The Amazon Cheat Sheet for Clothing Brands

Turbocharge your Sales to New Heights

Let me guess: Your clothing brand is doing well on Amazon, but you feel as though there is untapped potential to achieve more, it's become hard to manage, and you just don't know how to break through. Don't worry, we've heard this before. Just look at some of the clothing brands we work with and continue to scale:

📅 01/12/2022		📅 31/12/2023		

Sales Snapshot Taken at 06/02/2024, 11:40:53 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
289,209	297,373	£4,078,603.20	1.03	£14.10

Sales Snapshot Taken at 01/02/2024, 19:15:28 GMT

Total order items	Units ordered	Ordered product sales
257,186	264,656	£3,591,166.00
Avg. units/order item	**Avg. sales/order item**	
1.03	£13.96	

Managing and expanding a clothing brand on Amazon requires more than just exceptional design and quality products.

This cheat sheet is meticulously crafted to provide you with actionable strategies and best practices tailored specifically for clothing brands to help you navigate the intricacies of the Amazon marketplace.

We'll delve into a myriad of topics essential for success, including:

1. **Advertising strategies**
2. **Inventory management- using Variation Calculation**
3. **Dealing with returns and exchanges**
4. **Maximizing the seasons and holidays**
5. **Expanding to other marketplaces (Tiktok)**

So, without further ado, let's dive in and unlock the full potential of your clothing brand on Amazon.

ADVERTISING

Spend ∨ ⓘ	Sales ∨ ⓘ	ACOS ∨ ⓘ	CPC ∨ ⓘ	
£24,354.12	£132,153.69	18.43%	£0.21	∨
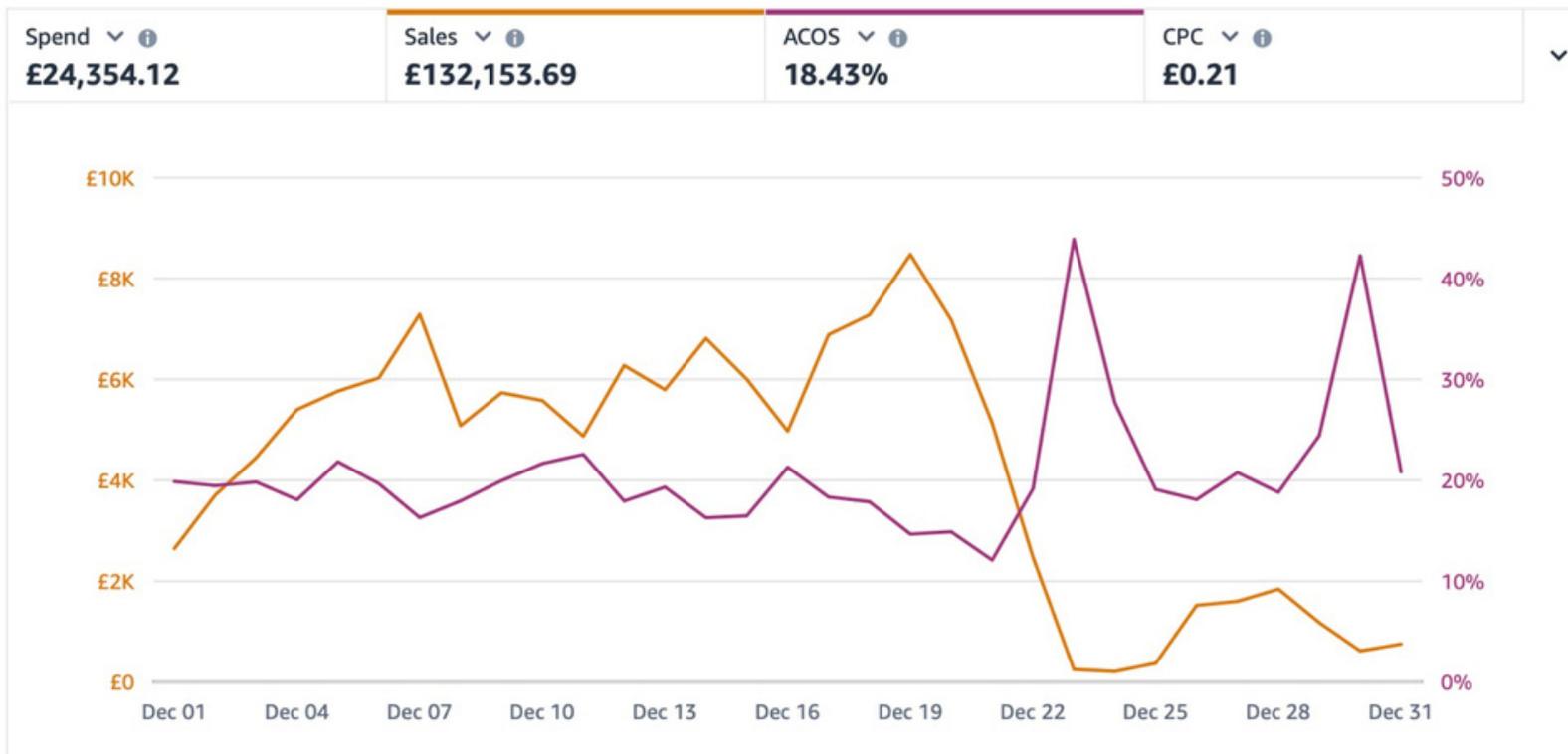
Create campaign | Find a campaign | Filter by ∨ | Bulk actions ∨

Columns ∨   Date range: 1 Dec - 31 Dec 2023 ∨   Export

Amazon PPC presents unique challenges to the textile niche specifically. Here are a few of them:

1- Much more generic keywords compared to highly relevant keywords
- Customers search for generic clothing words (skirt) vs specific keywords (floral spring skirt)
- This causes Ad bids to be more expensive due to more competition

2- Products not having enough relative keywords
- Makes it hard to make manual ad campaigns.

3- Advertising for large variations of a product
- Hard to manage many ASINS in a single campaign
- May result in overspending

Here's how to overcome these difficulties.
The first step is to structure your campaign strategy!

