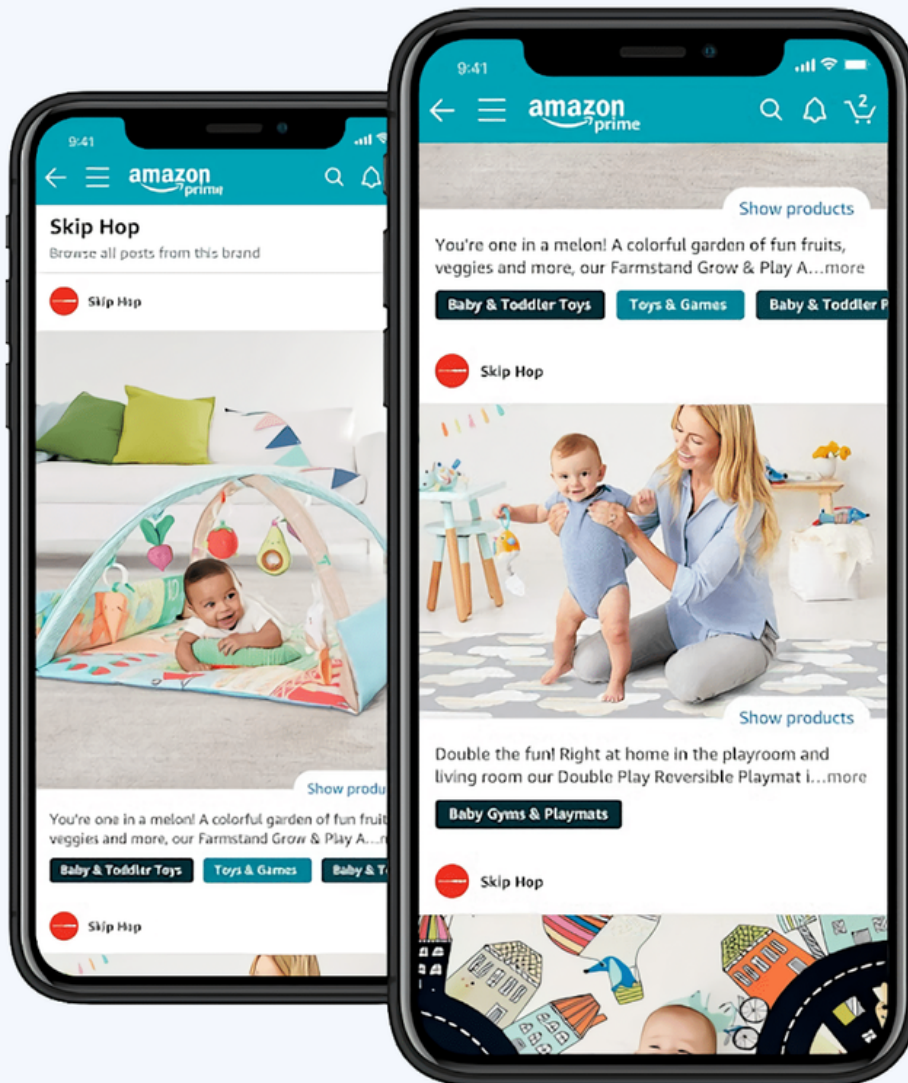




SELLING  
FROM THE  
*Beach*

# AUTOMATED AMAZON POSTS BLUEPRINT



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# INTRODUCTION

Dear Future Amazon Posts Genius,

We hope you find this extensive **Automated Amazon Posts Blueprint** useful. We have truly done our best to explain every step in detail and sincerely hope this moves your business forward.

Inside:

- Creating seemingly infinite images,
- instant optimized captions
- Done-while-you-sleep automation

We believe this guide will be incredibly useful for you. If you have any questions or concerns please do not hesitate to reach out to us. You can find us at:

[Selling From The Beach Website](#)

[Newsletter](#)

[Facebook Group](#)

[\*\*info@sellingfrom.co\*\*](mailto:info@sellingfrom.co)

Happy Posting!

