Prime Day Planning Guide

A 90-Day Step-by-Step Strategy for Success

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It goes without saying that Amazon's Prime Day is a high-stakes, high-reward retail moment that has transcended just the platform itself. And while the official dates for the tentpole event might still be a mystery, one thing is clear: the brands that plan early, execute flawlessly, and keep momentum going after the event see the biggest payoff — not just in July, but all the way through the next key retail dates: Q4.

So how does a marketer even plan for this critical event? We've got you covered. This guide is your full-funnel, cross-functional roadmap, starting 90+ days out from the big day and taking you through post-event strategy. Whether you're a seasoned Amazon seller or stepping into your first major event, this is the retail readiness and performance marketing playbook you didn't know you needed.

90 Days Out: Strategy, Budgets, and Foundational Work

It's never too early to start planning for Prime Day, and at 90 days out, it's time to begin solid plans. As the tentpole shopping event continues to grow bigger and bigger, the lead in timeframe also grows, meaning consumers are shopping earlier than ever, keeping a close eye out for deals and filling up their carts. Brands should react accordingly, and by 90-ish days out from the event, you should absolutely be putting pen to paper for strategic considerations.

With 3 months to go, brands should align internally on Prime Day goals, evaluate past performance, and forecast inventory needs. It's the time to build your promotional roadmap, build a budget plan, and align on high-level strategy. However, keep plans flexible for any surprises Amazon throws your way (ahem - making the event four days?!). Additionally, for SEO and content considerations, it's time to start putting hands to keyboard and making some updates to allow for plenty of time for implementation and approval.

Here are some key considerations and action items:

01. Align on Business Goals & Product Strategy

- **Determine deal ASINs.** Are you focused on sell-through, visibility for new launches, or clearing older inventory? Knowing where the focus should be will make product selections an easier task. If you're selecting based on ASINs only, make sure they align with broader Prime Day goals as well as overall brand goals.

- **Assess deal type and depth.** Will it be a Lightning Deal, Prime Exclusive Discount, or Coupons? Match the deal to the product's role in your broader strategy. Keep a close eye on which ad types your brand is eligible for as well as deadlines for deals that require invites and approvals.

- **Compare to last year.** Are you going more aggressive? Using the same ASINs or trying newcomers? What worked and what didn't? Do you have more budget to leverage?

- **Start with your bestsellers.** If you can't discount your #1 best seller, can you leverage a variation strategy to gain halo effect and potential Best Seller Rank movement?

02. Build the Budget Model

- No longer is Prime Day simply about the actual days of the event - the lead-in and lead-out periods are just as critical. Ensure your budget can keep up and evaluate whether you have sufficient media budget for June and July to support traffic-driving and top of funnel efforts.

- Forecast different spend allocations for pre-event awareness (Streaming TV, Upper-Funnel Display Coverage, Sponsored Display), day-of conversion (Retargeting, SP, SB), and post-event retargeting.

- Plan for slush fund reserves. These should be flexible dollars you can deploy toward breakout performers or opportunistic conquesting.

03. Start Storefront Planning

- Plan to build two to three Amazon Brand Store versions:

  - **Lead-in Store** (awareness-driving layout and previews of deal items)

  - **Prime Day Live Store** (live deals, streamlined navigation)

  - **Post-event Store** (retargeting, evergreen content, potential extended deals)

- Use the **Amazon Deals Widget** to avoid compliance issues when mentioning "Prime Day" or "deals."

- Front-load high-priority ASINs on your store homepage.

04. Plan Inventory

All this planning will be for naught if your products aren't available and eligible for Prime shipping! Amazon has product arrival deadlines, so make sure you're prepared to have adequate inventory in time.

- **FBA Shipments (Minimal Splits):** Inventory should have arrived by **June 9, 2025.**
- **FBA Shipments (Amazon-Optimized Splits):** Inventory should have arrived by **June 18, 2025.**

📌 **Key stat: According to RetailMeNot, in 2024, the top three categories offering Prime Day discounts were clothing, computer and electronics, and home and garden.**

60 Days Out: SEO, Content, and Creative Execution

At 60 days out, we may have more clarity on the dates of the event and whether it will span two or four days. Depending on that information, your ads plan and budget may need to shift to ensure you can perform across the longer timeframe.