We have noticed that textile brands struggle with this due to not understanding how to optimize. Here are a few tips:

Do not run ad campaigns on all of your products
Realistically you shouldn't run ads for even 50% of your clothing line. This results in high ACOS, bad profit margins, and inability to manage efficiently.

Instead, run campaigns on your products high in demand. This results in

- **High profit margins and low ACOS (Good conversion rate)**
- **Ability to manage efficiently**
- **Brand growth**

By emphasizing our best selling clothing lines, we are inversely boosting sales on products we do not need to run ads for. This is due to:
Increased traffic on our Amazon storefront: Customers are more inclined to look at our entire catalog when clicking on our best selling items, which leads them to other products of our store.

Imagine it as having your own clothing store in a mall.

Use **H&M** as an example. They have clothing displays outside of their store to draw potential customers in. Once customers come in, they are introduced to 100s of different clothing items they wouldn't have been if there were no clothing displays. This is how Amazon clothing brands operate; we want to use our best selling lines to draw customers into our entire store, and choose from their liking.

NEVER put all variations (ASINS) of a listing under one PPC campaign

Another major mistake we see often, which results in large amounts of wasted advertising money. As an Amazon seller you must understand that optimization is the **key** to sustainability. Why run advertising on every variation of a product when we can just maximize the best selling ones, which ends up boosting the sales of all variations.

Best approach to running variations campaigns:

1. Identify 3-5 of your best selling color variations (Navy Blue, Black, Orange, etc)
2. Create auto campaigns for small sizes of those variations

When you run campaigns on small sizes you will get more conversion as small sizes have lower prices and lower CPC (Cost per click). The listing price on the display page will also show the lowest price as we are targeting the smallest size, instead of targeting larger sizes and showing higher prices.

1. Once campaigns for best selling variations are operating smoothly and ranked high (Low ACOS, high conversion), all your other variations will rank alongside,

- This results in mitigating overspending, proper ad structure, and maximizing on return
- One variation ranking high results in all variations of that ASIN ranking high; It's a **domino effect.**

Start off with AUTO CAMPAIGNS first

Unless your clothing line is highly specific (Italian leather jacket), it is going to be hard to find specific keywords to target for it. Most clothing items fall under the "generic" keywords field initially, as those are the ones with the highest search volume (T-shirt, pajamas, sweatpants).

Running auto campaigns at the start allows us to:

- **Find keywords that convert well**
- **Create new manual keywords for the best converting ones**
- **Negate negative keywords that are spending money with no conversion- allows us to efficiently reduce ad cost**

How to create textile-oriented auto campaigns:

1. Choose campaign type as *SPONSORED PRODUCTS*
2. Create two auto campaigns: One for **close and loose match**, one for **substitute and compliment.**

Automatic Targeting ⓘ

○ Set default bid ⓘ

● Set bids by targeting group ⓘ

TARGETING GROUPS ⓘ	Suggested bid for regular days ⌄	BID ⓘ
☑ Close match ⓘ	£0.40 (£0.30-£0.50)	£ 0.50
☑ Loose match ⓘ	£0.59 (£0.44-£0.69)	£ 0.59

1. Add 3-4 child **ASINS** of the top selling variations of the product in both campaigns
2. Set bids 10 cents above suggested, to increase chances of visibility
3. For Bidding strategy we want to go **Dynamic Bids- Down Only.**

Campaign 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+) ⓘ

1. Set the daily budget to your liking, but enough to last the day

We have used this advertising tactic for our clothing brands and have seen an 80% success rate. The real *MAGIC* is what happens next:

After about 2-3 weeks of running these campaigns, we want to extract the best converting keywords, and make *MANUAL CAMPAIGNS* targeting those.

We first have to make an *ADVERTISING REPORT*. Go to your Seller Central Account -> Reports -> Advertising Reports

Reports	>	Fulfillment
Payments	>	Advertising Reports ↗

1. Once you make a report for those automatic campaigns, extract the best converting keywords from the data sheet, which we will create separate manual campaigns for.

How to create textile-oriented manual campaigns:

Manual campaigns offer **3 types of keyword campaigns**:

1. **Exact match** - Highly specific and relevant keywords (Italian leather jacket)
2. **Phrase match** - Semi-relevant keywords (Leather jacket)
3. **Broad match** - Broad-intend keywords (Jacket)

Using the best converting keywords extracted from the Auto Campaigns, we want to identify under which manual campaign we will put these under based on how relevant they are. For example, if we are selling Italian leather jackets and one of the best converting keywords was leather jacket, we would want to make a Phrase match campaign.

Let's make them.

Keyword-Targeting Exact Campaigns:

1. Add child ASINS (Variations)
2. Add all the converting keywords (Not more than 5-7 keywords in one campaign)
3. Set **HIGH** bids, as we are targeting highly specific keywords (15-20% above suggested bid)
4. Bidding strategy- Dynamic bids-down only
5. Set campaign budget as your liking- if higher conversion increase the budget

Keyword-Targeting Phrase Campaigns:

1. Add child ASINS (Variations)
2. Add all the converting keywords (Not more than 5-7 keywords in one campaign)
3. Set **MEDIUM** bids, as we want to show that we are willing to appear for these, but not at a premium (5% above suggest bid)
4. Bidding strategy- Dynamic bids-down only
5. Set campaign budget as your liking- if higher conversion increase the budget

Keyword-Targeting Broad Campaigns:

1. Add child ASINS (Variations)
2. Add all the converting keywords (Not more than 5-7 keywords in one campaign)
3. Set **LOW** bids, as we may appear for irrelevant keywords (15-20% lower than suggested bid)
4. Bidding strategy- Dynamic bids-down only
5. Set campaign budget as your liking- if higher conversion increase the budget

This two phase advertising strategy (Automatic and Manual Campaigns) will both BOOST your sales and increase PROFIT by finding and optimizing the best converting keywords.