The SFTB Team

# PART 1: OBTAIN UGC

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The Easy Part!

All we need are a bunch of **UGC videos** of your branded products. UGC is User-Generated Content. UGC often converts more highly than professionally produced videos. We can leverage this content in our Amazon Posts.

To get started - send your products to creators using a UGC creation service such as:

- Socialcat
- Billo.app
- Trend.io
- Joinbrands

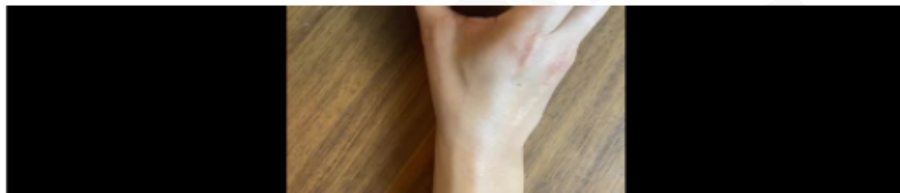
We organize our UGC in a Google Drive based on product type. That way, everything is organized for later when we need to pull the content out and repurpose it for our Image Posts.

# PART 2: STILL IMAGE GENERATION

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Now, we can take the UGC content from Step 1 and repurpose it to make a bunch of still images which can be used as the content for our Amazon Posts.

Upload your UGC to <http://ezgif.com/video-to-jpg>  
Once uploaded, use the below settings.



File size: **16.03MiB**, width: 720px, height: 1280px, type: mov (video), length: 00:00:51 [convert](#)

Notice: video preview may have reduced quality, but it won't affect generated image.  
Not all types of video can be played with this player and/or web browser,  
so if the player is not working for you, you can try to generate the image anyway.

Start time (seconds):  [Use current position](#)

End time (seconds):  [Use current position](#)

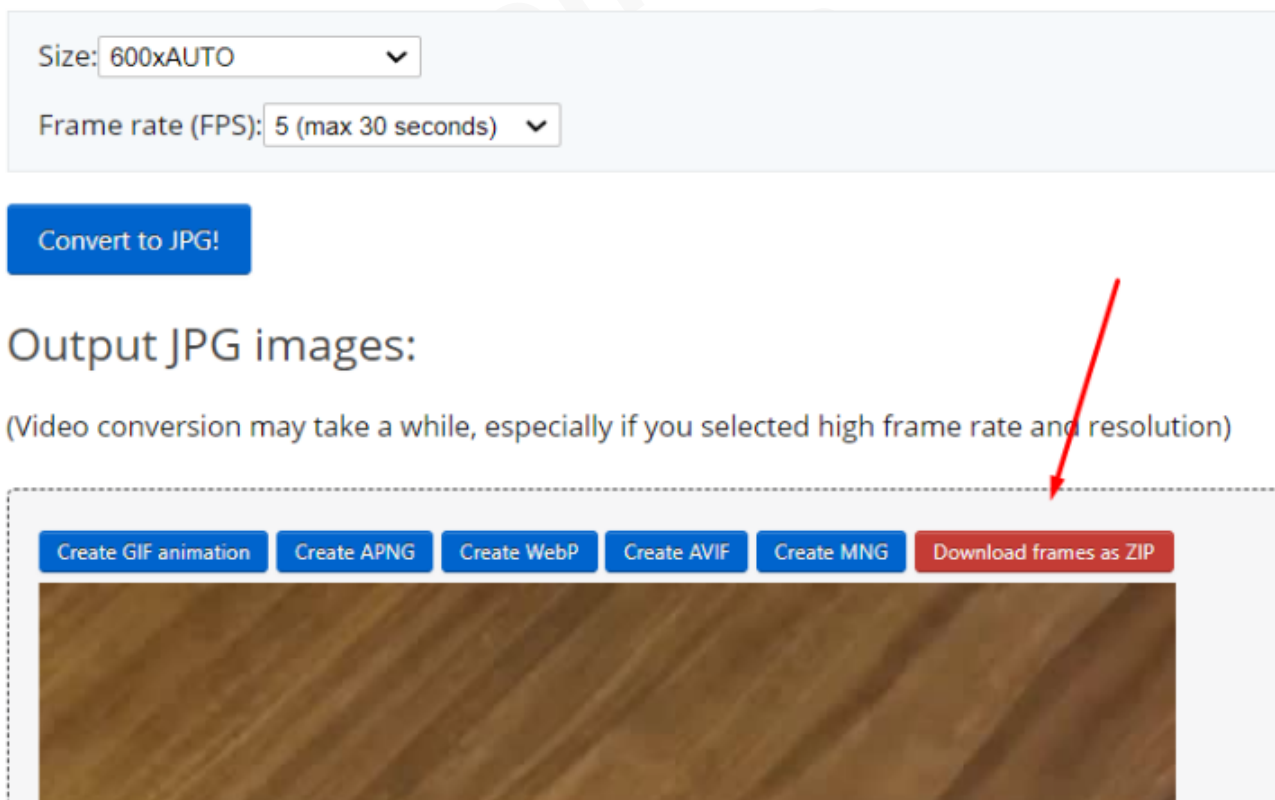
Size:

Frame rate (FPS):

[Convert to JPG!](#)

Setting the Frame Rate too high will result in too many images that are nearly identical. Amazon does not allow identical images for Posts. So, set the frame rate to the slowest EZGIF offers, (5 max 30 seconds). This allows us to capture images at a slower frame per second, giving us more different images.

Unfortunately with EZGIF, our video needs to be carved up in 30 second chunks. EZGIF will give us all the images it can with that frame rate in the first 30 seconds of your video. Once you download the first set of images, set the "Start time" at 30.1 seconds, and the end time at 60 seconds. And on and on like that depending on your video length.



The screenshot shows the EZGIF website interface. At the top, there are two dropdown menus: "Size: 600xAUTO" and "Frame rate (FPS): 5 (max 30 seconds)". Below these is a blue button labeled "Convert to JPG!". Underneath, the text "Output JPG images:" is followed by a note in parentheses: "(Video conversion may take a while, especially if you selected high frame rate and resolution)". A red arrow points from this note down to a row of buttons: "Create GIF animation", "Create APNG", "Create WebP", "Create AVIF", "Create MNG", and "Download frames as ZIP". Below the buttons is a large image showing a close-up of a wooden surface.

When EZGIF is finished and you've downloaded all the .zip files, you should have 100+ unique images to use as Amazon Posts!

### **Gotchas:**

- Some creators use captions on their videos - Generally, the **bots will catch these and flag them.** Ask for the unedited version of the video.
- Some creators post these on TikTok first and then share with you. This unfortunately adds the TikTok watermark which is of course not cool with Amazon. Again, ask for the version without that.
- The screenshots downloaded from EZGIF should already be in one of the correct sizes (9:16) so there is no need to resize.
- You may want to go in and manually delete some of the images EZGIF downloads because they're **blurry, unclear, or not relevant**

# PART 3: CHATGPT HOOKS

---

Time to create some written content for our Amazon Posts. Navigate to ChatGPT.

Enter the below prompt:

My product is a <product type>. It's main benefits are <1,2,3>. Please write 100 one sentence hooks that are high CTR, interesting, funny, and engaging. Put a relevant emoji at the front of the hook sentence. Do not include quotation marks. Do not repeat any.

My product is a garlic press. It's main benefits are that it is easy to clean, stainless steel, and chops garlic perfectly every time. Please write 100 one sentence hooks that are high CTR, interesting, funny, and engaging. Put a relevant emoji at the front of the hook sentence. Do not include quotation marks. Do not repeat any.