Additionally, now is the time to really get to work, especially with SEO, content and creative. Brands should be auditing and updating PDPs and the backend product attributes, ensuring priority product PDPs are fully optimized. If it's possible, develop fresh new creative or re-imagine some high performers.

A high-performing Product Detail Page (PDP) is a non-negotiable for Prime Day success. Without a fully optimized PDP, ad dollars are being wasted as a shopper will quickly bounce to the next if their attention isn't captured. Additionally, reviews matter - especially during Prime Day. Shoppers are often looking to make a purchase quickly when sales are live, and won't hesitate to bounce to the next deal if there are negative reviews. In general, a best practice is to respond to them promptly, and this is even more critical to do in the weeks leading up to Prime Day.

Include auditing reviews during your PDP audit - keeping an eye out for both good and bad comments. Take the top themes and address them in your copy and imagery updates. For example, if feedback is that consumers received less product than anticipated, you may want to ensure your title has pack size clearly stated. In contrast, if there is an overwhelming positive comment, you may want to incorporate that into the bullet points or images.

Check out these action items:

01. Audit and Optimize PDPs

When auditing and optimizing PDPs, focus on:

- **High-impact titles** with customer-centric keywords.

- **Bullet points** with bolded benefit statements and urgency language ("PERFECT FOR BACK TO SCHOOL...").

- **Descriptions** that amplify brand voice and weave in semantically relevant long-tail keywords.

- **Backend search terms:** No duplication, no fluff. Only unique, relevant keywords, alternate names, misspellings, abbreviations, use cases and search intents. This is limited to 250 bytes, and exceeding this limit may cause indexing failure.

- **Review and Optimize Variations:** Make sure all PDP variations (sizes, colors, flavors, etc.) are structured properly. This allows customers to browse all options from a single page, increasing visibility and likelihood of conversion.

- **Gain Clarity on 3P Presence on your Listings:** Even though 1P is often prioritized in Amazon's own fulfillment chain, ensure that 3P seller stock doesn't undercut your pricing or win the Buy Box due to better availability. If 3P inventory is creating inconsistencies in delivery promises or pricing structure, it may erode customer trust.

📌 **Pro Tip: If your SEO optimizations go** live by early June, **you'll give the algorithm time to absorb, get the flywheel started and reward your updates before Prime Day hits.**

02. A+ Content and Brand Store Enhancements

- Use **all available A+ modules,** include a comparison chart, and add alt text to images.

- Refresh your **Brand Story** with seasonal content. Use Prime Day-themed cards or cross-sell focused modules.

- Update **Brand Store** navigation to include Prime Day landing pages and category-level links with SEO-friendly labels.

03. Develop Creative Assets

- **Plan for a mix** of video assets highlighting brand and product benefits, custom image RECs, and static Sponsored Brands ads.

- Get early approvals to avoid the Prime Day approval logjam.

- **Create backup versions:** Plan A, B, C for each ad group, with swapped ASINs in case of sellout.

- **Native modules** can provide flexibility and additional options if your design team is short on time.

📌 **Pro Tip:** Use influencer-style video content **that shows products in use—these formats consistently increase engagement and build retargeting pools.**

45–30 Days Out: Paid Media Setup, Keyword Strategy and Top of Funnel Efforts

By now, budget and ad plans should be solid, PDP and creative work should be well underway and search and DSP teams should begin to execute on their plans. It's time to build out search campaigns. At the same time, it's time to start your lead-in efforts. Video awareness DSP ads should be going live ahead of the promotional start date.

Consider the following:

01. Build Campaign Shells and Contingency Plans

- Launch **placeholder campaigns** with minimal budget. This gives you speed-to-live advantages when shifting spend day-of. Keep in mind that you won't be able to launch if the campaigns mention deals or have deal-related creative.

- Create conquesting campaigns with **competitor ASINs** ready to deploy if others go out of stock.

- Pre-build Sponsored Brand ads for all planned ad variations to avoid any delays in ad review and approval.

02. Finalize and Hone Keyword Lists

- Identify top-performing keywords from past Prime Days.