Run Defensive Campaigns on your Best Sellers

Once you start performing well in the market, now it's time to protect your listings/products from other sellers and that's where **Defensive Campaigns are a MUST.**
Defensive campaigns allow you to come up on advertising spots for your own listings so that why our competitors cannot steal your customers and revenue.
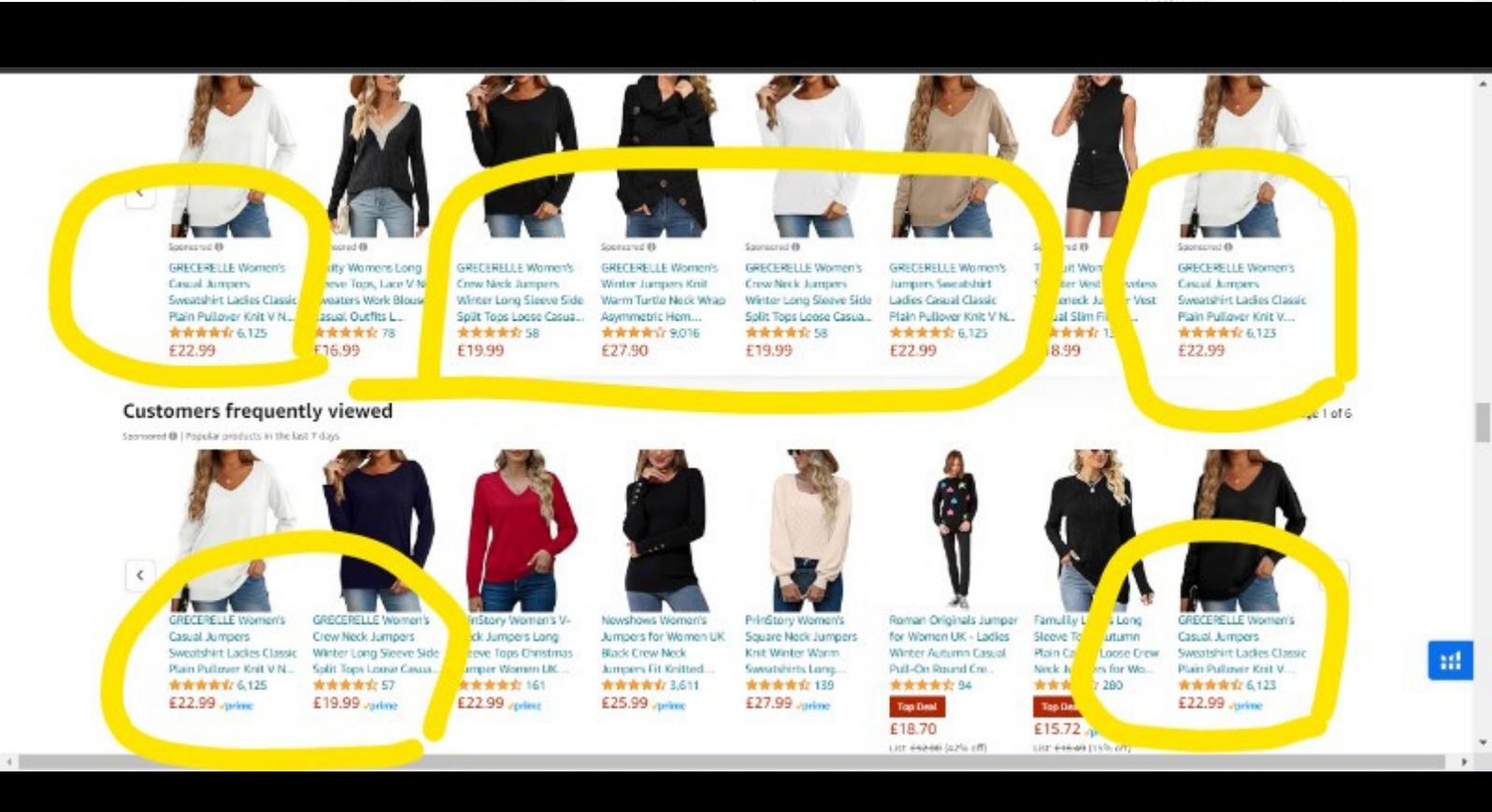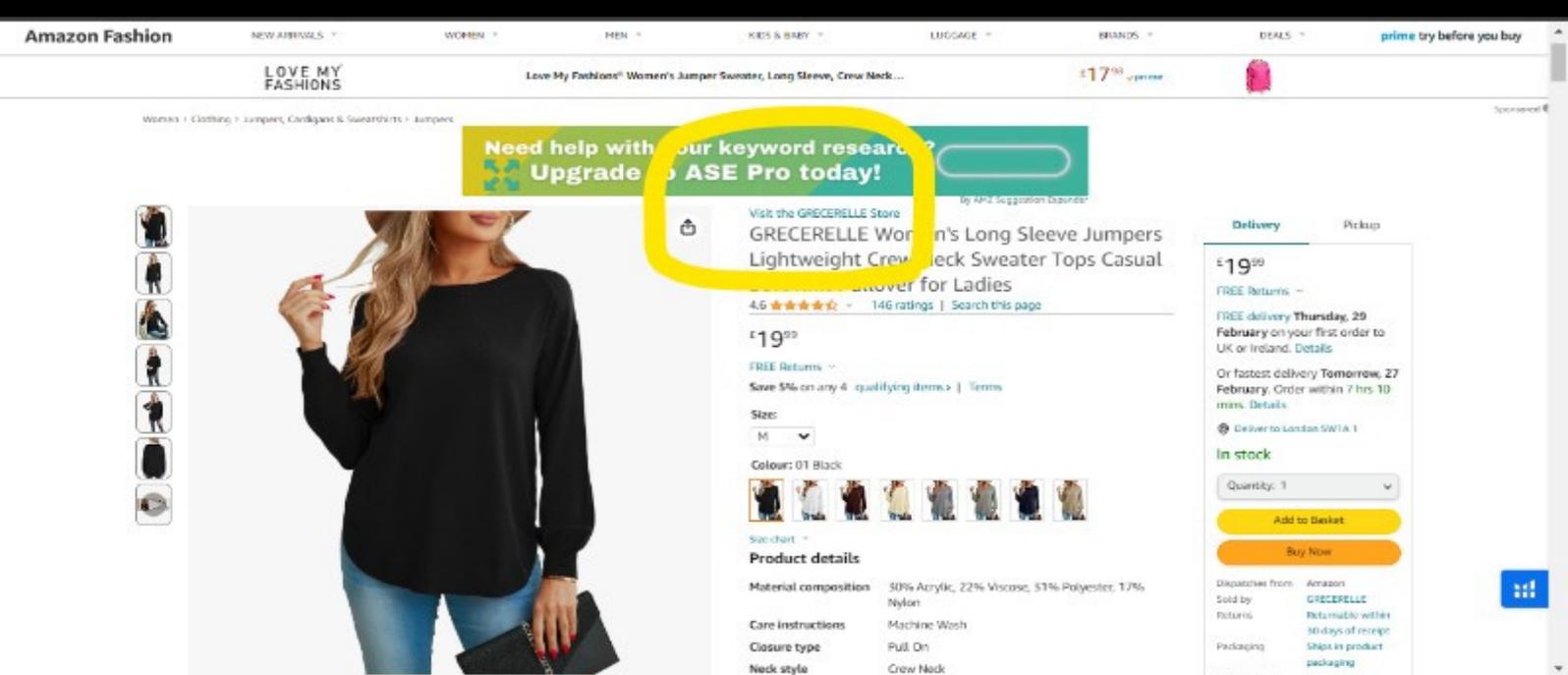
For this brand, they are running 9 defensive campaigns on one of their best selling listings, mitigating the chances of competitors stealing their sales. Incorporating defensive campaigns on our best sellers will not only negate competition but also increase visibility on our lower selling products, while also increasing our brand awareness.

