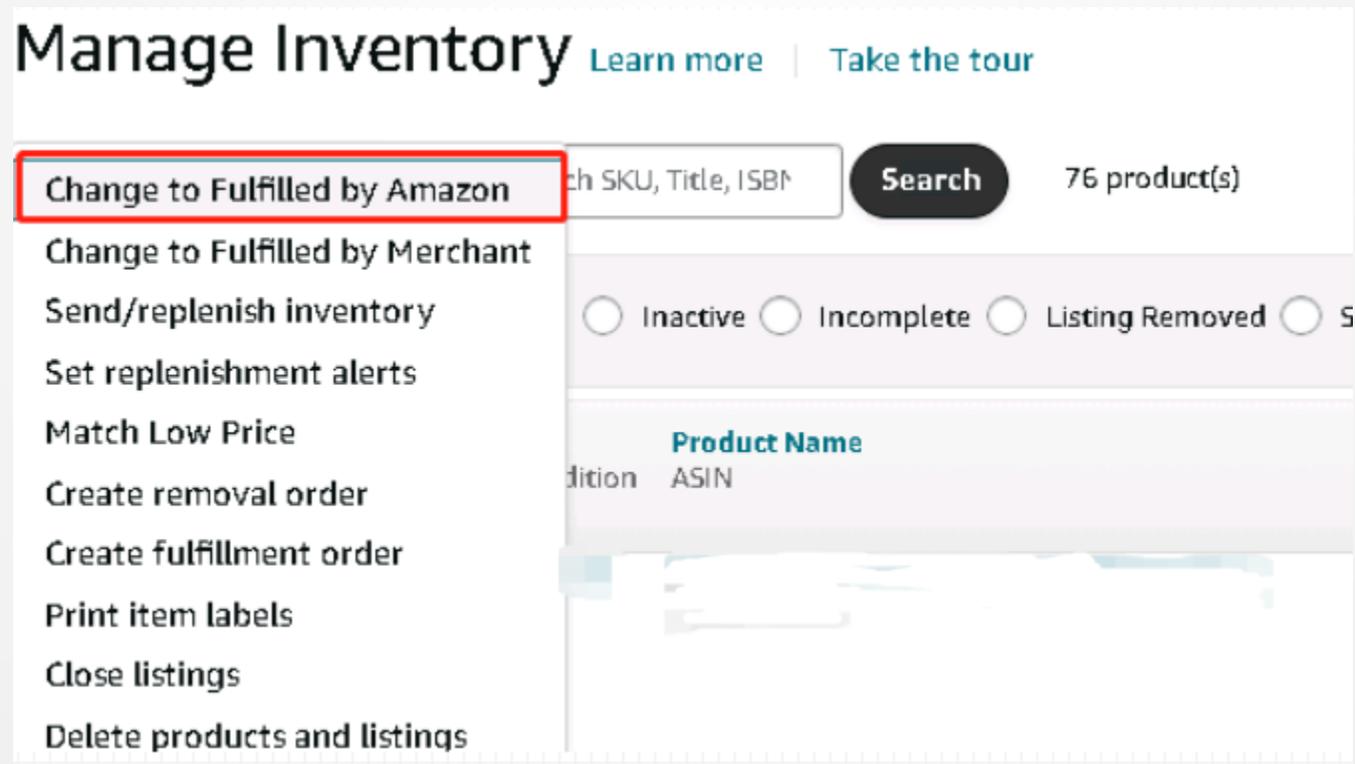
► 4. FBA发货流程 Shipping Steps for FBA - 2.做记录 Make a Record

Step 2 做记录 Make a record

No.	SKU	ASIN	FNSKU	Qty	Product Name
1	SKU1	B00H0Q001	X001DLM111	100	Sport Bottle Pink
2	SKU2	B00H0Q002	X001DLM222	200	Sport Bottle White
3	SKU3	B00H0Q003	X001DLM333	300	Sport Bottle Blue
Total				600	

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.1 转为“亚马逊发货” Change to Fulfilled by Amazon



▶ 4. FBA发货流程 Shipping Steps for FBA- 3. 创建发货计划 Create a Shipping Schedule

Step 3.2 点“发送库存” Click "Send Inventory"

Convert to 'Fulfilled by Amazon'

The listings you selected have already been converted to Fulfillment by Amazon. You can replenish your inventory now or later.

[Learn more](#)

Merchant SKU	Title	Current fulfillment program	Barcode type	Mark for Removal
		Amazon - No conversion required	Amazon Barcode Only Why?	<input type="checkbox"/>

Back Done **Send Inventory**

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.3 输入发货数量 Enter the quantity to be shipped

Send to Amazon [Learn more](#) | [View intro](#) Current workflow: STA (4/4/2022, 05:55 PM) | [Active workflows](#) | [Start new](#)

Step 1: Choose inventory to send Your feedback is important 😊 😞 | [Need help?](#) | [Watch tutorial](#)

All FBA SKUs Pre-selected SKUs (1) SKUs ready to send (0)

Ship from ChiLing Community Houjie Zhen, Floor 4th Building 1st NO. 42 Yuanqian Street, Dongguan, Guangdong, 523000, CN
[Ship from another address](#)

Marketplace destination United States

Fulfillment capability Standard Fulfillment by Amazon

I want to ship with Amazon Global Logistics. [About the program](#) | [Manage your profile](#)

SKU details	Packing details	Information/action	Quantity to send
Display preferences  SKU: ASIN: 	Individual units	Prep not required Unit labeling: By seller - Print SKU labels More inputs	Boxes: <input type="text" value="-"/> Units: <input type="text"/>

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.4 选择“无需处理” Select "No prep needed"

Prepare your FBA items

No image available SKU: ASIN:

Prep guidance

No prep needed ^ ⓘ

Sharp ▲

Small

No prep needed ▼

Prep guidance

Expected prep time

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

✓ Step 1: Confirmed inventory to send SKUs: 1 Units: 10 Ship from:

Step 1b – Pack individual units



You can start packing now

The pack groups below contain the SKUs that can be packed and shipped together. While packing, number your boxes so that the packing information you provide us with is accurate, and you can later apply the correct labels for shipping.



Pack groups can have multiple boxes

Your feedback is important 😊 😞 | [Need help?](#)

Frequently asked questions

What are pack groups?

Pack groups are groups of SKUs that can be packed together. SKUs that cannot be packed together will go into different pack groups. For example, SKUs that are classified as dangerous goods cannot be packed with other SKUs, because dangerous goods SKUs are shipped to special fulfillment centers to receive them safely. Other factors that determine which SKUs can be packed together include SKU weight, dimensions, prep and labeling requirements, and other requirements.

Are pack groups the same as shipments?

What is the benefit of packing before shipment is known?

Is there a way to avoid providing this information?

Any advice before I start packing?

Pack group 1

These SKUs can be packed together: 1 SKUs (10 units)

[View contents](#)

No image available

x 10

Packing information

How many boxes will these units fit into?

- Everything will fit into one box
- Multiple boxes will be needed

Confirm

SKUs already case-packed: 0 (0 units) in 0 box or boxes ?

Packing information for these SKUs was provided in step 1

Confirm and create

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.6 填写产品的尺寸 Fill in the dimensions of the product

Packing information for one box **Restart**

Box dimensions (in): x x

Box weight (lb):

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.7 选择发货时间和发货方式 Select the shipping time and shipping method

Step 2: Confirm shipping

Ship date ⓘ



04/05/2022

Shipping mode ⓘ



Small parcel delivery (SPD) ✓



Less than truckload (LTL)

Number of shipments: 1

Shipment #1

Ship to: **FTW1 - 33333 LBJ FWY 75241-7203 - Dallas, TX - United States**

Fulfillment capability: Standard ⓘ

Shipment contents

Boxes: 1

SKUs: 1

Units: 10

Weight: --



[View contents](#)

SKUs that need labeling by seller: 1 (10 units)

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.8 选择具体物流商 Select a specific logistics provider

Select shipping carrier

⚠ UPS (Amazon partnered carrier) is unavailable between the shipping locations.

UPS (Amazon partnered carrier)*

Non-Amazon partnered carrier

- Other
- DHL
- FedEx
- FedEx Ground
- UPS (non-partnered carrier)
- USPS
- Other**

* The Amazon Partnered Carrier program offers discounts on shipping and printing shipping labels when you create shipments, and automated tracking. Note that Amazon does not schedule pickup for small parcel delivery (SPD) shipments. [Learn more](#)

Ready to continue?
Before we generate the shipping labels for you, take a moment to review the information you entered to make sure it is correct.

Total prep and labeling fees:	\$0.00
Total placement fees:	\$0.00
Total estimated shipping fees:	\$0.00
Total estimated prep, labeling, placement, and shipping fees (other fees may apply):	\$0.00

Accept charges and confirm shipping

► 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.9 下载箱唛, 打印 Download the box mark and print

Step 3: Print box labels

Ship from: [redacted]

Ship date: **Tuesday, April 5, 2022** [Change ship date](#)

1 confirmed shipments

After you print box labels, the shipment will change to "Ready to ship" status.

