

What To Look For In An Amazon Automation Software

Automation is supposed to make your life easier. Prioritize the ability to "set it and forget it" so you don't have to return to the software every day to make adjustments. This is what to look for, categorized by type of task that is being automated.



Business Operations

Shipping

- Import your orders
- Create shipping labels
- Send tracking information to your customers
- BONUS: Create your own "if/then" rules

Returns

- Prepaid return labels
- Self-serve returns



Inventory management

- Real-time data
- Quantity & location of inventory
- Speed of product movement
- Demand planning/forecasting



Accounting

- Direct posting to your accounting software by transaction or summary
- Fee and expense tracking
- Self-set posting timer
- Tax compliance





Fulfillment

Dropshipping or FBA

- Prevent overselling
- Greater ease for shipping bulky or international products
- Smooth post-purchase operational flow: picking, packing, and delivering





Marketing

Email marketing

- Scheduler for newsletters, promotions, etc.
 Self-set "if/then" rules that trigger emails
- Self-set "if/then" rules that trigger emails



Social media

- Post schedulerMedia library for uploads
- Brand/keyword monitor

RetargetingNew lead capti

- New lead capture that triggers display adsCart abandoner recovery
- Cart abandoner recoveryPersonalization based on interest level
- Personalization based on interest level

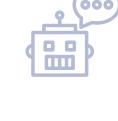




Customer Experience

ChatbotsNo coding skills necessary

- Basic information that helps prospects and customers
- Loyalty program



Connects to your marketing tool(s) and address book or CRM

- Tracks orders by customer



seem like it has to meet a lot of needs. Think of it as an investment in your business and its future.

No matter what kind of Amazon automation software you're looking for, it might

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