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The Top Mistakes Brands Make When Selling on Amazon

Selling on Amazon can unlock incredible opportunities for brands, but navigating the complexities of the platform requires thoughtful strategy and execution. Too often, brands make common mistakes that hinder their success. This guide explores the top errors brands make and how to avoid them, along with practical tips and pro insights from *MyFBAPrep* and *ExpertCPG*.

Pro-Tip

At the end of this guide, check out our *Amazon Success Checklist* to ensure you're covering all key areas effectively.

1 Misunderstanding Amazon's Fee Structure

Amazon's fee structure is more intricate than many expect. From referral fees to FBA fulfillment costs and storage charges, brands often overlook the cumulative impact on their margins. For instance, moving from a "small standard size" to "large standard size" can significantly raise fees.

Pro-Tip

- Use Amazon's Revenue Calculator to project fees accurately before launching a product.
- Experiment with different packaging or bundle sizes to optimize fulfillment costs.
- Track margins continuously with tools that integrate with Amazon's API to ensure you're accounting for all hidden costs, such as advertising and inbound shipping.

Expert Insight

A brand that miscalculated storage fees during Q4 saw a **40% decrease in profits**. Small packaging tweaks saved them **thousands in fees**.

2 Setting Up Listings Incorrectly

Incorrect product identifiers, such as UPCs or barcodes, can lead to errors that are difficult to fix later. Amazon treats critical listing elements—like brand name and product category—as hardened values, meaning they cannot be edited once saved.

Pro-Tip

- Double-check all listing elements, including product identifiers and GS1-compliance, before submitting them.
- Assign unique and accurate UPCs for pack sizes or bundles to avoid issues.
- Plan your listings strategically to maximize long-term flexibility and scalability.

Expert Insight

80% of brands that improperly set up listings reported issues with listing suppression or miscategorization. ExpertCPG provides structured guidelines to get it right from the start.



3 Neglecting Inventory Management

Running out of stock or overstocking can cripple your Amazon operations. Stockouts can damage your rankings, while excessive inventory incurs hefty storage fees, especially during Q4 when rates spike.

Pro-Tip

- Use demand forecasting tools to predict inventory needs accurately.
- Establish a buffer stock for unexpected spikes in demand.
- Leverage 3PL services like MyFBAPrep to ensure seamless, compliant fulfillment and reduce the risk of storage overages.

Expert Insight

Centralize your inventory to cover different sales channels seamlessly. For example, MyFBAPrep can prep and hold inventory to replenish FBA, fulfill FBM orders, and replenish retail stores.

4 Relying on Manipulative Review Practices

Some brands attempt to gain traction by soliciting reviews from friends or family. However, Amazon's algorithms can detect this behavior, leading to account suspensions or even bans.

Pro-Tip

- Use Amazon Vine for authentic early reviews.
- Set up automated follow-up messages to encourage honest feedback.
- Focus on customer experience rather than shortcuts.



5 Failing to Optimize Listings for Mobile Shoppers

With over **60% of Amazon purchases** made on mobile devices, listings that are not mobile-friendly miss out on conversions.

💡 Pro-Tip

- Use high-quality images optimized for small screens.
- Keep product titles concise while maintaining relevant keywords.
- Ensure A+ Content is formatted for seamless mobile navigation.

📊 Expert Insight

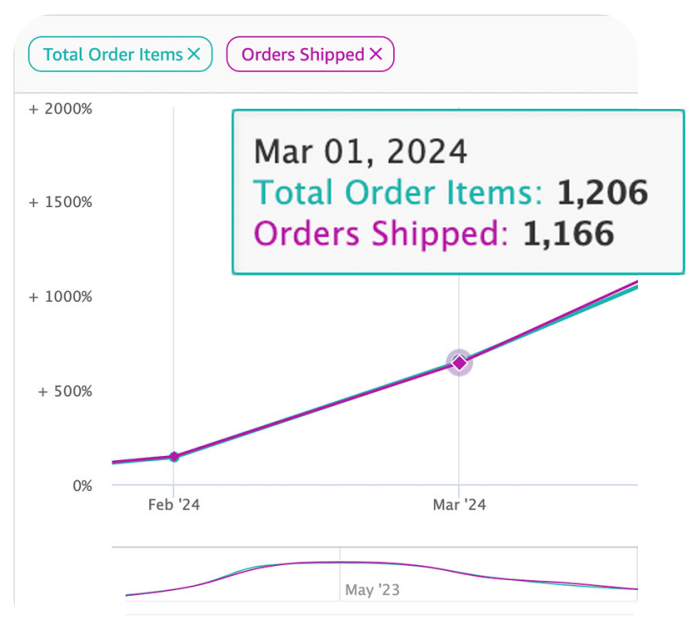
Listings with mobile-friendly images saw a 20% higher conversion rate than those that didn't.