Shipment #1

Shipment name: **FBA STA ([redacted])-FTW1** [Rename](#)

Shipment ID: **FBA[redacted]**

Amazon Reference ID: --

Ship from: [redacted]

Ship to: **FTW1 - 33333 LBJ FWY 75241-7203 - Dallas, TX - United States**

Fulfillment capability: Standard ⓘ

Shipment contents: **Boxes: 1, SKUs: 1, Units: 10**

Print box labels

3-1/3" X 4" (US Letter) ▼

Print

The status of this shipment is **Working**

► 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule
-箱唛样本 Box mark sample

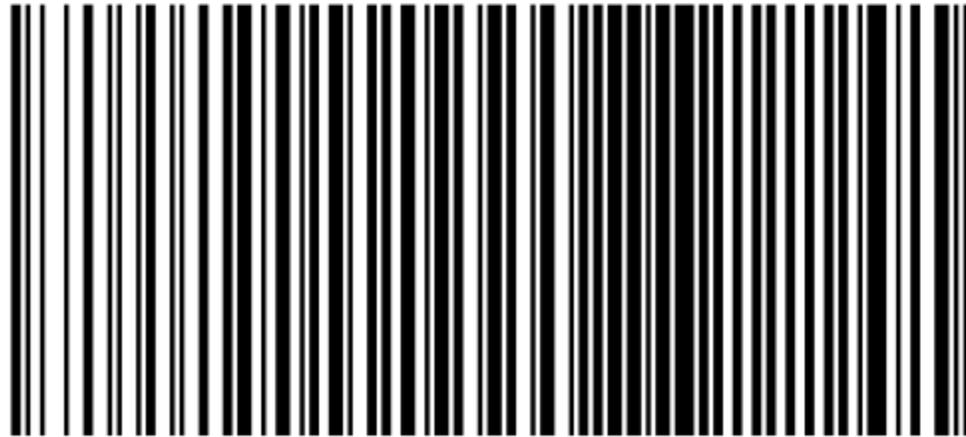
FBA

第1个箱子 (共1个) - 1磅 1st box (1 in total) - 1 lb

运至:
FBA: Ren Wenhui
Amazon.com.dedc LLC
2865 Duke Parkway
Aurora, IL 60502
United States

起运地:
321dsxy
Guangdong - guangzhou - china - 518100
No. 73, longgang da dao
中国

FBA (10/18/17 11:46 PM) - 1



FBA59W2ZZXU000001



111111
数量 1

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.10 确认信息 Confirm the information

What's next?

1. Apply the correct FBA box ID label to each box.
2. Work with your carrier to create the carrier labels for your boxes.
3. Hand off your boxes to your carrier. Note your carrier tracking IDs, which are required for the next step.

Cost summary

Total prep and labeling fees:	\$0.00
Total placement fees:	\$0.00
Total estimated shipping fees:	\$0.00

Total estimated prep, labeling, placement, and shipping fees (other fees may apply): **\$0.00**

Proceed to enter tracking details

▶ 4. FBA发货流程 Shipping Steps for FBA - 3. 创建发货计划 Create a Shipping Schedule

Step 3.11 填写物流单号 Fill in the logistics slip number

Final step: Tracking details

Enter tracking IDs

Carrier: Other ([Change carrier](#))

Provide accurate tracking details from your carrier to help us receive your shipments up to 30% faster and make your products available for sale sooner.

Shipment #1 - Apr 5, 2022

Shipment ID: FBA1[redacted]

Tracking ID entered for 0/1 boxes

Add individual tracking IDs

Upload tracking IDs in bulk

Box #	FBA box label #	Tracking ID #	Status	Weight (lb)	Dimensions (in)
1	FBA1[redacted]	<input type="text" value="Enter tracking number"/>	-	1	2 x 3 x 1

▶ 4. FBA发货流程 Shipping Steps for FBA - 查找发货计划的途径 Find the Path to the Shipping Plan

Send to Manage Inventory Queue Shipment Performance Dashboard **New** Inbound Performance Summary Scan & Label Upload Shipping Plan File

Manage FBA Inventory

Improve Listing Quality

Inventory Planning

Add a Product

Ship Add Products via Upload

This page Inventory Reports

Sell Globally

Manage FBA Shipments

Upload Images

Last Upload and manage videos

Ship Manage Product Documents

information is required for non-partnered shipments. Because your shipment status automatically updates to Shipped, **Mark as Shipped** is no longer available. For more information, go to our [policy page](#) and [Help page](#).

Learn more | Tell us how we're doing | Received inventory report

Shipments you are working on and those you have sent to Amazon.

Amazon upstream storage shipments Shipping plans

Status: All Export table data Search by shipment ID

Shipment ID	Created	Last updated ↓	Ship to	SKUs	Units expected Units received	Status	Next steps
FBA STA FBA1	Apr 4, 2022 6:04 PM	Apr 4, 2022 6:04 PM	FTW1	1	10 0	Working	Work on shipment

► 5. 其他实操 - 多渠道发货的路径 Other Operations- Path for Multi-Channel Shipping

Manage Inventory

Change to Fulfilled by Amazon

Change to Fulfilled by Merchant

Send/replenish inventory

Set replenishment alerts

Match Low Price

Create removal order

Create fulfillment order

Print item labels

Close listings

Delete products and listings

Advertise listing

▶ 5. 其他实操 Other Operations - 多渠道发货的方法 A Multi-Channel Shipping Method

Place a Multi-Channel Fulfillment Order

Enter your customer's shipping address, items, and shipping speed to place an order. Looking to automate this process? [Learn how](#)

1. Enter customer address

Country ⓘ

 United States ▼

International postal addresses allowed

Full name

Street address

Street address, P.O. box, company name, c/o

[+ Add a line](#)

City

State / Province

▼

ZIP / Postal code

Customer Contact Information

Phone number

+1 (555) 123-4567

Optional

Email address

customer@mail.com

Optional

2. Add items

Only ship with blank boxes ⓘ

Block Amazon Logistics as a carrier for this order ⓘ

SKUs

Units

×

Order ID

Will generate if left blank

Packing slip comments ⓘ

Thank you for your order

[+ Optional details](#)

3. Select shipping speed

Standard

Arrives by:

Expedited

Arrives by:

Shipping Details Estimates

Shipping weight : -

Latest ship date : -

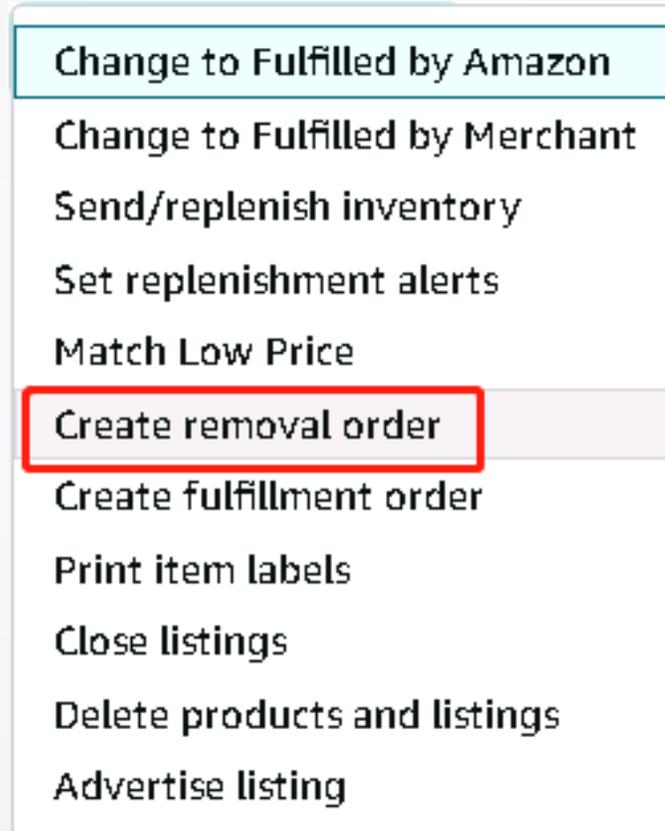
Latest delivery date : -

Order total : -

Place order

Create hold order ⓘ

► 5. 其他实操 Other Operations - 库存处理的路径 The Path to Inventory Processing



► 5. 其他实操 Other Operations - 库存处理 Inventory Handling - Dispose

View automatic removal settings

CHOOSE METHOD OF REMOVAL <input type="radio"/> Liquidations Learn more <input type="radio"/> Return-to Address Learn more <input checked="" type="radio"/> Dispose Learn more	DISPOSE When you request disposal of eligible overstock, returned, or other unwanted FBA inventory in fulfillment centers, Amazon makes it possible for you to automatically donate your unwanted inventory to selected charities. Note that you are enrolled in the FBA Donations program by default. You can update your enrollment status in the FBA Donations program settings . See the Help page to learn more.	REMOVAL ORDER ID ⓘ <input type="text" value="Set removal order ID"/> <input type="text"/> Removal order ID will be generated automatically if left blank
--	---	--