- Choose a **tight set of high-priority keywords** to avoid budget dilution.

- Prioritize **top-of-funnel** for awareness campaigns and **high-converting, branded and non-brand terms** for conversion campaigns.

03. Launch Top of Funnel Efforts

- Kick off video awareness ads 3-4 weeks ahead of the promotional start date
- Weight display budgets to support consideration tactics during the same time period

📌 **Expert Take:** Use AMC audience-building now to create lists of users who've clicked on Sponsored Product Ads but haven't purchased. Set bid multipliers to bid higher for these audiences in search campaigns during Prime Day, and retarget them via DSP.

14-21 Days Out: Final Prep & Scheduling

With just weeks to go before Prime Day, it's time to get everything published. This should be the first priority and all campaigns, content and creative updates should be scheduled by at least 2 weeks ahead of Prime Day. Anything submitted after that risks not being approved in time.

01. Start Scheduling

- Schedule campaigns, store versions, and creative assets to auto-publish.

- Confirm that all Prime Day content—headlines, A+ content, Brand Store, etc.—is approved and live-ready.

📌 **Important: The last two weeks before Prime Day are crunch time for Amazon's review systems. Submissions made in this window are less likely to be approved quickly—or at all.**

02. Prep the War Room (Optional but Powerful)

At Code3, we love a chance to get together and have our teams in the same room, collaborating and sharing feedback. This is never more true than during Prime Day, so we transform our conference room into a Prime Day War Room complete with snacks, lunch and decorations. It's a place for teams to gather to problem solve in real time and have some fun on an otherwise stressful day.

Additionally, create some documentation to keep the team and clients on the same page:

- Create a centralized live doc with:

  - Budget pacing checkpoints

  - Hour-by-hour flighting plans

  - Campaign switch triggers

  - Real-time ASIN performance tracking

Set team roles: Who's watching organic ranking? Who's checking DSP performance? Who's monitoring out-of-stock competitors?

Prime Day: Execute with Agility

It's go time! Prime Day is here, which means it's time to sit back, relax and do some shopping yourself…just kidding! It's time to monitor, adjust as necessary and keep a close eye on what matters most for your brand's overall goals.

01. Follow a 4-Day Flighting Strategy

If the event spans 4 days:

- **Day 1 morning:** This is a critical moment for brands to get ahead. Front-load budget and visibility.

- **Days 2–3:** Monitor and adjust as needed.

- **Day 4 evening:** The last day of Prime Day is the second critical moment - time to capture lagging shoppers ready to purchase.

If the event spans 2 days:

- **Day 1 morning:** This is a critical moment for brands to get ahead. Front-load budget and visibility.

- **Day 2 evening:** The last day of Prime Day is the second critical moment - time to capture lagging shoppers ready to purchase.

📌 **Tip: Avoid spending your entire budget Day 1. Stagger spend to remain competitive throughout the event.**

02. Monitor and Pivot

- Track real-time sales performance of high-priority ASINs to proactively manage inventory. This allows you to pivot quickly if deals are near sell-through and identify which products may need an extra boost.

- Activate "slush fund" dollars on outperforming ASINs or new conquesting opportunities.

- Shorten retargeting lookback windows to 3–7 days—shoppers are in decision mode.

Monitor all your priority PDPs for any content changes, variation breaks or suppressions. Catching a lost buy box, variation break or suppression early can be the difference between winning and losing Prime Day - don't sleep on this!

Post–Prime Day: Retarget, Learn, and Build Toward Q4

Post Prime Day, brands often go dark in August. Don't be one of them. The timeframe after Prime Day is still an important one to stay visible, especially knowing that many other competitors may be dark and competition is less fierce.

Just as fast as Prime Day arrived, the holidays are quickly approaching. Use all you can from Prime Day to drive a more effective Q4 strategy, including retargeting to audiences who didn't convert.

01. Retarget and Stay Visible

- Retarget Prime Day viewers who didn't convert.
- Use AMC and DSP to reach niche audiences—like those who searched high-intent terms but didn't buy.
- August and September are **low-CPC opportunities** with less competition.