## ChatGPT

1. 🧄 Discover the secret to perfect garlic every time with our easy-to-clean, stainless steel garlic press!
2. 🍷 Elevate your cooking game with our foolproof, stainless steel garlic press – say goodbye to messy chopping!
3. 🧤 Make garlic prep a breeze and keep your hands odor-free with our innovative garlic press!
4. ✨ Transform your kitchen experience with our sleek, easy-to-clean garlic press – perfect garlic, no effort!



Great! You now have 100 hooks to use as the caption on your Amazon Posts.

**Gotchas:**

- Each product you decide to make posts for should have their own unique hooks.
- Amazon does not care if you use the exact same caption for different images. The roadblock is duplicate images, not duplicate captions. So feel free to just use these 100 hooks on repeat.
- Also, it is good practice to have hooks that are general enough to apply to any image. Luckily, ChatGPT is great at being overly general.
- These hooks can also just be starting points for you, and they can be handed over to a professional copywriter to edit and improve CTR.

# PART 4: GOOGLE SHEET

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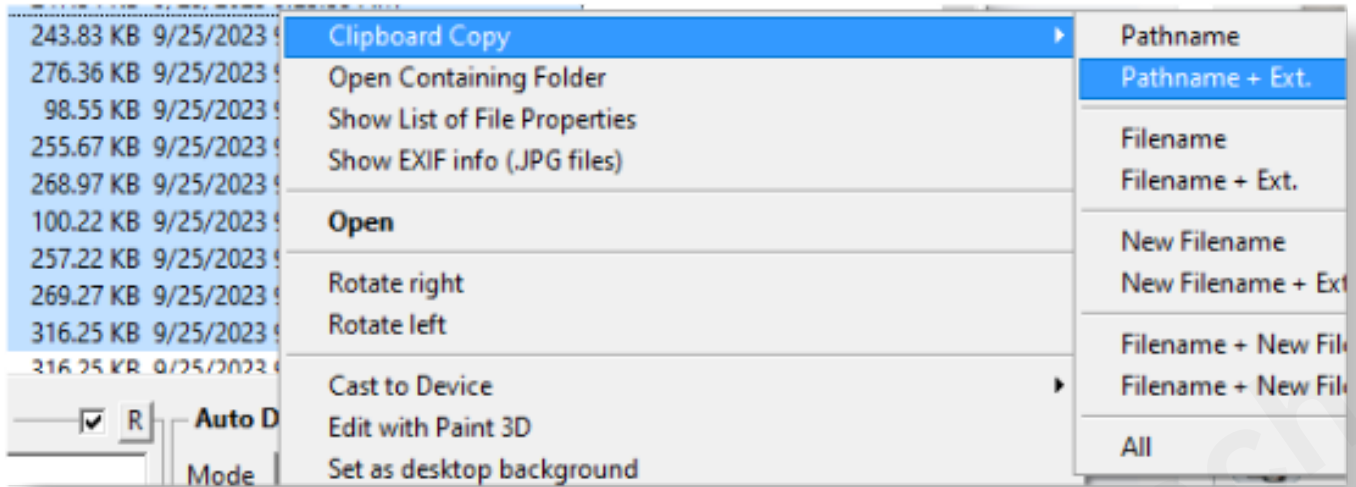
Now we need a Google Sheet filled with all of our content.

Open a new Google Sheet, with 3 columns. The columns do not need headers.

- Column A: ASIN list (your ASIN + 4 others, separated by commas and then a space).
- Column B: The hooks from Step 3.
- Column C: The file path on your computer where you downloaded the images from Step 2.

Now download "Bulk Rename Utility." It is totally free!  
<https://www.bulkrenameutility.co.uk/>

Locate the folder where you downloaded the images. Then highlight all the image files, right click, and choose Clipboard Copy > Pathname + Ext. Then, paste into Column C.