6 Expecting Instant Success

Amazon success is a **long-term process**. Brands that expect immediate results often become frustrated and give up too soon.

💡 Pro-Tip

- Set realistic expectations and measure performance based on long-term trends.
- Focus on customer acquisition first, then optimize for profitability.
- Track progress using metrics like review growth, conversion rates, and break-even profitability.



7 Ignoring Competitor Analysis

Failing to analyze competitors' pricing, keywords, and marketing strategies can leave you at a disadvantage. Without understanding what others in your space are doing, you risk overpricing, underpricing, or missing opportunities that competitors are leveraging.

💡 Pro-Tip

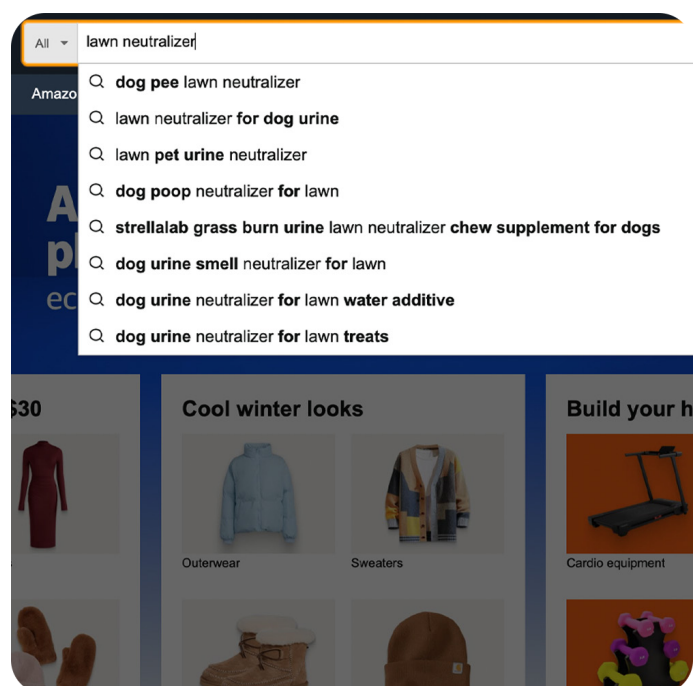
- Leverage competitive intelligence tools like Helium 10 or Jungle Scout to uncover pricing trends, high-performing keywords, and market gaps.
- Analyze competitor listings to identify weaknesses in their product positioning and highlight your unique advantages.
- Monitor customer reviews to pinpoint recurring complaints or unmet needs, then tailor your product and messaging to stand out.

8 Underestimating the Importance of Keywords

Keywords are the cornerstone of **Amazon SEO**, directly influencing your product's visibility and sales potential. Without strategic keyword research, even the best products can remain hidden from shoppers, resulting in lost opportunities and lower conversions.