02. Analyze and Apply Learnings

- What campaigns worked? What creatives converted?
- What keywords performed best? What products lagged?

Take these insights and:

- Build audience segments for **Black Friday/Cyber Monday**
- Double down on top tactics
- Drop underperformers from your Q4 strategy

Prime Day Is a Springboard, Not a Sprint

Prime Day is no longer just a two-day flash sale. It's a pivotal moment in the retail calendar that sets the tone for the critical back half of the year. The brands that come out ahead aren't simply chasing short-term spikes; they're building strategic momentum that fuels performance well into Q4.

Winning brands understand that Prime Day success is built on a foundation of early planning, cross-functional alignment, and full-funnel execution. They treat every touchpoint — SEO, content, inventory, search, DSP, social, and storefronts — not as siloed tactics, but as coordinated levers that work together to drive lasting impact.

For savvy brands, it's about more than hitting sales targets during the event. It's about capturing new-to-brand customers, collecting insights, testing creative, and building audience segments that power future campaigns. It's about creating continuity across channels and showing up with purpose at every stage of the shopper journey — from first impression to final conversion and beyond.

If you're doing it right, Prime Day isn't the end of a campaign. It's the beginning of a stronger, smarter, more connected roadmap to Q4 and holiday success.

Driving to Amazon from Beyond the Walled Garden

Prime Day success doesn't start (or stop!) on Amazon only. While Amazon may be the final destination, a brand's journey to tentpole success starts far beyond its borders. Social platforms are powerful tools for building awareness, creating urgency, and guiding purchase intent — before shoppers even land on your Amazon product page.

When executed strategically, social becomes a key point in a strong starting line of the Prime Day race, warming audiences, driving consideration, and ultimately, funneling demand directly to Amazon storefronts and PDPs.

📌 *Quick Win: Add Amazon Store or PDP links to Linktree/Linkin.bio tools, and set up UTM tagging through Amazon Attribution for full visibility.*

Why Social Matters for Prime Day

Consumers don't live on Amazon. In most cases, they shop there after they've been inspired somewhere else. That "somewhere" is increasingly social media platforms. Brands that activate across social channels to support Prime Day can:

- Spark early awareness of upcoming deals and featured products
- Build retargetable audiences before Prime Day begins
- Influence consumer intent before they even search on Amazon
- Prime the algorithm by sending external traffic to Amazon PDPs

Strategic Omnichannel Planning

Social media isn't just a nice-to-have. Brands that use it as a core driver of Prime Day readiness and performance will come out ahead. Integrate your social strategy into your full-funnel media plan by:

- Coordinating your media calendar: Align teaser content, influencer posts, and paid campaigns with Amazon deal activation windows.

- Activating creator content: Prime Day is crowded, and authentic creator content cuts through the noise and drives click-throughs better than branded ads alone.

- Using social as a launchpad: Test messaging and creative pre-Prime Day to identify top-performing hooks you can carry through to search, display, and Amazon Store messaging.

📌 *Pro Tip: Amazon Attribution and Amazon Marketing Cloud (AMC) let you connect the dots between social engagement and on-Amazon conversion, turning off-platform interest into measurable performance.*

Connecting the Funnel: From Scroll to Cart

A high-impact Prime Day strategy leverages social to warm audiences in the lead-up and pull them back in post-event. Consider this funnel structure:

- **Lead-in (30 days out):** Paid social and influencer content introduces key products, educates on value props, and builds retargeting pools.

- **Mid-funnel engagement (15–30 days out):** Product demos, countdowns, and early-access messaging start to drive urgency and build anticipation.

- **Day-of amplification (Prime Day live)**: Activate live shopping, promo reminders, and last-chance messaging across all channels. Use creator "must-haves" lists to spark urgency.Post about special sales on organic social platforms to further amplify the message. Ensure creative ad refreshes within paid social campaigns have changed from "sale coming soon" messaging to "sale is live, don't miss out!"

- **Post-event retargeting (1–2 weeks after):** Retarget social engagers who didn't convert via DSP. Use Prime Day interest to nurture toward Q4 campaigns.