INVENTORY MANAGEMENT

One of the biggest issues clothing brands have on Amazon is managing inventory, forecasting inventory, and staying in stock. This is due to three unique characteristics:

- Lots (and I mean lots) of variations
- Different sizes
- Different colors
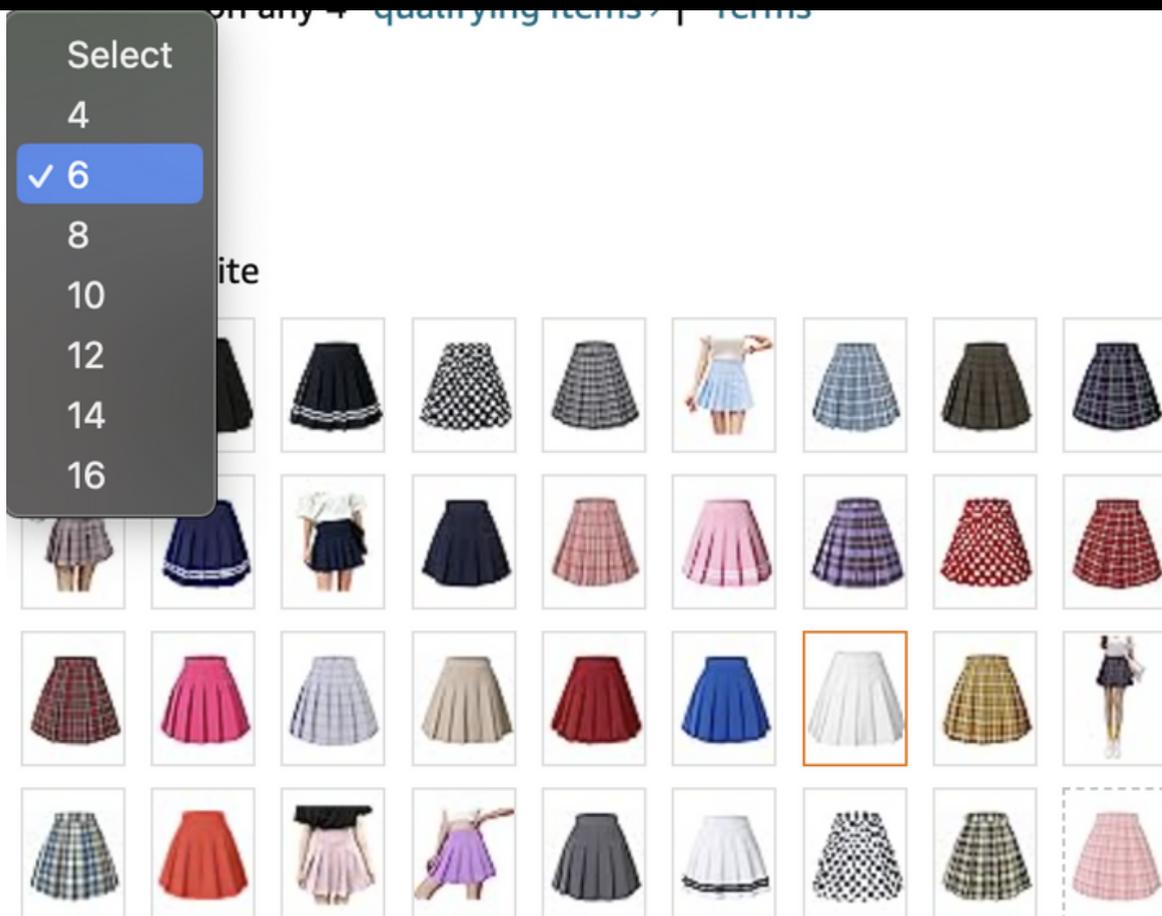
This listing has over 252 variations!

Under one Parent ASIN, you can have a plethora of Child ASINS, each with its own sizes and color variations. You and I both know that things can get crazy from here, as you could have 100+ unique variations of a single product on a listing, due to needing stock for all different sizes and colors.

Hard to manage and forecast inventory right?

Don't worry, there is a method you can use so you don't have to worry about staying in stock and reordering inventory. Its known as

Variation Calculation

Variation Calculation takes into account the variations of a listing that sell the best, and prioritize staying in stock for those specific products, while also not negating the rest.

Remember, the g**oal is to increase your organic rank for the Parent ASIN itself**, and all the child ASINS play a role in that. Even if a few variations don't sell as well compared to the best sellers, you still want to stay in consistent stock, because a lack of sales for those due to poor inventory management will hinder your overall organic rank for that listing.

For example, if you have a listing with 80 variations, you have to order inventory for each separately and make sure each variation stays in stock, but the issue is you do not know which variations will sell out faster than others. This is where Variation Calculation comes into play.