Product details	SKU	Fulfillable quantity for removal	Unfulfillable quantity for removal
 ASIN: BC FNSKU: XL		<input type="text" value="N/A"/>	<input type="text" value="N/A"/>
Total: 1 SKUs		Fulfillable: 0 units	Unfulfillable: 0 units

▶ 5. 其他实操 Other Operations - 库存处理 Inventory Handling - Return to Address

View automatic removal settings

<p>CHOOSE METHOD OF REMOVAL</p> <p><input type="radio"/> Liquidations Learn more</p> <p><input checked="" type="radio"/> Return-to Address Learn more</p> <p><input type="radio"/> Dispose Learn more</p>	<p>RETURN-TO ADDRESS <input type="button" value="Add"/></p> <p>! Click Add to provide a valid address</p>
---	--

► 5. 其他实操 Other Operations - 库存处理 Inventory Handling - 批量清货 Liquidations

[View automatic removal settings](#)

CHOOSE METHOD OF REMOVAL

- Liquidations [Learn more](#)
- Return-to Address [Learn more](#)
- Dispose [Learn more](#)

LIQUIDATIONS

Recover value on eligible inventory by liquidating it through a wholesale liquidator, who will purchase it for about 5% to 10% of its average selling price. You should receive payment 60-90 days after submitting a liquidation order. To learn more, see the [Learn more](#) and [terms and conditions](#).

1

一、FBA

1. 定义 definition
2. 发货流程Shipping process
3. 优势和劣势Strengths and weaknesses

2

二、FBA

4. 费用 expenses
5. 实操步骤
operation steps

09

营销推广
Marketing Promotions

1

PPC 广告
PPC Ads

2

秒杀 Deals

3

优惠券 Coupon

4

促销 Promotion

5

Prime Exclusive Discounts

▶ 1. PPC广告 - 原理 Principle



广告排位
Ad Ranking

=



Listing质量得分
Listing Quality
Score

×



出价(Bid)

▶ 1. PPC广告 - 在买家页面的显示 Display on the Buyer Page



Sponsored ⓘ

ENEGON 2-Pack Portable Charger Power Bank 10000mAh and Dual USB Output for iPhone, iPad, Galaxy S9, Tablet

★★★★☆ ~ 2,008

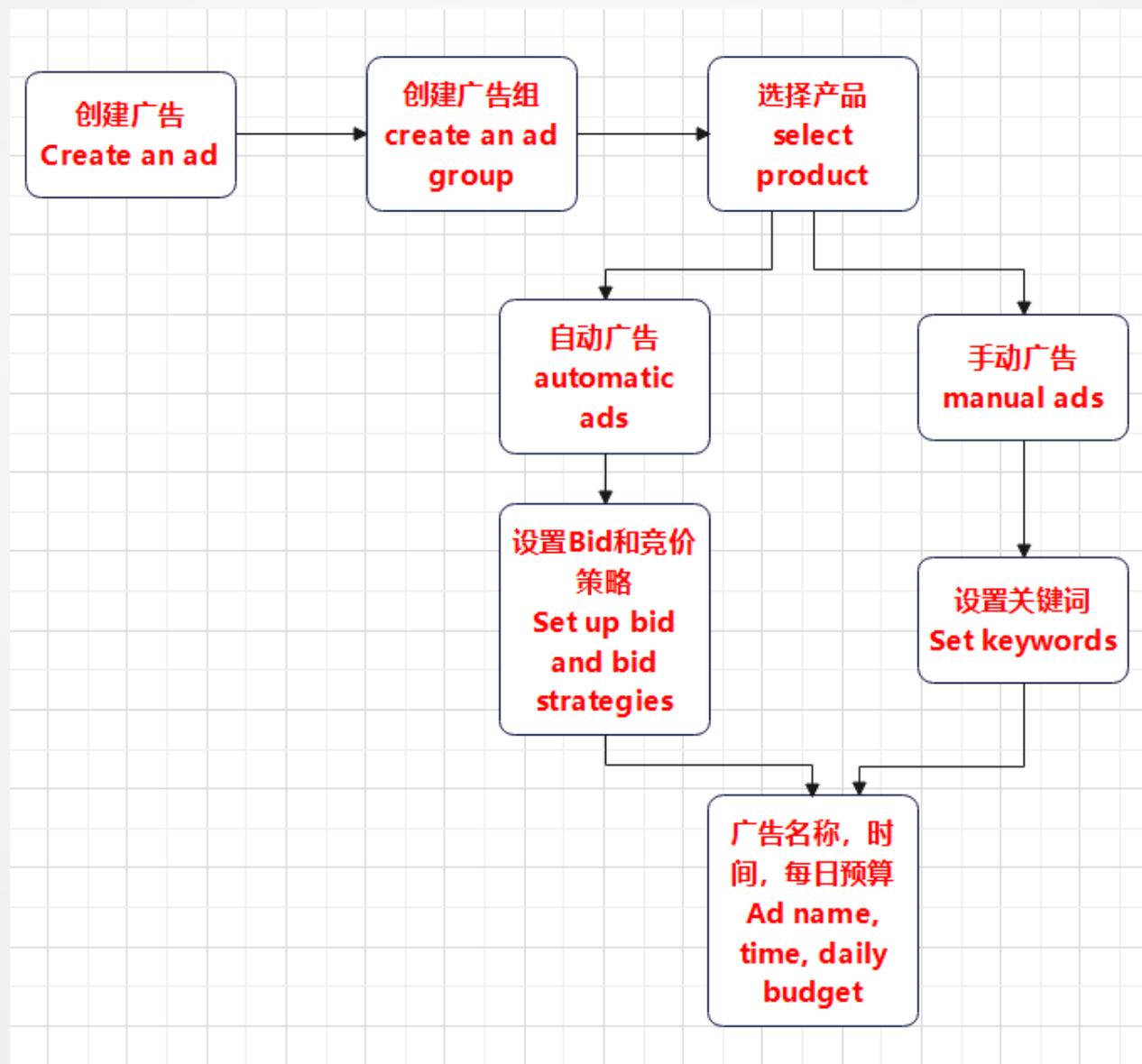
\$21⁹⁵

Join Prime to save \$2.20 on this item

✓prime Get it as soon as **Wed, Apr 6**

FREE Shipping on orders over \$25 shipped by Amazon

► 1. PPC广告 - 创建流程 Process of Creating



► 1. PPC广告 - 创建流程 Process of Creating -1



Step1: 路径, 创建广告 Path, create campaign



Choose your campaign type

View drafts

Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

Explore Sponsored Products

Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

Continue

Explore Sponsored Brands

Sponsored Display



Grow your business by reaching relevant audiences on and off Amazon.

Continue

Explore Sponsored Display

▶ 1. PPC广告 - 创建流程 Process of Creating-2

Step2: 创建广告组 Create Ad Groups

Some settings have moved

Set your budget, adjust your end dates, and more in Campaign settings, which can be found after Targeting. [Go to Campaign settings](#)



Ad Groups

Ad groups are groups of ads within a campaign that share the same set of targeting tactics or creative type. They can help you organize your campaigns more efficiently. Consider grouping products that fall within the same category and price range. You can create additional ad groups in campaign manager after you launch your campaign. [Learn more](#)

Ad group settings

[? Create an ad group](#)

Ad group name [?](#)

Ad group - 4/4/2022 19:01:26

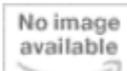
▶ 1. PPC广告 - 创建流程 Process of Creating -3

Products 🔍 Add the products you want to advertise

Search Enter list Upload

Show: Newest first New [Add all on this page](#)

ASIN: SKU:

	 Out of stock ASIN: B0... SKU: ...	Ineligible
	 Out of stock ASIN: B... SKU: ...	Ineligible
	 ASIN: B... SKU: ...	Ineligible

1-50 of 352 results

1 product



Step3: 选择做广告的产品
Select the product you are advertising

▶ 1. PPC广告 - 创建流程 Process of Creating -3 - 自动广告 Auto Ads

Step4: 选择自动 select automatic

Targeting ?

[Choose your targeting strategy](#)

Automatic targeting
Amazon will target keywords and products that are similar to the product in your ad.

Manual targeting
Choose keywords or products to target shopper searches and set custom bids.

Automatic Targeting ?

[Choose how much to pay for clicks with automatic targeting](#)

Set default bid ?

Suggested bid: [\\$1.21](#) (\$0.87-\$2.09)

Set bids by targeting group ?