C

C:\Users\Max\Desktop\posts\2x2\12222.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-001.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-006.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-013.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-014.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-019.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-020.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-029.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-032.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-035.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-041.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-077.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-078.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-079.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-080.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-081.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-087.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-088.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-089.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-090.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-091.jpg

C:\Users\Max\Desktop\posts\2x2\1ezgif-frame-128.jpg

## **Gotchas:**

- Once complete, you should have a 3-column Google Sheet with ASINs in Column A, Hooks in Column B, and File Paths in Column C.
- You may choose to have your own ASINs as the supplementary ASINs or your competitors ASINs. We haven't noticed much difference either way.
- Use one Google Sheet for all of your products - too confusing to have separate Google Sheets when we get to the automation step.

# PART 5: NO-CODE BROWSER AUTOMATION

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Welcome to the fun part. Now we're going to make a standard if this do that browser automation workflow using [Axiom.ai](#).

All of this requires you have an [Axiom.ai](#) plan. BUT there is a 2 hour free trial to test it out. Follow [this link](#) to get started.

- Navigate to: "+ New Automation"
- Create a new automation using the below settings:
  - 1) Read Data From Google Sheet
    - Enter URL of spreadsheet from Step 4
    - Make sure it has uploaded correctly in the Output section
  - 2) Interact with a page's interface
    - Make sure "Loop" is toggled on
  - 2.1) Go to page
    - Enter in the Amazon Posts Create page URL
  - 2.2) Upload a file
    - File path should be your Google Sheet - select Column C

### 2.3) Click Element

- Click the caption text box, then select "complete"

### 2.4) Enter Text

- Choose Google Sheet Data column B

### 2.5) Click Element

- Click the "Enter List" button, then select "complete"

### 2.6) Click Element

- Click the ASIN box, then select "complete"

### 2.7) Enter Text

- Choose Google Sheet Data column A

### 2.8) Click Element

- Click "Add," then select "complete"

### 2.9) Click Element

- Click "Submit for Review," then select "complete"

Great! You completed the Axiom automation. Now test it out! Your time only gets used if the automation actually works.

The jury is still out on whether or not uploading all of your posts at once is better than scheduling them out. If you'd like to schedule your posts, navigate to the Axiom automation you just made, click the 3 dots on the top right, choose Settings > Schedule.

1 Read data from Google Sheet google-sheet-data

2 Interact with a page's interface interaction-data

Loop  On [google-sheet-data]

Start loop: [google-sheet-data]

- 2.1 Go to page
- 2.2 Upload a file
- 2.3 Click Element: Caption
- 2.4 Enter Text: Write your caption
- 2.5 Click Element: Enter list
- 2.6 Click Element
- 2.7 Enter Text: Enter asins separated by a com...
- 2.8 Click Element: Add
- 2.9 Click Element: Submit for review

+ Add a sub step

+ Add a step

## Gotchas:

- Axiom support is super helpful. If you run into an issue, reach out.
- Axiom is similar to Zapier or any type of IFTTT program.
- Make sure your Google Sheet permissions are open.
- Label your Axiom steps so you know what's what

# PART 6: REPEAT

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Once everything is set up, add more images, hooks, and file paths to your sheet. Keep track of where you ended up in your sheet if you need to pause Axiom or you run out of run-time. If we upload duplicate posts, Amazon will flag and deny them.

I have had thousands denied (testing, lol), and haven't got suspended, banned, or had any sort of notice so it doesn't seem to be a big issue.

## **Important notes:**

- Want a basically infinite amount of Amazon Posts images? All you need to do is modify the UGC images slightly in the below ways:
  - With product name
  - With product name (flipped)
  - With logo
  - With logo (flipped)
  - With Border
  - Stretched Slightly
  - Stretched slightly (flipped)



- Rotate slightly
- Rotate slightly (flipped)
- Intensity on filter
- Intensity on filter (flipped)
- Banner color
- Amazon Posts are now showing up not only on Product Pages, but also in the SERPS as free Page 1 placements.
- Amazon Posts Video are imminent. As per Jeff Cohen, the videos must be 9:16.
- Amazon Posts are allegedly now indexed by Google increasing their power.
- THEY ARE STILL FREE