1. **Open your listing page for a product**
2. **Run Helium 10 Xray**
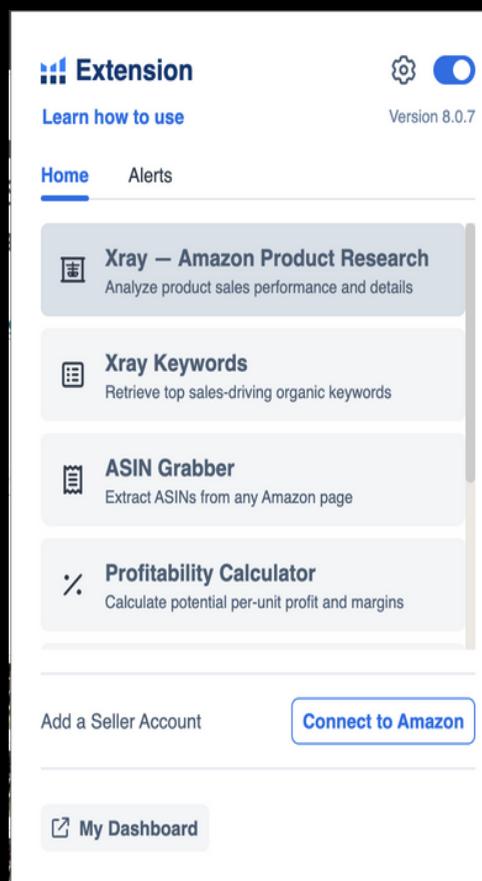
1. Sort each ASIN from highest revenue to lowest

#	Product	Price	Sales	Revenue	Bought in the Past Month
4	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	200
5	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	100
7	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	200
8	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	100
9	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	n/a ⓘ
10	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	100
11	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	100
12	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	100
13	Trendy Queen Camisetas de manga larga...	$23.99	85,837	$2,059,229.63	200

1. Use the "Bought in the Past Month" section to identify best selling variation and sizes. Prioritize the highest selling ones. Although these are rough estimates we can use these numbers as benchmarks, making sure we have enough inventory for the upcoming month.

Bought in the Past Month
200
100
200
100
n/a ⓘ
100
100
100
200

Returns and Exchanges- How to Reduce

1- While the average return rates vary from category to category, the highest is among electronics and **APPAREL (🙁)**, where it can reach up to 40%.

Return rates for clothing brands on Amazon are the highest due to:

- Customers not being able to physically try on the product before purchasing
- Wrong size charts
- Colors looking different in pictures vs in person,
- Quality

The goal is to minimize returns, as Amazon will always favor the customer, rather than the seller. Nobody wants to deal with repackaging and wasted inventory, as it hurts cashflow.

There are a few ways to combat and minimize returns for apparel with our checklist:

1. **Doing your absolute best to showcase proper sizing, texture, and color through images and a+ content.**


SIZE	BUST (in)	BACK LENGTH (in)	SLEEVE LENGTH (in)
SMALL	32"	26"	24"
MEDIUM	34"	26"	25"
LARGE	36"	27"	25"
X-LARGE	38"	28"	26"
XX - LARGE	40"	28"	26"

How to measure?

✓ Lay down similar clothing on a flat surface.

✓ Take measurements as illustrated. Double your bust measurement.

✓ Find your size by matching up your measurements to our size chart.

That image is a great example of providing in-depth measurements of all sizes, so the customer can compare with their body measurements. They also illustrate what each measurement part is, so the customer doesn't make a mistake. Lastly, they provide a step-by-step guide to make it easier for comparing your clothes at home to the size you should purchase.

How to measure?

✓ Lay down similar clothing on a flat surface.

✓ Take measurements as illustrated. Double your bust measurement.

✓ Find your size by matching up your measurements to our size chart.
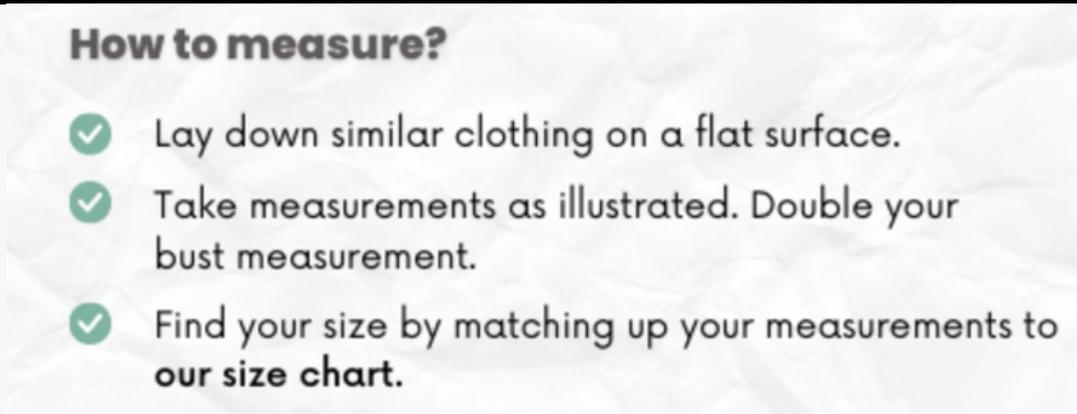
1. **Apply the Correct Measurements for Separate Marketplaces**

Another issue is not taking into account the measurements each separate marketplace favors and is accustomed to. If you are selling in multiple countries, make sure the correct measurement for that respective country is illustrated properly. For example, the US size is 2 sizes smaller than the UK size for women:

US Clothing	UK Clothing
Double 0	N/A
0	4
2	6
4	8
6	10
8	12

To combat these differences, provide a universal chart which accounts for all measurements used in various countries. This allows you to use a single chart for all marketplaces you sell in, providing accurate numbers for customers all over the world. Have a look below:

Hoerev Mini Skirt Size Chart							
Size	US Size	UK Size	EU Size	Skirt Waist Size		Length	
				CM	INCH	CM	INCH
XS	0	4	32	62	24.5	38	15
S	2	6	34	66	26	38	15
M	4	8	36	70	27.5	40	15.5
L	6	10	38	74	29	40	15.5
XL	8	12	40	78	30.5	42	16.5
XXL	10	14	42	82	32	42	16.5
XXXL	12	16	44	86	34	44	17.5

This chart includes the measurements used for each marketplace, accounting for each separate size. Implementing this in your listing will reduce returns due to inaccurate description of sizes.