► 1. PPC广告 - 创建流程 Process of Creating

Step5: 广告名称, 时间, 预算, 竞价方式
Ad name, time, budget, bidding method

Campaign

Settings

[See Campaign settings guidance](#)

Campaign name ⓘ

Campaign - 4/4/2022 19:01:27

Start ⓘ

Apr 4, 2022

End ⓘ

No end date

Daily budget ⓘ

\$

Campaign bidding strategy ⓘ

[Choose your bidding strategy](#)

- Dynamic bids - down only
We'll lower your bids in real time when your ad may be less likely to convert to a sale.
- Dynamic bids - up and down ⓘ
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.
- Fixed bids
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

▼ [Adjust bids by placement \(replaces Bid+\)](#) ⓘ

Save as draft

Launch campaign

▶ 1. PPC广告 - 创建流程 Process of Creating - 手动广告 Manual advertising

Targeting ⓘ

Choose your targeting strategy

Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad.

Manual targeting

Choose keywords or products to target shopper searches and set custom bids.

选择手动, 选择关键词
Select manual, select keyword

Manual Targeting ⓘ

Select keyword or product targeting

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

Keyword targeting

Choose keywords to help your products appear in shopper searches.

Product targeting

Choose specific products, categories, brands, or other product features to target your ads.

Keyword targeting ⓘ

Suggested ⓘ Enter list Upload file

Bid ⓘ

Suggested bid ▾

Filter by ⓘ

Broad Phrase Exact

Sort by ⓘ

Orders ▾

▶ 1. PPC广告 - 创建流程 Process of Creating - 否定关键词 Negative Keywords

如果有需要否定，就按照以下操作
If there is a need to negate, follow these steps

^ Negative keyword targeting ⓘ optional [Select negative keywords](#)

Match type ⓘ Negative exact Negative phrase

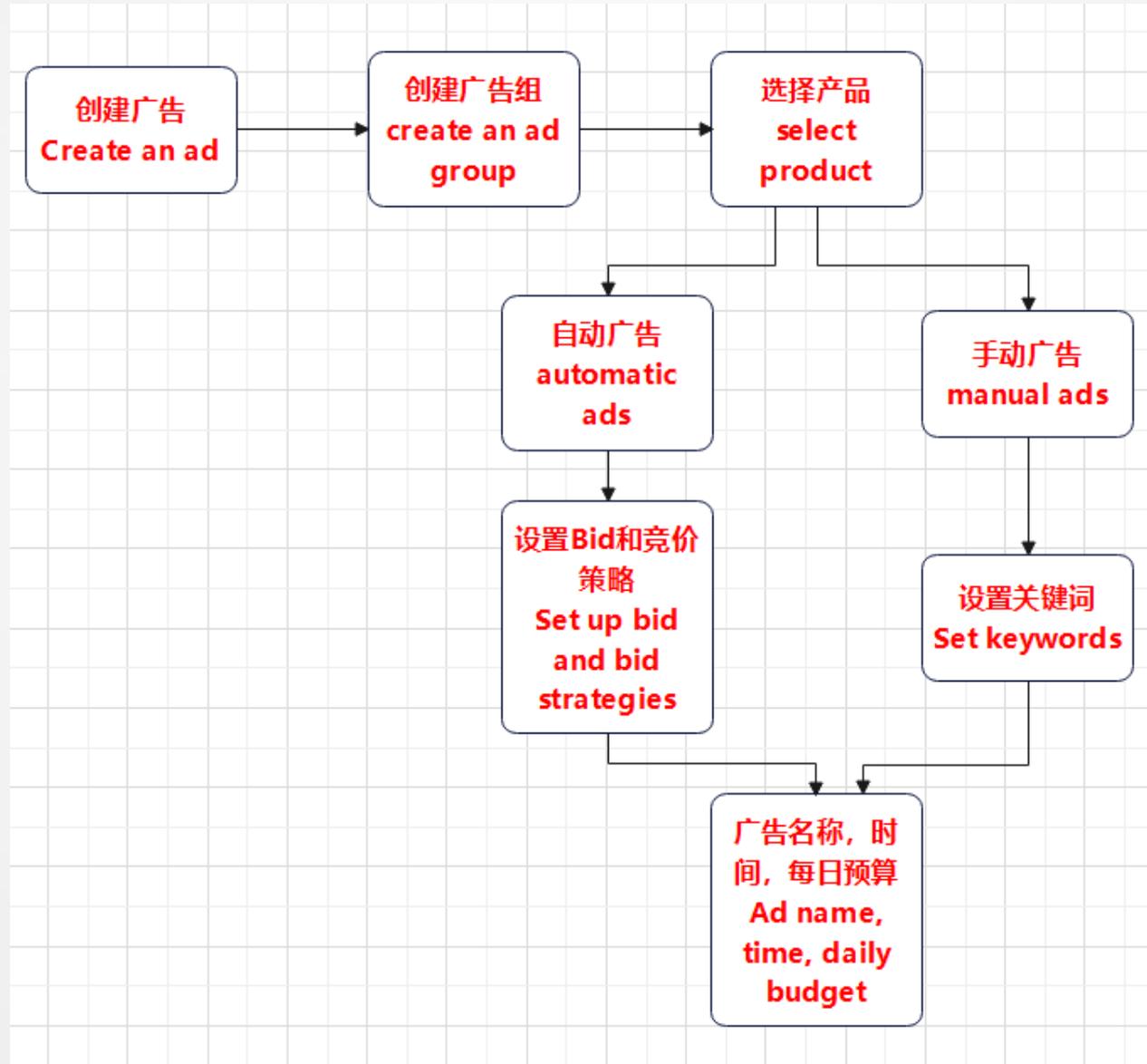
Enter your list and separate each item with a new line.

[Add keywords](#)

0 added [Remove all](#)

Keywords	Match type ⓘ
----------	--------------

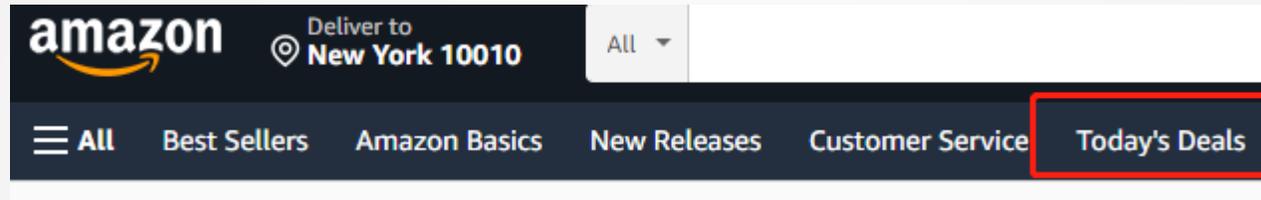
► 1. PPC广告 - 创建流程 Process of Creating -总结 Summary



▶ 1.PPC广告 - 相关名词定义 Definitions of Related Terms

Spend ⓘ \$1,619.19 TOTAL	Sales ⓘ \$3,718.57 TOTAL	ROAS ⓘ 2.30 AVERAGE	Impressions ⓘ 679,118 TOTAL	+ Add metric
Spend ⓘ \$1,619.19 TOTAL	Impressions ⓘ 679,118 TOTAL	Clicks ⓘ 1,723 TOTAL	Cost-per-click (CPC) ⓘ \$0.92 AVERAGE	
Clickthrough rate (CTR) ⓘ 0.25% AVERAGE	Sales ⓘ \$3,718.57 TOTAL	Orders ⓘ 2.2 TOTAL	Advertising cost of sales (A... 4.46% AVERAGE	

▶ 2. 秒杀Deals - 在买家页面的显示 Display on the Buyer Page



Apple AirPods (2nd Generation)

[Visit the Apple Store](#)

★★★★★ 482,629 ratings | 1000+ answered questions

Amazon's Choice in Earbud & In-Ear Headphones by Apple

List Price: ~~\$159.00~~ [Details](#)

With Deal: **\$99.00** & **FREE Returns**

You Save: \$60.00 (38%)

▶ 2. 秒杀Deals -类型 Types

1. Top Deal
2. Lightning Deal
3. Best Deal

▶ 2. 秒杀Deals -LD申报流程 Filing Process -1

Advertising Stores

- Campaign Manager
- A+ Content Manager
- Vine
- Deals**
- Coupons
- Prime Exclusive Discounts
- Promotions

Create a new deal

Select an eligible product to run a deal on

If you cannot find some of your products in the list below, [learn how to make them eligible for deals](#)

Search Deals by ASIN



Show eligible products for

Any deal type

7-day Deals

Lightning Deals

Mon, Apr 11 - Jun 05 2022

\$

\$

\$150.00

Select



▶ 2. 秒杀Deals -LD申报流程 Filing Process -2

Select when you want to run your deal

Your Lightning Deal will be scheduled to run on a single day during the selected week. If approved, you can see the scheduled date and time in the Deals dashboard one week before the deal is scheduled to run. [Learn more](#)