💡 Pro-Tip

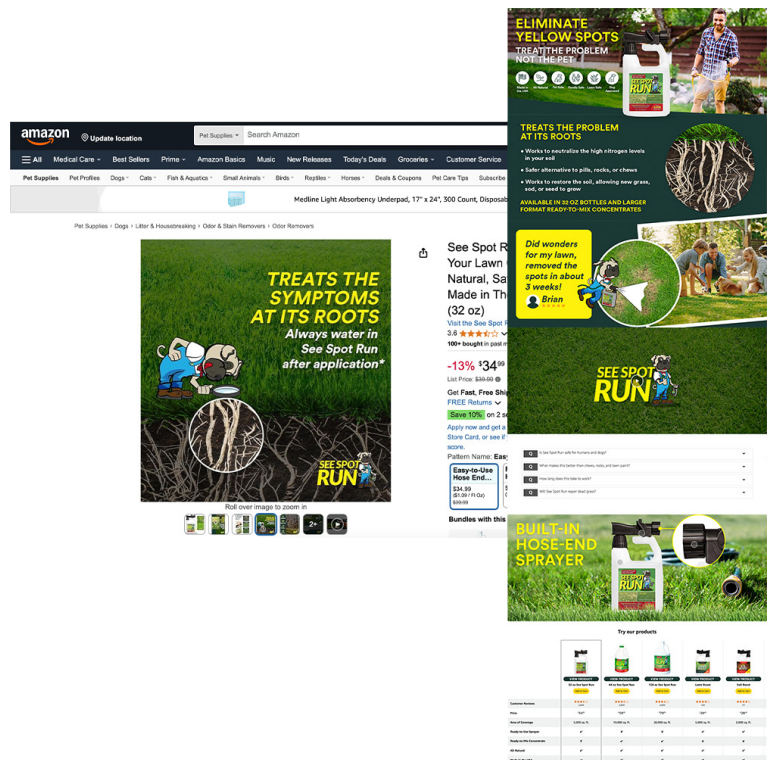
- Identify high-converting long-tail keywords that match shopper intent and drive targeted traffic.
- Continuously refine backend keywords based on evolving trends, competitor insights, and search term reports.
- Optimize product titles, bullet points, and descriptions with a natural flow, ensuring readability while maximizing search visibility.



A+ Content can **boost conversions by 20-30%**, yet many brands fail to use it effectively.

Pro-Tip

- Use comparison charts to highlight competitive advantages.
- Incorporate lifestyle images to showcase product benefits.
- Monitor engagement metrics and tweak content accordingly.



Products that go into Amazon FBA must be properly prepped and labeled according to FBA requirements. Following these guidelines helps ensure quick inbounds and receiving, allowing sellers to restock or start selling sooner rather than later. If merchants send non-compliant items in, they risk fines, having inventory sent back, and going out of stock.

Pro-Tip

- Stay on top of the latest Amazon FBA prep requirements and guidelines at all times.
- Double-check your goods from manufacturers and suppliers to catch any non-compliant aspects, such as loose sleeves.
- Work with an experienced, specialized FBA prep partner like MyFBAPrep to ensure compliance.

Case Study

A brand that actively monitored reviews and engaged with customers improved their seller rating from 3.8 to 4.6 stars in six months.



11 Ignoring Your FBA Inventory Limits

There's only so much inventory you can send into FBA, but having sufficient inventory ready to go in FBA is critical to the buyer experience and for your listing health. If you clog up your inventory allowance with too much slow-moving stock, you'll struggle to replenish your best sellers fast enough to power your sales.

Pro-Tip


- Optimize your Inventory Performance Index to ensure you're allocated sufficient storage in FBA. This grading comes from a mix of sales volume, inventory levels, and other performance indicators.
- Re-balance your inventory strategy frequently based on what is selling well at the moment, taking into consideration any seasonality and seasonal items.
- Remove slow-moving inventory and add fast-moving inventory into FBA. MyFBAPrep has helped customers implement this strategy and has seen it unlock more space in FBA and increase their storage allowances.

Final Thoughts & Next Steps

Selling on Amazon requires a combination of strategic planning, data-driven optimization, and expert support. By avoiding these common mistakes and leveraging actionable insights, you can build a strong foundation for long-term success.

Take Action

- ☐ Download our **Amazon Success Checklist** for a step-by-step guide.
- ☐ Book a consultation with **MyFBAPrep & ExpertCPG** to optimize your brand's strategy.
- ☐ Stay ahead by subscribing to industry updates and insights.

 Ready to scale on Amazon? Let's make it happen!





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