1. **Provide Swift and Excellent Customer Support**

The better the customer service, the less likely you will receive refunds. The less likely you receive refunds, the less likely you receive negative reviews, which hurts your sales. You never want to leave a customer dissatisfied. Here are a few tips:

Don't provide limited solutions, but satisfied solutions
Remember, we want to try our absolute best to not have refunds. If a customer reaches out asking for a refund, analyze why they want one, and provide a swift solution.
Size issue - offer an exchange for the proper size, with an additional discount if needed.
Dirty or damaged clothes - offer to send another one, free of cost.

Inaccurate description/ Did not meet expectations- Offer an exchange for a different product with similar pricing, which appeals to them.

Provide all possible solutions before issuing a full refund; If a customer doesn't want a new size, offer an additional item free of charge. If they don't want an additional item, offer a discount. OFFER all solutions before giving in to a return.

This is due to wanting to maintain listing ratings and health, which returns and negative reviews impact. This is also detrimental to sales.
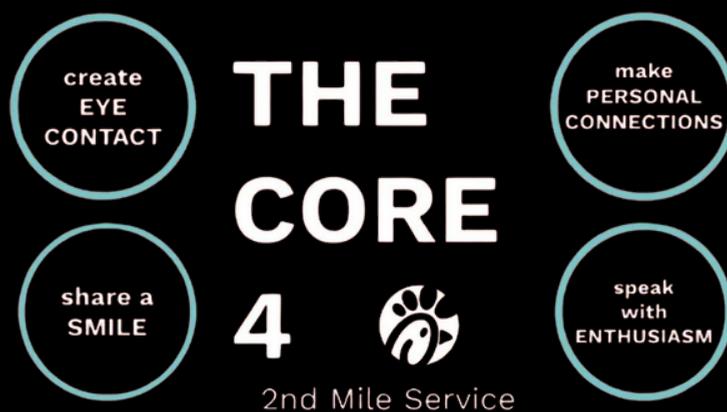
Provide Quick and Responsive Customer Support

Have a team member or virtual assistant dedicated to solely dealing with customer support. Long wait times and delays in customers getting responses can lead to frustration, which ultimately leads to refunds and bad reviews.

Amazon requires sellers to respond within 24 hours of the buyer sending a request. Our goal is to respond as soon as possible, preferably within the first 10 hours. The longer you wait to respond, it gives the buyer more time to reconsider their purchase and ask for a refund. We have experienced this many times with our clients.
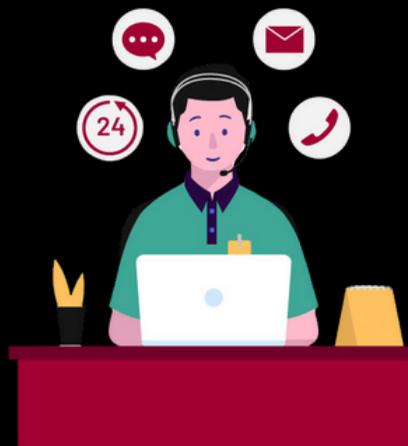
Responsive and empathetic customer support helps you maintain and grow brand loyalty, which results in repeat purchases. Customers are more likely to purchase more products from you if you have provided them with a good experience.

Look at **Chick-fil-A** for reference:

create EYE CONTACT

make PERSONAL CONNECTIONS

THE CORE 4

2nd Mile Service

share a SMILE

speak with ENTHUSIASM

Chick-fil A's excellent customer service has provided exponential returns as they have millions of loyal customers. This has landed it at the top spot on the American Customer Satisfaction Index for restaurants in 2023 for the ninth year in a row.

Maximizing the Seasons and Holidays

If your brand is not prepared for the holidays and maximizing the seasons, you are missing out on an exponential amount of sales.
This includes:

- **Seasons (Winter, Spring, Summer, Fall)**
- **Holidays (Christmas, Halloween, Thanksgiving, etc)**

Having a clothing brand involves pivoting and preparing for different clothing seasons before they arrive.

For example, your brand could excel in winter apparel (Jackets, toques, blazers), but struggle to provide a spring clothing line (Dresses, khakis, button-ups). This is **detrimental** in a few ways:

1. Losing out on sales by not maximizing seasonal trends
2. Losing brand loyalty by not providing year long clothing
3. Potential customers buying from other brands, further driving them away from you

Solution: Have a product line that is sustainable year-long, and a product line that varies from seasons and holidays

Year-long Product Lines

Using Google data, we are able to determine what sells well year long and what does not.
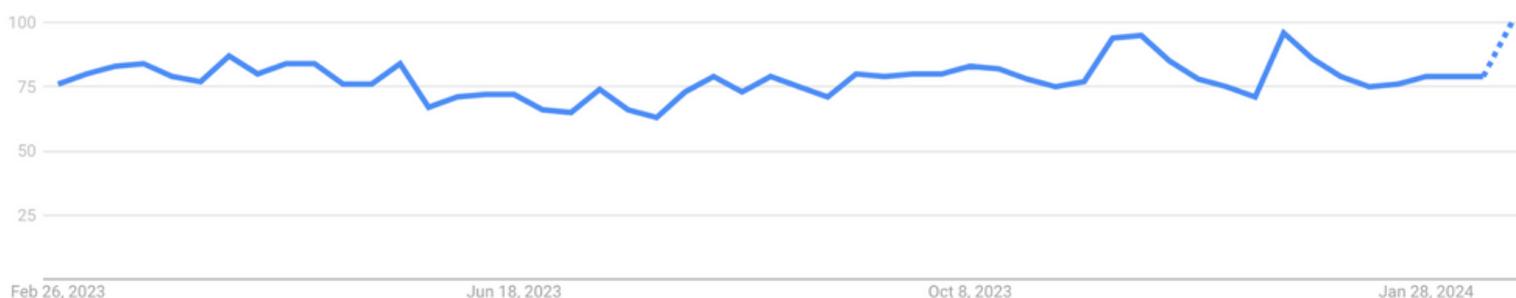**For example**, Google Trends showcases that jeans are a product line which is stable year long. Not only that, as its demand is fairly high.