	Week/event	Deal fee ⓘ
 	Mon, Apr 11 - Apr 17	\$150.00

Discard this deal

Submit Deal

▶ 3. 优惠券Coupon - 买家页面显示 The Buyer Page



Best Seller

Cordking Designed for iPhone 13 Pro (Anti-Scratch Microfiber Lining), 6.1 inc

★★★★☆ 3,832

\$15⁹⁸ ~~\$18.98~~

Save 10% with coupon

✓prime Get it as soon as **Wed, Apr 6**

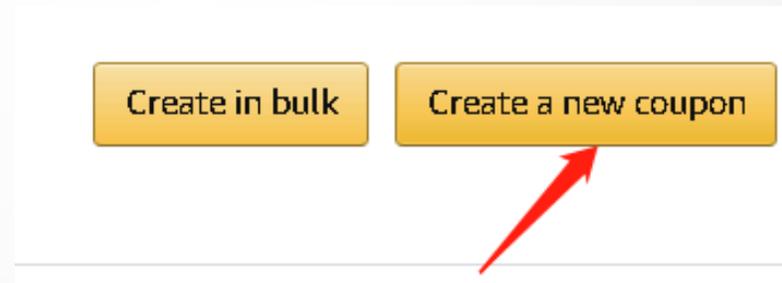
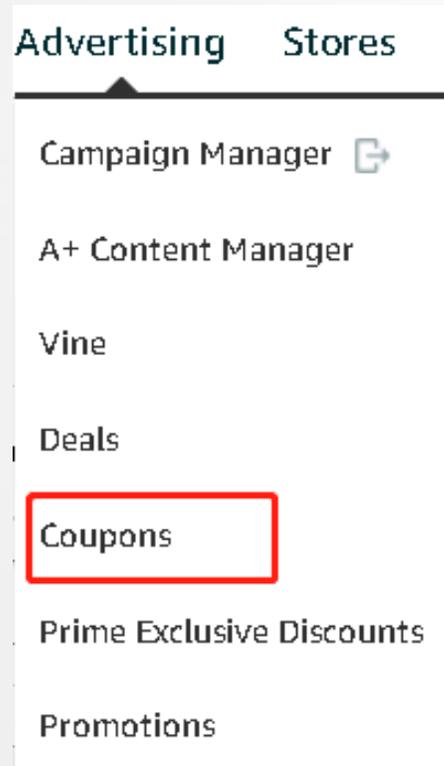
FREE Shipping on orders over \$25 shipped by Amazon

More Buying Choices

\$11.53 (4 used & new offers)

▶ 3. 优惠券Coupon - 后台操作 Background Operations-1

Step1: 创建 create



▶ 3. 优惠券Coupon - 后台操作 Background Operations - 2

Progress bar: Products (active), Details, Review

Participating products

Search products from your catalog to add them to your coupon

Search by product name or ASIN [Search]

Step2: 选择产品
Select products

▶ 3. 优惠券Coupon - 后台操作 Background Operations - 3

Step3: 确定产品, 继续 Identify the product and continue

Coupons > Create a new Coupon

Products Details Review

Cancel Continue

Select participating products

Add products to your coupon here. You can add up to 200 ASINs to your coupon.

Select products Participating products (1)

B 1 results

Participating	Product name Variations	ASIN	List price	In stock
<input checked="" type="checkbox"/>	 Big-old, Big-old!	B0L	\$	

▶ 3. 优惠券Coupon - 后台操作 Background Operations - 4.1

Set schedule

Select a duration for your coupon between 1 - 90 days

Start date ?	End date ?
<input type="text" value="04/05/2022"/>	<input type="text" value="04/30/2022"/>

Step4: 选择时间, 折扣方式
Select the time, discount method

⚠ When you select today as the start date, it will take up to 6 hours after coupon submission for your coupon to be visible to customers. ✕

Set discount

Enter the discount amount you want to apply to the products you added to your coupon in the previous step.

Money off

Percentage off

Discount

%	<input type="text" value="10"/>
---	---------------------------------

Minimum 5% and Maximum 80%

Limit redemption to one per customer

▶ 3. 优惠券Coupon - 后台操作 Background Operations - 4.2

Set budget

Your budget will be shared among the following 2 costs:

- USD equivalent of the discount you are offering
- Redemption fees (\$0.60 for each redemption)

Budgets are not hard limits. Coupon budgets are for planning purposes. Budget overshooting should be expected. [Learn more](#)
Your coupon will be deactivated when it reaches 80% utilization
[How do budgets work?](#)

\$

1000

Minimum \$100 and Maximum \$10000000

Coupon title

For a more effective coupon title, choose a definition that accurately describes the product group you added to your coupon. For example: 'Save 15% on hand sanitizers'

Coupon title

Save 10% on

ABCD White Sport Bottle

Maximum 100 characters

[Title guidelines](#)

Targeting

You may choose to limit the audience of your coupon to one of the customer segments below.

Customers to target ⓘ

All customers

Continue

Step4: 预算, 标题, 对象, 完成。

Budget, title, object, finish.

▶ 3. 优惠券Coupon - 后台显示 Background display

Coupons

Create in bulk

Create a new coupon

Select : All (9) Running (2) Expired (6) Failed (0) Canceled (1) Submitted (0) Needs Action (0) Expiring Soon (0) ⓘ

Search :

Search

Coupon title ⓘ	Actions	Status ⓘ	Start Date	End Date	Budget ⓘ	Discount ⓘ	Spend ⓘ	Clips ⓘ	Redeemed ⓘ	Sales ⓘ
Save 10% on 	<input type="button" value="Edit"/> <input type="button" value="Deactivate"/>	Running	2022-01-28	2022-04-27	\$1,000.00	10.00%	\$23.55	32	9	\$211.87

▶ 4.促销Promotion - 两种操作 Two Operations

1. 买A, A打折 Buy A, A will be discounted
2. 买A, B打折 Buy B, B will be discounted

▶ 4.促销Promotion - 买家页面显示 The Buyer Page

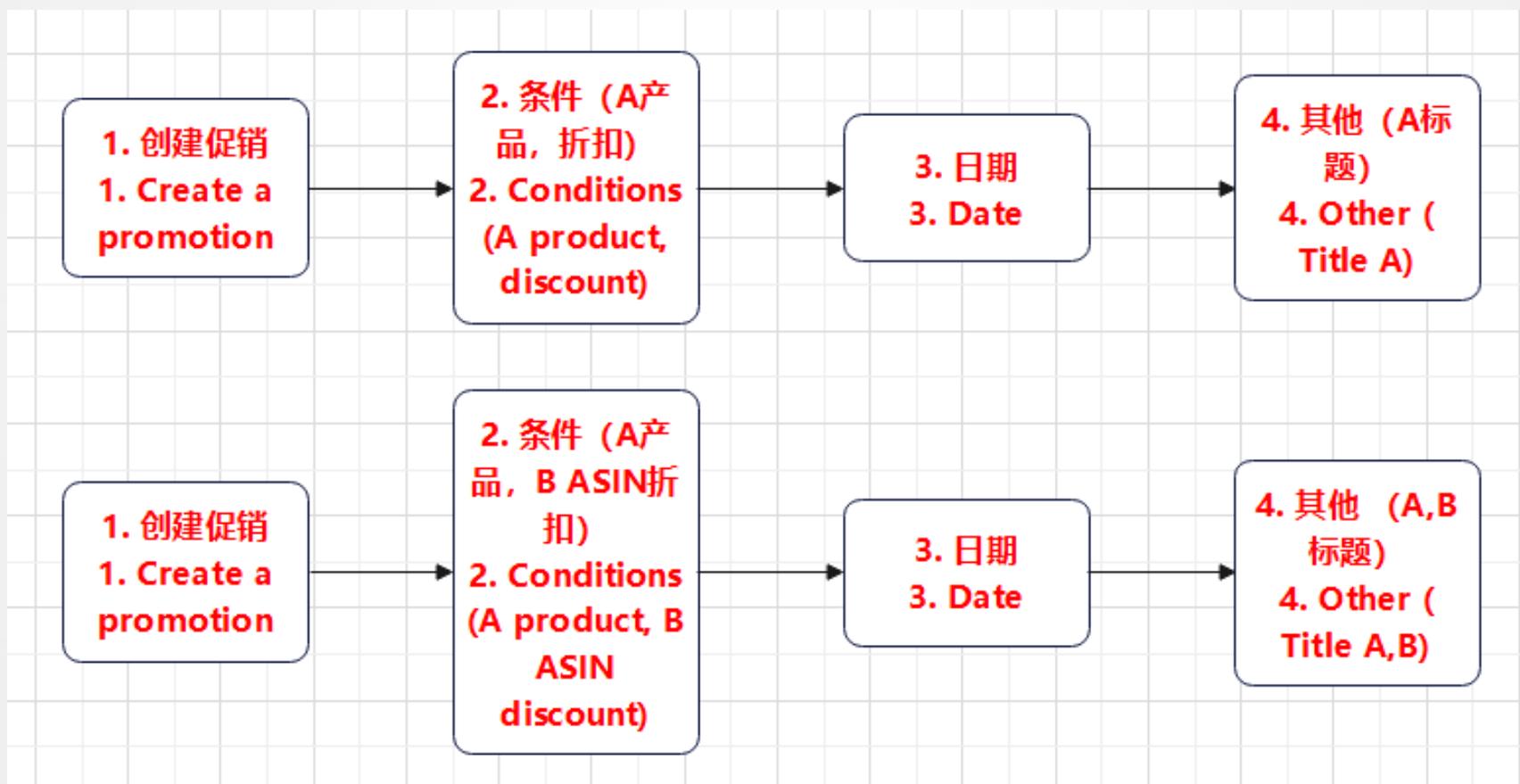
Special offers and product promotions

- [Clip this coupon](#) to save 10% on this product when you buy from Baseus US Shop. [Here's how](#) (restrictions apply)
- Receive 1 **★100W Type-C to Type-C Cable 2m★** free when you purchase 1 or more **★10000mAh pwer bank★** offered by Baseus US Shop. Select "Add both to Cart" to automatically apply promo code 3WPBG1CTC. [Here's how](#) (restrictions apply)

