

Driving Prime Day Seller Adoption Through Strategic Lifecycle Marketing



Designed and launched a cross-functional lifecycle marketing strategy reaching 80,000 sellers and increasing Prime Day participation by 10% YoY.

KEY IMPACT AT A GLANCE



80,000

Third-party
Sellers Reached



+10%

YoY Participation
Increase (Year 1)



+15%

Additional Increase
After Year 2



4

Enterprise Sales
Organizations



6

Months
Project Duration

PROJECT SNAPSHOT

 PROJECT DURATION	6 months (annual program; optimized and expanded in Year 2)
 AUDIENCE	Approximately 80,000 third-party Amazon sellers across four Enterprise Sales organizations
 ROLE	Enterprise Account Executive (Led a self-initiated Product Marketing initiative that directly contributed to my transition into Amazon's Product Marketing organization)
 PRIMARY GOAL	Increase Prime Day seller participation through proactive lifecycle communications and strategic seller education
 KEY RESULTS	+10% YoY increase in Prime Day participation (Year 1); +15% additional participation growth after optimization (Year 2)
 PMM COMPETENCIES	Customer Insights • GTM Strategy • Lifecycle Marketing • Customer Segmentation • Messaging & Positioning • Cross-Functional Leadership • Marketing Automation • Executive Communication • Campaign Analytics



EXECUTIVE SUMMARY

While serving as an Enterprise Account Executive at Amazon, I identified a significant communication gap affecting third-party seller participation in Prime Day. Although Amazon invested heavily in the event itself, sellers lacked a coordinated communication strategy to prepare for critical milestones such as inventory submission, advertising, deal creation, and coupon activation.

Through customer conversations and analysis of historical seller performance, I recognized an opportunity to better educate sellers on the tactics consistently used by the highest-performing businesses during Prime Day.

I designed and launched a cross-functional Prime Day seller readiness lifecycle campaign that reached approximately 80,000 third-party sellers across four Enterprise Sales organizations. Working closely with Sales, Fulfillment by Amazon (FBA), Advertising, Coupons, Communications, and Legal, I developed a five-touch automated customer journey that aligned education with each critical milestone leading up to Prime Day.

The initiative increased Prime Day participation by 10% year-over-year in its first year and an additional 15% after optimization in Year 2. The program became widely adopted internally and directly contributed to my transition into Amazon's Product Marketing organization.



BUSINESS IMPACT

The campaign delivered measurable impact for our sellers, our teams, and the business.



Reached ~80,000 third-party sellers

Delivered targeted, timely guidance to sellers across four Enterprise Sales organizations.



Increased Prime Day participation by 10% YoY in Year 1

Drove meaningful lift in the number of sellers participating in Prime Day.



Increased participation an additional 15% after Year 2 optimization

Refined strategy, messaging, and segmentation to further drive results.



Improved email engagement metrics

Higher open rates and CTOR compared to prior years across all participating sales teams.



Established a scalable communication framework

Created a repeatable seller readiness program adopted with broader organizational support.



Strengthened cross-functional collaboration

Aligned Sales, Product, Marketing, Communications, and Legal around a unified customer journey.



Recognized for strategic PMM capabilities and recruited into Product Marketing

The success and impact of this initiative directly led to my transition into Amazon's Product Marketing organization.



BUSINESS CHALLENGE



CUSTOMER INSIGHT

Through weekly conversations with sellers and analysis of historical performance, I discovered that most sellers were unaware of the promotional strategy consistently used by top-performing businesses during Prime Day.



THE OPPORTUNITY

There was no coordinated communication helping sellers understand how to prepare or the key deadlines that drive Prime Day success.



THE RISK

Without proactive education, many sellers missed key deadlines and ultimately missed significant revenue opportunities.

Prime Day represents one of Amazon's largest annual selling events, yet many third-party sellers failed to participate because they simply didn't know how to prepare.