Stability in interest year-long + High volume = Always stay in stock
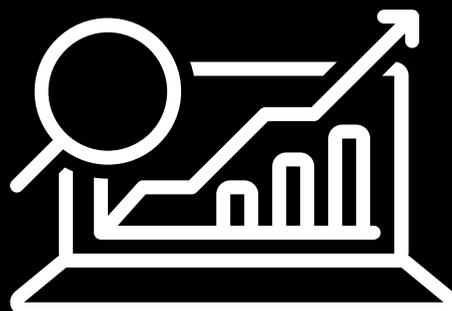
Jeans

We must always stay in stock for these product lines to maintain and grow our organic rank on relevant keywords. Since it's relevant year-long, it will always be a competitive niche which you never want to lose rank for.

Seasonal/Holiday Product Lines

Now this is where the real sales are made for clothing brands. We are fortunate enough to be in a niche where we KNOW what the customers want, and when they want it.

Shorts
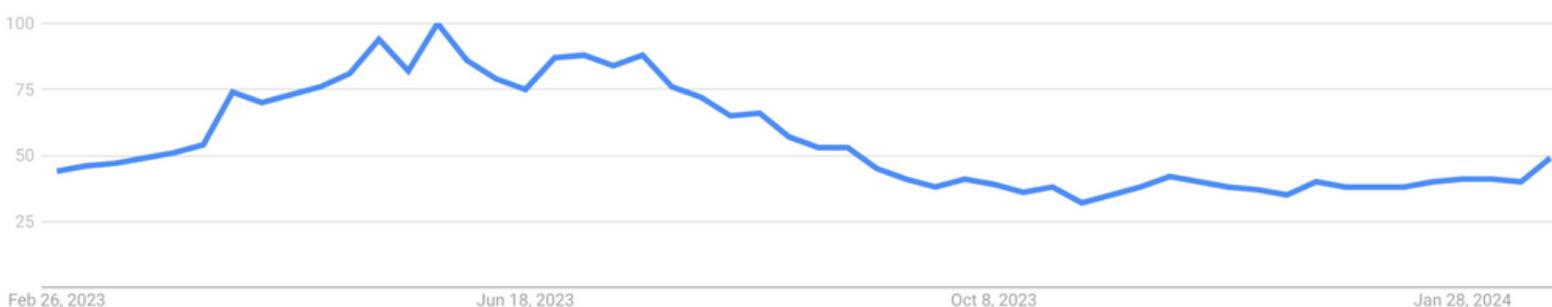
Shorts are obviously a product line which are hot in demand during spring and season, but not during fall and winter.
For seasonal products, you need to be fully aware of the trajectory it will follow. This includes:

- **Projected sales**
- **PPC bids**
- **When to reduce inventory**
- **Seasonal Clothing: Usually two weeks prior to the next season**
- **Holiday Clothing: Few days prior to the holiday**

Launch Strategy:

In the first two weeks of the season (Or even prior), you want to stay ahead of competition. Most competitors will not be ready in the first two weeks, as they may still be focused on the previous season sales. By being ahead of the curve and having stock ready for the products, it will be much easier to attain a higher organic rank for related keywords as competitors will be lacking behind.


Run aggressive PPC campaigns initially to generate sales. This includes all relevant seasonal keywords for that product. Due to competition lagging behind, the bids for these keywords will be cheaper compared to later on in the season, so we want to maximize the opportunity.

Once you attain a high organic rank, all that is needed is inventory and advertising management.

Q4 (October, November, December)

Q4 Sales Vs. The First Three Quarters

E-commerce retail sales as a percent of total sales (%)
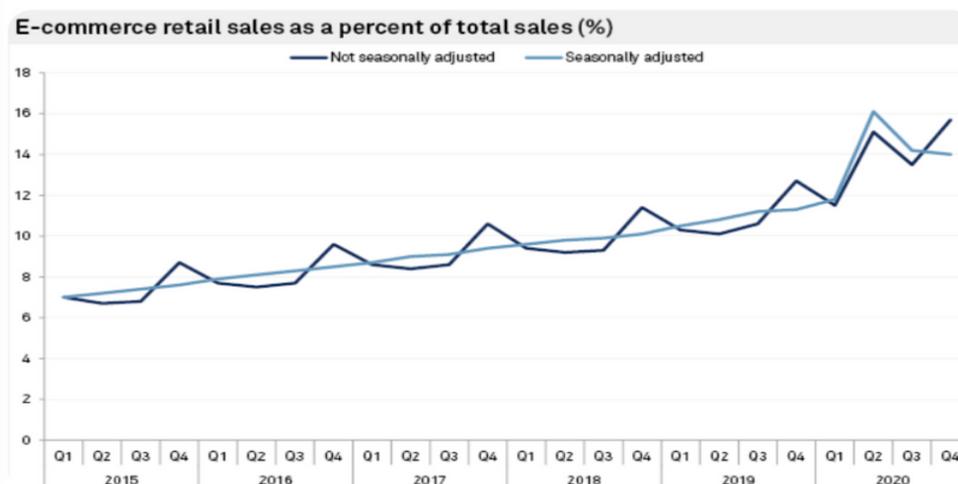
Be well prepared for Q4 as sales tend to spike up by 50% if done right. We helped one of our clothing brands achieve over $1.25 Million GBP this past Q4 season.

Date		Sales breakdown	Fulfilment channel	
Custom		Marketplace total	Both (Amazon and seller)	Apply
01/10/2023	31/12/2023			

Sales Snapshot   Taken at 22/02/2024, 21:22:19 GMT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
80,095	81,872	£1,254,893.80	1.02	£15.67

Proper Q4 management includes:

Maximizing holiday product lines

Q4 includes holidays such as Halloween, Thanksgiving, and Christmas. Have product lines for these holidays in stock a month in advance (1.5 months for Christmas), as we want to get those early sales to increase our organic rank.

Maximize various Christmas lines as it is the biggest holiday with insane demand (and money to be made 🙂). This could include a ugly sweater line, a pajama line, socks line, etc.

YET DON'T OVEREMPHASIZE ON SEASONAL PRODUCTS

Focusing too much on seasonal products may cause us to get lost with not keeping up with year-long product lines, or worse forgetting about them.

For example: If it is summer, you want to focus on seasonal lines such as shorts and tank tops. Yet if you sell jackets year long, it won't be generating as many sales as compared to the winter.