Add both to Cart

► 4.促销Promotion- 流程 Process

买A, A打折流程 Buy A, discount process



买A, B打折流程 Buy A, B discount process

▶ 4.促销Promotion - 买A, A打折 Buy A, A will be Discounted -1

Step1: 创建 create

Advertising Stores

- Campaign Manager 
- A+ Content Manager
- Vine
- Deals
- Coupons
- Prime Exclusive Discounts
- Promotions**

Promotions [Learn more](#)

Create a Promotion

[Manage Your Promotions](#)

[Manage Product Selection](#)

Create a Promotion

Social Media Promo Code

Create a custom promo code and receive a unique marketing page to share with customers through
▼ [See More](#)

Create

Buy One Get One

Set up a limited-time, "buy one (or many) get one free" offer to spotlight a new product or to get your
▼ [See More](#)

Create

Percentage Off

Use Advanced options, to set up a promotion with a tiered discount structure to encourage the
▼ [See More](#)

Create



► 4.促销Promotion - 买A, A打折 Buy A, A will be Discounted -2

Step2: 填入条件 Fill in the criteria

Step 1: Conditions

Buyer purchases	At least this quantity of items	1		
Purchased Items	<input type="text" value="?"/>	Create a new product selection		
Buyer gets	Percent off	10		
Applies to	Purchased Items			
Tiers	Buyer purchases	Buyer gets		
	At least this quantity of items	1	Percent off	10
	Add Tier			
Advanced Options				

▶ 4.促销Promotion - 买A, A打折 Buy A, A will be Discounted -2.1

Step2.1: 创建产品 create product

Create Product Selection

Manage Product Selection

SKU List

ASIN List

Browse Node ID List

Brand Name List

Advanced Product Selection



Download the Ar

Create Product Selection

Create Product Selection

Manage Product Selection

Product selection type:

SKU List

Product Selection Name / Tracking ID:

A001 White Bottle

Internal Description:

A001 White Bottle

SKU List

A001

Submit

► 4.促销Promotion - 买A, A打折 Buy A, A will be Discounted-3

Step3: 选择日期 scheduling

Step 2: Scheduling			
Start Date	<input type="text" value="5/04/2022"/>	<input type="text" value="9:00 PM"/>	AEST
End Date	<input type="text" value="30/04/2022"/>	<input type="text" value="11:59 PM"/>	AEST
Internal Description	<input type="text" value="A001 White Bottle AA10%"/>		
Tracking ID	<input type="text" value="A001 White Bottle AA10%"/>		

► 4.促销Promotion - 买A, A打折 Buy A, A will be Discounted -4

Step4: 选择Code类型, A产品标题。完成。
Select the Code type, A Product Title. finish

Step 3: Additional Options

Claim Code	<input type="radio"/> Single-use	<input type="radio"/> Group	<input checked="" type="radio"/> None	Group claim codes have no quantity limits. Learn more
Customise messaging				
Checkout display text	<input type="text" value="Promotion Applied"/>			
Show promotion on detail page	<input checked="" type="checkbox"/>			
Purchased Items display text	<input type="text" value="ABCD White Bottle"/>			
Detail page display text	<input checked="" type="radio"/> Standard text			
	<input #"="" type="text" value="Save 10% each on ABCD White Bottle offered by [redacted] when you purchase 1 or more. Here's how (terms and conditions apply)."/>			
	<input type="radio"/> Customised text			
	<input type="text"/>			
Display precedence	<input type="text" value="50"/>			
Terms and conditions	How to claim:			

► 4.促销Promotion - 买A, A打折 Buy A, A will be Discounted -4

Step 3: Additional Options

有Code

Claim Code	<input type="radio"/> Single-use <input checked="" type="radio"/> Group	   	 Group claim codes have no quantity limits. Learn more ▾
One redemption per customer	<input checked="" type="checkbox"/>		
Claim Code	<input type="text" value="IPS2IP6N"/>  <input type="button" value="Suggest a code"/>		
Claim Code Combinability	Preferential		
Customise messaging			
Checkout display text	<input type="text" value="Promotion Applied"/>		
Show promotion on detail page	<input checked="" type="checkbox"/>		
Purchased Items display text	<input type="text" value="ABCD White Bottle"/>		
Detail page display text	<input checked="" type="radio"/> Standard text <input type="radio"/> Customised text		
	<input #"="" type="text" value="Save 10% each on ABCD White Bottle offered by [redacted] when you purchase 1 or more. Enter code IPS2IP6N at checkout. Here's how (terms and conditions apply)."/>		
	<input type="text"/>		
Display precedence	<input type="text" value="50"/> ▾		
Terms and conditions	<input type="text" value="How to claim"/>		

► 4.促销Promotion - 买A, B打折 Buy A, A will be Discounted -1

Step 1: Conditions

Buyer purchases	At least this quantity of items	1
Purchased Items	2	Create a new product selection
Buyer gets	Percent off	10
Applies to	Additional Item	
Additional Item	One of	B0100000D
▼ Advanced Options		

▶ 4.促销Promotion - 两种操作 Two Operations

Step 2: Scheduling

Start Date

5/04/2022

9:00 PM

AEST

End Date

30/04/2022

11:59 PM

AEST

Internal Description

A001 White Bottle AA10%

Tracking ID

A001 White Bottle AA10%

► 4.促销Promotion - 买A, B打折 Buy A, B will be Discounted-3

Step 3: Additional Options

Claim Code

Single-use

Group

None

 Group claim codes have no quantity limits. [Learn more](#)

Customise messaging

Checkout display text

Promotion Applied

Show promotion on detail page

Purchased Items display text

A title

Additional Item display text

B title

Detail page display text

Standard text

Save 10% on B title when you purchase 1 or more A title offered by . [Here's how](#) (terms and conditions apply).

Save 10% on this item when you purchase 1 or more A title offered by . [Here's how](#) (terms and conditions apply).

Customised text

Display precedence

50

Terms and conditions

▶ 4. 促销 Promotion - Promotion 管理 Management

Promotions [Learn more](#)

1. 查找 Find Promotion

Manage Your Promotions

Manage Product Selection

Search:

