



Promotion Tool #7 - Frequently Bought Together

Purpose

The purpose of this lesson is to teach about another promotion tool that you can use – the "*Frequently Bought Together*" feature on Amazon.

What Is It?

E-commerce stores realize that if someone buys their product, for example, they make their certain percentage on the sale (e.g. 15%). That is not a lot of money for them as this is only one sale. However, if they are able to get people to increase the size of their order, this can increase the percentage on each sale.

This is where the "*Frequently Bought Together*" section comes in. By indicating to customers what other item has been frequently purchased along with the one they are buying, the e-commerce store increases the chances of the order to grow in size, resulting in increased financial returns.

"Frequently Bought Together" on Amazon

Amazon has capitalized on this with their "*Frequently Bought Together*" section. You can find this for just about every product on Amazon. Just visit any product page and scroll down a short distance on the page to see this section. What you see is that Amazon's algorithm matches up the product you are viewing with other products that were purchased along with it. It displays that product and provides an option to "Add both to Cart", as seen in the following image for the "Everything Yoga Ultra Thick Yoga Mat":

Frequently Bought Together


Customers buy this item with GOGO 32 inch Yoga Mat Harness Strap, Yoga Mat Carrying Strap (Just Strap, Not Mat!) by GOGO \$5.90



+



Price For Both: **\$24.85**

 Add both to Cart

 Add both to Wish List

These items are shipped from and sold by different sellers. [Show details](#)

Benefits

There are obvious benefits to this section for both Amazon and the customer. First, as already mentioned, having this section can result in increased order sizes which in turn results in higher financial returns for Amazon.

Secondly, and not just for Amazon but for any e-commerce store that has a section like this, there is a reduced cost to shipping. This is just a common sense result to having multiple items on a single order versus having to ship out each individual item.



To the customer, however, there are also benefits. First, though it could mean increased costs in purchasing, the customer is also provided with information they may not otherwise have considered. For example, it may not have occurred to the customer that a yoga mat harness strap is even available. Now that they know this, it may be deemed quite useful to them and now they have an easy means of acquiring it along with their yoga mat purchase.

Another benefit comes from the seller's point of view. Let's say the yoga mat harness strap was your product. When a customer visited the yoga mat product page, that product may have been purchased but yours wouldn't have. Now, because it is presented to the customer in this section, that added exposure could mean a lot more sales.

Leveraging "*Frequently Bought Together*" to Your Advantage

Now that you know what the "*Frequently Bought Together*" section is all about, the next question to ask yourself is how to leverage it to your advantage. Let's use a hypothetical example to illustrate.

Let's say you just wrote a Kindle book and you're trying to think of different ways to promote it. One way, obviously, is to take advantage of "*Frequently Bought Together*".

To do so, if you have different accounts available to make purchases on your products (remember the "power of the crowd" and "multiple account" strategies), what you can do is get those accounts to buy your book with the products they purchase.

Note: Of course you want to try and make sure there's an association between the two purchased products. You wouldn't, for example, have someone purchase a metal detector to go along with your book on cloud formations. Yes, that's a silly example but hopefully it gets the point across.

Now if you implement this strategy, it will mean you having to purchase some of your own products. For example, if your Kindle book is on Yoga and you purchased yoga mats to go along with your Kindle book, you now have a personal inventory of several yoga mats. What you can do then is turn around and sell them back on Amazon. You will lose the 15% or whatever when you do so, but that's okay because if you use this strategy enough times, your product will be the one in the "*Frequently Bought Together*" section. That in turn will mean that every time someone buys the yoga mat, your Kindle book is visible to customers looking at the yoga mat product page which will likely result in more purchases of your book. This is certainly true if all you were relying on is people searching and finding your book elsewhere as the added exposure can't help but lead to more purchases.

Now, there is a way to do this without making all those purchases. Since exposure is the key factor, you can get your Kindle book exposed on the yoga mat product page by implementing the "*Amazon Linking*" strategy you learned in a previous lesson. This means you writing a



review on the yoga mat which includes a plug and link to your Kindle book. Then, you implement the review promotion strategy, which is where you promote the review by using the "Was this review helpful to you?" step in review promotion.

Assuming your review promotion proves effective, your review, with the plug and link to your Kindle book, are now readily available in the "Most Helpful..." review section to buyers of the yoga mat. Having a promoted review gets greater exposure and can result in increased sales so this is a great free way to achieve what this lesson is teaching you about "*Frequently Bought Together*".

Conclusion

By now you should be realizing that there are a great many strategies to promoting and selling your products on Amazon. This latest lesson hopefully gives you another value-added tool in your promotion tool chest. Whether purchasing products together with your own, or freely increasing exposure to your product through reviews on a related product, the opportunity clearly exists for you to promote any of your products on your way to greater numbers of purchases of your products.