DO NOT RUN OUT OF STOCK FOR THESE PRODUCTS

Why?

Because once fall and winter come, you would have lost your organic rank for that jacket, resulting in an increase in ad spend trying to regain that organic rank. This would be detrimental to profit and cashflow.


Solution?

Maintain enough stock for the slower seasons so that it does not run out of stock. Remember, if the product is not hot in demand during that time, it also means less competition. We can take advantage of this by getting as many sales as possible.

We also don't want to be too aggressive with PPC bids during this time, as our focus is to **maximize profit and organic rank.**

Following this strategy will allow us to maximize our profit and sales when its best-selling seasons approach. Remember, every product line has its time.

EXPANDING TO OTHER MARKETPLACES

Although Amazon is a platform that continues to grow year on year, ecommerce as a whole has been rapidly growing. Just have a look at Tiktok, which grows every year.

Worldwide TikTok Downloads
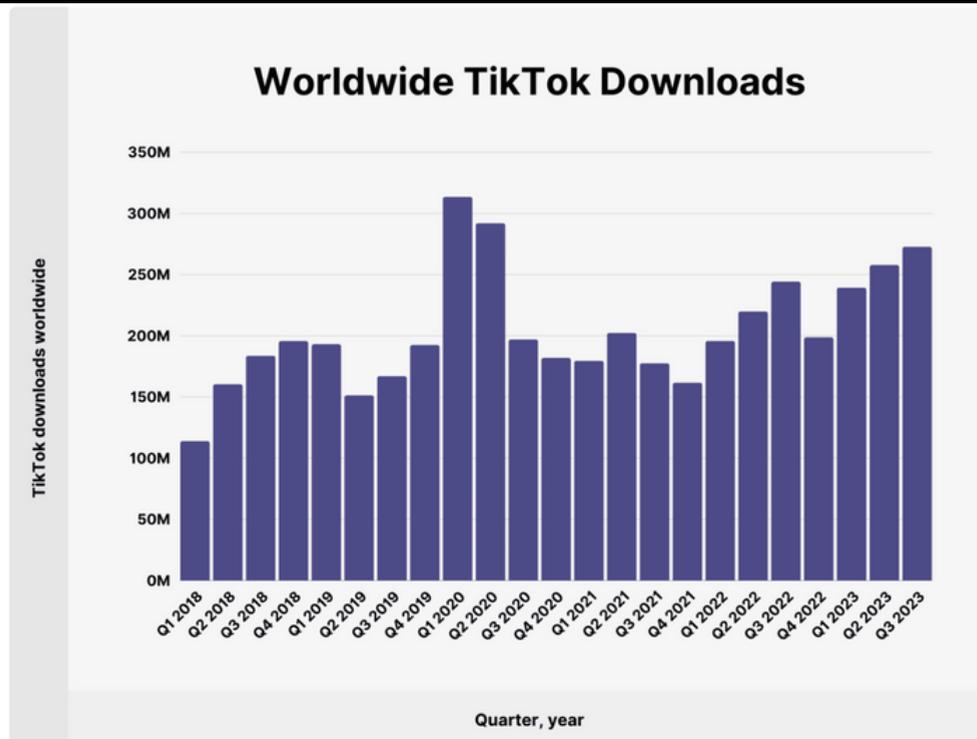
Tik Tok has now expanded to the ecommerce marketplace, with Tik Tok Shop. Just recently, they launched FBT, Fulfilled by Tik Tok, which follows the same business model as Amazon FBA.

Fulfilled by TikTok Shop

Through seamless integration with TikTok Shop Seller Center, we manage the entire fulfillment process, from storing to shipping your goods. We ensure swift, reliable delivery at a competitive rate.

Tik Tok is unique in the sense that you are able to utilize influencers and content creators to help you generate sales, which is perfect for clothing brands. By partnering with influencers, who already have a following, they are able to showcase our products to potential buyers.

👥 101
No. of creators

💰 $1,100K+
Monthly sales ⑦

Although Tiktok lets you bid on keywords similar to Amazon, the utilization of paid content creator partnerships will provide an even bigger boost to sales.

Creator	Followers	Promoted products ⑦	Avg. LIVE views ⑦	Avg. video views ⑦	Action
cherineandcathydoll Textiles & Soft Furni... +1	345.8K	2.0K	3.5K	133.2K	View more
alanajasminethomas Womenswear & Un... +2	255.4K	947	-	121.5K	View more
officialsamanthalouise Womenswear & Und... +1	112.2K	1.7K	10.1K	46.2K	View more
brookieandjessie ⚡ brookieandjessie Fashion	3.77M		29.05K	£10.75 - £16.13	Invite ♡
mimidarlingbeauty ⚡ mimidarlingbeauty Electronics Fashion	3.60M		31.49K	£0.45 - £0.68	Invite ♡
gkbarry ⚡ Grace Fashion Beauty	3.45M		653.62K	£0.33 - £0.49	Invite ♡

As a clothing brand, you must take advantage of trends and be ahead of the curve. Tiktok will continue to grow, with its plans of following in Amazon's steps. Tiktok is a platform where influencers already showcase clothes they have bought to their audience. Use this opportunity to scale your brand to a whole new audience on Tik Tok.

Conclusion

We hope this cheat sheet provided you with tools and knowledge you can implement for your clothing brand right away.

It is hard to compare the clothing niche with any other on Amazon, as it has its own unique challenges. That is why we are here. Beyond the insights and strategies provided within these pages, we offer a suite of services designed to further empower your brand and accelerate your growth.

We aren't just any Amazon Agency. We are one that SPECIALIZES in helping CLOTHING BRANDS, as we have done for the past 5 years.

At **Amazioworks** our goal is not only to help you combat the difficulties with selling on Amazon, but scale your brand to new heights, as we have done for others.

We specialize in all the topics listed in this guide, from advertising, customer service, inventory management, and more, with the end goal being one thing:

MAXIMIZING YOUR RETURN ON INVESTMENT

Want to know more? Book a call with us where we will audit your account and let you know how we can help
.

CLICK HERE to book an initial consultation call

PS: Don't forget to follow us on social media, where we post weekly videos providing gems for Amazon sellers. Let's continue the conversation with the goal of scaling your clothing brand to new heights!

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