While reviewing historical seller performance, I noticed that the highest-performing sellers consistently followed a similar promotional strategy:

1

Launch a coupon before Prime Day

2

Run a Prime Day Deal during the event

3

Follow with another coupon immediately afterward

However, during weekly conversations with my own customers, I discovered that most sellers had never been taught this strategy. Even more concerning, there was no coordinated communication helping sellers understand important deadlines such as:

- Inventory submission cutoffs
- Advertising setup
- Coupon creation
- Prime Day Deal scheduling
- Post-event inventory recovery

Without proactive education, many sellers missed key deadlines and ultimately missed significant revenue opportunities.



MY ROLE

Although my official role was Enterprise Account Executive, I had become one of a small number of Pardot-certified users within Amazon and was responsible for developing and executing mass email communications across four Enterprise Sales organizations.



Recognizing this opportunity, I independently proposed and led the initiative from concept through execution—owning every aspect of the program.

- ✓ Identified the customer problem through seller research and customer conversations
- ✓ Developed the overall lifecycle marketing strategy
- ✓ Designed audience segmentation
- ✓ Created messaging and email content
- ✓ Built Pardot automation, workflows, timing, logic, and dynamic lists
- ✓ Coordinated stakeholders across multiple organizations
- ✓ Managed Legal and Product approvals
- ✓ Launched the campaign
- ✓ Measured campaign performance
- ✓ Presented executive readouts
- ✓ Optimized the program for Year 2



STRATEGY

Rather than sending a single announcement email, I developed a five-touch lifecycle communication strategy aligned with each decision point sellers encountered while preparing for Prime Day.



1. ANNOUNCEMENT

Build awareness & communicate inventory deadlines



2. ADVERTISING

Prepare campaigns



3. COUPONS

Drive pre-event demand



4. PRIME DAY DEALS

Maximize event participation



5. POST-EVENT

Recover inventory & transition to Black Friday



CUSTOMER-FIRST TIMING

Each communication was intentionally timed around customer workflows rather than internal organizational timelines, ensuring sellers received actionable information exactly when they needed it.



STRATEGIC PRINCIPLE

By aligning every message to a specific seller action, we reduced cognitive load, increased clarity, and drove higher participation.



CROSS-FUNCTIONAL LEADERSHIP

Because no coordinated seller readiness campaign previously existed across these organizations, the project required extensive stakeholder management.

I PARTNERED WITH:



Prime Day Events



Fulfillment by Amazon (FBA)



Amazon Advertising



Coupons



Corporate Communications



Legal



Four Enterprise Sales organizations



KEY CHALLENGES

Each product organization wanted greater visibility within the campaign, with some teams proposing entirely separate communication streams.



HOW I ADDRESSED IT

I facilitated alignment across stakeholders to create a unified customer experience that balanced business priorities while keeping the seller journey simple and actionable.



PLANNING AHEAD

To ensure launch readiness, I began planning months in advance each year to secure approvals for inventory cutoff messaging and other time-sensitive communications.



EXECUTION

Using Pardot, I built the campaign end-to-end, including audience segmentation, workflow automation, timing logic, dynamic lists (added in Year 2), launch scheduling, and performance reporting.



QUALITY FIRST

During testing, I identified CRM data quality issues affecting personalization. I paused launch, corrected segmentation logic, and redeployed the campaign to ensure a high-quality customer experience.



MEASUREMENT & OPTIMIZATION

Tracked and reported on:

- Email open rates
- Click-to-open rates (CTOR)
- Seller participation rates
- Engagement across each Enterprise Sales organization



While Prime Day revenue increased overall, seller participation proved to be the most meaningful success metric.



Using performance data and stakeholder feedback, I refined messaging, improved segmentation, expanded stakeholder participation, and introduced dynamic audience lists—resulting in an additional 15% increase in participation in Year 2.



KEY LEARNINGS



Customer-Centricity Drives Impact

Deep customer conversations and behavioral insights revealed the real gap and shaped a campaign that drove meaningful action.



Cross-Functional Alignment Is Critical

Balancing competing priorities and building consensus created a seamless experience for sellers.



Data-Informed Iteration Creates Scalable Results

Continuous measurement and optimization turned a single-year campaign into a repeatable, high-impact program.