Promotion Status

Claim Code

Date Range

Active

Search

Internal Description

Start Date

End Date ▲

Actions

02/22/2022 4:00 AM PST

09/22/2022 11:59 PM
PDT

view

edit

clone

02/22/2022 4:00 AM PST

09/22/2022 11:59 PM
PDT

View Promotion 2. 编辑 Edit Promotion

Manage Promotions

Edit this promotion

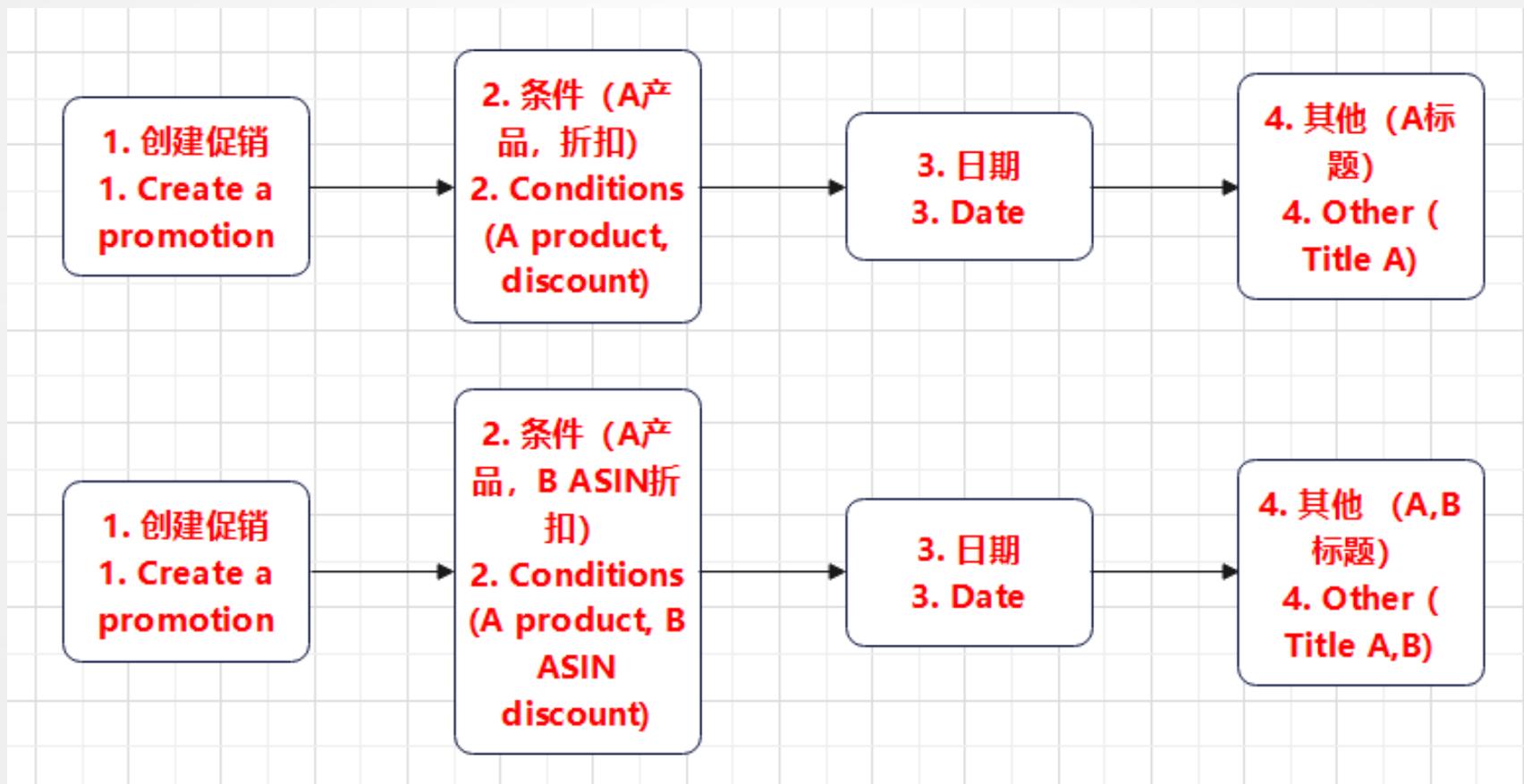
Duplicate this promotion

End this promotion

View change history

► 4.促销Promotion- 流程 Process- 总结 Summary

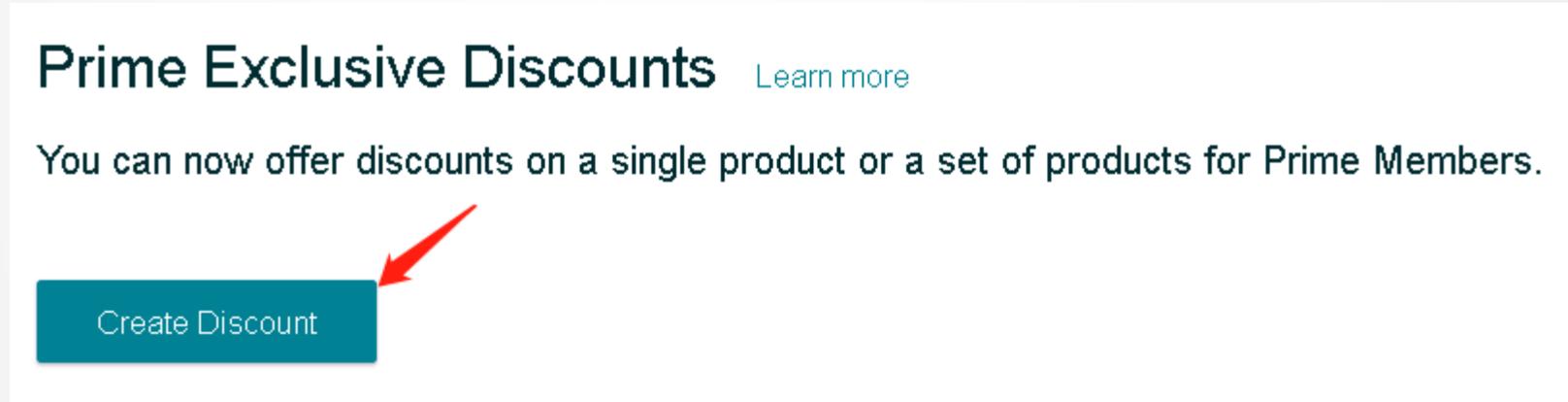
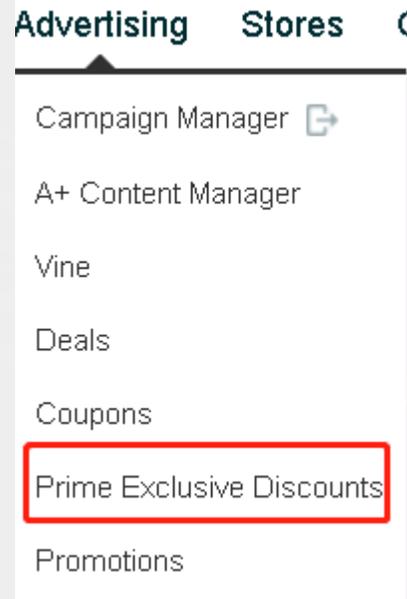
买A, A打折流程 Process of discount for A



买A, B打折流程 Process of discount for B

► 5. Prime Exclusive Discounts -1

Step1: 创建 create



► 5. Prime Exclusive Discounts -2

Step 1 of 3: Enter discount details

What did you want to name this discount?

Prime Sport Bottle

Discount start date



04/06/2022

00



00



Discount end date



04/09/2022

23



59



Discount duration: 03 days 23 hours 59 minutes

Save discount details

Save and Add Products

Step2: 名称, 日期, 保存

Name, Date, Save



► 5. Prime Exclusive Discounts - 3

Step 2 of 3: Add product details for Test

i A Prime Exclusive Discount can have maximum of 100 SKUs.

i You can enter up to 30 SKUs at a time on this page, or you can bulk up

Enter details

Upload file

Step3: SKU, 折扣类型, 最低价, 提交
完成 Discount type, lowest price,
submission completed

#	SKU	Discount Type	Prime Discount	Minimum Price	Operation
1	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="?"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>
2	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="?"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>
3	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="?"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>

+

Cancel

Submit Products

▶ 6. Vine-1



Step1: 选择ASIN, 开始

Select ASIN and begin



▶ 6. Vine-2

Step2: 选择数量 Select the quantity

Vine home

Enrollment Details



Brand **Parent ASIN**



variations [?](#)

Enrollment fee [?](#)

\$200.00

Date made available to reviewers [?](#)

As soon as possible

Units to enroll [?](#)

Max of 30

20

▶ 6. Vine-3

Step3: 确认信息, 提交

Confirm the information, submit

Product variations 1-1 of 1 [Add variation](#)

<input type="checkbox"/>	Product Name ASIN	SKU	Color	Size	Available	Reviews
<input type="checkbox"/>	 B0...					0

 biu特否

[Cancel enrollment](#) [Enroll](#)

1

一、营销推广 Marketing Promotion

1. CPC
2. Deal
3. Coupon
4. Promotion
5. Prime Exclusive Discount

客服 Customer Service

10

1

客服的主要工作
Main Work of Customer Service

2

如何获得好评
How to Get Positive Reviews

3

如何应对差评
How to Deal with Bad Reviews

4

回复邮件的技巧
Tips for Replying to Emails

▶ 1. 客服的主要工作内容 Main Work of Customer Service

1. 邮件回复 Email response
2. 订单处理（自发货才需要） Order processing (required for self-shipment)
3. 评价处理（新增好评和清除差评） Review processing (new positive and negative reviews cleared)
4. 处理买家之声 Handle (Voice of the Customer)
5. 整理买家反馈的问题，给到运营或者工厂改进 Organize buyer feedback questions and give operational or factory improvements

▶ 1. 客服的主要工作内容 - 表格记录 Main Work of Customer Service - Tabular records

A Product Negative Feedback

Official Website Mail Problems

差评Feedback	A产品差评Review	B产品差评Review	官网邮箱问题	后台消息问题
------------	--------------------	-------------	--------	--------

Negative Feedback

B Product Negative Feedback

Background Information Problems

留差评时间 Date	订单号 Order No.	SKU	产品 Product Name	买家名字 Buyer Name	星级 Rating	差评内容 Content	是否退款 Refund or not	处理过程 Processing
2022.4.1	113-8910001-1287000	A0001	White Bottle	Janet k.	1-5	Broken within 2 days.	否	4.1问是否要重发一个，问地址和电话；4.2买家回复了地址和电话，多渠道一个新的；4.3发给买家物流单号；4.5 确认并请求删除差评，买家回复会更新(已经改5星)