📌 *Expert Take: Use AMC to build audience segments of users who engaged on social but didn't purchase and then retarget them via Amazon DSP or social with new creative. Use Amazon Overlap Reports to better understand affinities and interests of your in-market audience segments, and use that data to build paid social audiences that are likely to become a customer.*

Tools and Tactics
- Amazon Attribution: Measure which social platforms, influencers, and creatives drive the most traffic and conversions.

- Stoppable influencer links: Partner with influencers who can drive clicks directly to Amazon.

- Creative Testing: Test offers, messages, and visuals early on social and apply top performers to Amazon campaigns.

📌 **Key Tip:** *Use campaign hashtags and UGC (user-generated content) to encourage social proof and amplify reach organically.*

Final Thought: Prime Day Doesn't Start on Prime Day

If you're only activating media when Prime Day begins and only on Amazon itself, you're already behind. A winning strategy includes early buzz, full-funnel messaging, and thoughtful post-event follow-up. With smart use of social, you can create momentum before Prime Day, amplify conversions during, and nurture loyalty after — turning one tentpole into a full-quarter win.

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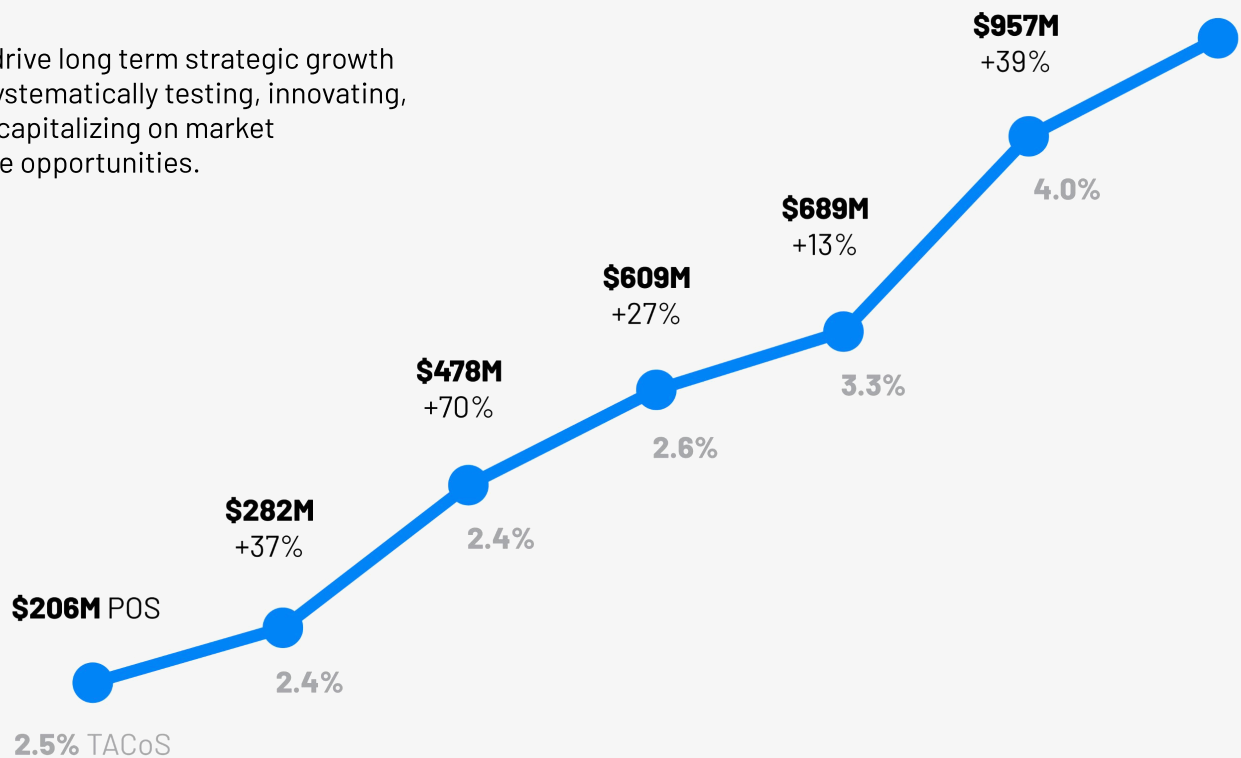
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