4.1 Ask if you want to resend one, ask for the address and phone number.

4.2 The buyer replied to the address and phone, multi-channel a new one.

4.3 Send a logistics ticket number to the buyer

4.5 Confirm and request to delete negative feedbacks, buyer response will be updated (has been changed to five stars)

▶ 1. 客服的主要工作内容 Main Work of Customer Service - 邮件回复 Email response

1. 注意语气 Pay attention to the tone

2. 态度要诚恳 Be honest

3. 站在买家的角度思考问题 Think from the buyer's point of view

4. 注意回复技巧 Pay attention to response techniques

▶ 1. 客服的主要工作内容 Main Work of Customer Service - Review 与 Feedback的区别 The difference between Review and Feedback

	Review	Feedback
条件 condition	可买, 可不买 buy or not	必须购买 must buy
留的位置 Location to stay	Listing页面 page of listing	店铺 store
影响 effect	转化率 conversion rate	绩效 (ODR) performance
评价方面 review	产品 products	物流, 描述是否相同, 客服态度 Logistics, whether the description is the same, customer service attitude

▶ 1. 客服的主要工作内容 Main Work of Customer Service - Feedback买家页面显示The Buyer Page

Aqua Wholesale

Aqua Wholesale storefront

★★★★★ | 96% positive in the last 12 months (166 ratings)

Aqua Wholesale is committed to providing each customer with the highest standard of customer service.

Have a question for Aqua Wholesale?

Ask a question

Feedback

Returns & Refunds

Shipping

Policies

Help

Gift Wrap

Products



"Has a lot of suction but doesnt get the black heads out."

By Yarith on February 19, 2020.



"perfect seller"

By Leslie olivencia on February 18, 2020.



"My baby has rsv and this has worked wonders removing boogers. A plus it has booger tweezers that have removed some big one from the back of her nose. I love the..."

[Read more](#)

By Lauren Montoya on February 17, 2020.



"Great item!"

By sean r.thurston on February 16, 2020.



"Great product! Love it!"

By JV on February 15, 2020.

	30 days	90 days	12 months	Lifetime
Positive	87%	92%	96%	96%
Neutral	9%	4%	2%	2%
Negative	4%	4%	2%	2%
Count	23	76	166	169

▶ 1. 客服的主要工作内容 Main Work of Customer Service - Feedback 买家页面显示 The Buyer Page

Baby Nasal Aspirator - Electric Nose Suction for Baby - Automatic Booger Sucker for Infants - Battery Powered Snot Sucker Mucus Remover for Kids Toddlers

by [Watolt](#)

★★★★☆ 1,620 ratings 29 answered questions

List Price: \$79.00

Price: **\$39.99** & **FREE Shipping**. [Details & FREE Returns](#)

You Save: \$39.01 (49%)

[This item is returnable](#)

Customer reviews

★★★★☆ 4.5 out of 5

1,619 customer ratings



By feature



[See more](#)

Review this product

Share your thoughts with other customers

Write a customer review

Customer images



[See all customer images](#)

1,426 customer reviews

Top Reviews

 Catherine S.

★★★★☆ **It suctions really well has lights and sounds**

April 27, 2019

Color: Blue | **Verified Purchase**

The music and flashing lights had my 9m old's attention as soon as I turned it on. I actually got to suction his nose without squirming and tears. I had purchased another brand before and returned it as I could hold it to my hand and not feel suction. The three ways to increase suction is what really attracted me to this product and I could tell right away it was working. Would definitely recommend to another mom.



▶ 2. 如何获得好评 - 途径 How to Get a Good Review - Path

1. 后台消息联系的买家 The buyer contacted for a background message
2. 通过品牌官网邮箱联系的买家 Buyers that contacted via the brand's official website email address
3. 退货报告 Returns reports
4. 留Feedback好评的买家 buyers that leave positive Feedback
5. 留差评Review的买家 buyers that leave negative Feedback
6. 店铺所有买家

▶ 2. 如何获得好评 How to Get a Good Review - 后台消息买家转好评 Backstage Messages Buyers Turned Positive - 示例 eg 1.1

eg. 假设买家买的一个水杯坏了，想退货。 Suppose a buyer buys a broken cup and wants to return it

Dear XXX, ---称呼 salutation

Sorry to hear that! ----道歉 apologize

I tried my best to apply from our manager to send you a new replacement.

No need return. ----告知承担责任 Inform of responsibility

Could you please kindly let us know your address and phone number? ---请求地址和电话

Request address and phone number

Don' t worry, we are always here. / Have a sweet day! ---结尾 ending

Best regards, ---落款 Signature

Sally

ABCD Customer Service

▶ 2. 如何获得好评 How to Get a Good Review - 后台消息买家转好评 Backstage Messages Buyers Turned Positive - 示例 eg 1.2

假设，买家回复了地址和电话 Suppose the buyer replied to the address and phone number

Dear XXX, ---称呼 salutation

Thanks for your prompt reply! ----感谢 appreciation

White Bottle was sent out. ----告知已经发出 notification has been sent

Latest delivery date :Monday, April 4, 2022 ---告知预计到达时间 Inform estimated time of arrival

We will send you the tracking number when system shows out. ---承诺会发物流单号

Promise to issue a logistics ticket number

Appreciate your kind patience! ---- 感谢 appreciation

Best regards, ---落款 signature

Sally

▶ 2. 如何获得好评 How to Get a Good Review - 后台消息买家转好评 Backstage Messages Buyers Turned Positive - 示例 eg 1.3

假设，物流单号已经出来 Suppose, the logistics slip number has come out

Dear XXX, ---称呼 salutation

Hope my mail finds you well! ----打招呼 greetings

Delivery estimate: Wednesday, April 10, 2022 ----发物流信息 send logistics information

Tracking Number: TBA040100042700

Carrier: Amazon Logistics

Have a sweet day!

Best regards, ---落款 signature

Sally

▶ 2. 如何获得好评 How to Get a Good Review - 后台消息买家转好评 Backstage Messages Buyers Turned Positive - 示例 eg1.4

**假设，重发的产品已经妥投1-2天 Suppose, the reissued product has been properly cast
for 1-2 days**

Dear XXX, ---称呼 salutation

Hope everything goes well with you! ----打招呼 greetings

Have you received the white bottle? ----问候 greetings

Does it work fine?

If any questions, please feel free to let us know.

Best regards, ---落款 signature

Sally

▶ 2. 如何获得好评 How to Get a Good Review - 后台消息买家转好评 Backstage Messages Buyers Turned Positive - 示例 eg1.5

假设，买家回复已经收到，并且没问题 Suppose, the buyer's reply has been received and is fine

Dear XXX, ---称呼 salutation

Glad to hear that! ----打招呼 greetings

If OK, could you please kindly share a **comment** on the listing page? Thanks! ----请求给评价

Request a feedback

Appreciate your kind support!

Best regards, ---落款 signature

Sally

▶ 3. 如何应对差评 - 消除潜在差评

How to Deal with Bad Reviews - Eliminate Potential Bad Reviews

1. 产品 Product

2. 包装 Paking

3. 售后政策 After-sales policy

4. Feedback差评 Negative Feedback

5. 退货报告 Returns reports

▶ 3.如何应对差评 How to Deal with Bad Reviews - 查找差评Review-方法 Method 1

Brands

Brand Analytics

Brand Protection

Manage Experiments

Brand Dashboard

Brand Catalog Manager

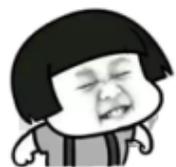
Customer Reviews

Contact Customer

☆☆☆☆☆ Review by Jacqu... on April 3, 2022

Very disappointed in this products size. ☹️

Show Review Details ⓘ



Parent ASIN

B0

Child ASIN

B0

Product's Star Rating

☆☆☆☆☆

Brand

▶ 3.如何应对差评 How to Deal with Bad Reviews - 查找差评Review-方法 Method 2

Order details Order ID: # 111- | Your Seller Order ID: # 111-

[Go back to order list](#)

[Refund Order](#)

[Request a Review](#)

Order summary

Ship by: **Thu, Mar 24, 2022**
Purchase date: Thu, Mar 24, 2022,  AM PDT

Shipping service: **Expedited**
Fulfillment: Amazon
Sales channel: Amazon.com 

Ship to

FRANKLIN, GA 30217-3424
United States

Contact Buyer: 

ORDER SUMMARY

Customer: Cin  ner

Order ID: 111-

1

一、客服的主要工作

The main job of customer service

1. 邮件 Email
2. 对评价负责
Responsible for evaluation
3. 保证账号安全 Keep your account secure

2

二、获取好评

Get positive reviews

1. 渠道
channel
2. 技巧 Tips

3

三、消除差评

Eliminate bad reviews

1. 消除潜在差评
Eliminate potentially bad reviews
2. 找到留差评买家联系
Find a buyer who has left a bad review to contact

A

M

a

Z

O

n

感谢观看

Thanks

