



MY CHECKLIST

Walmart Marketplace

Success & Growth

For Consumer Packaged Goods
Specialty Foods Brands



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About Us

Founded in 2011, LM&S helps grow e-commerce for consumer packaged goods brands in specialty food, gourmet, natural foods, and supplements. With over 30 years experience in marketing & sales, we deliver strategies to **improve sales, enhance/protect branding, & grow audience**. Our focus is helping clients launch and grow on Walmart Marketplace, Walmart Marketplace, & Shopify. We have helped drive over \$300M in e-commerce sales for dozens of specialty clients. LM&S donates a portion of its gross profits to **No Kid Hungry** to help end hunger for children in America.



Introduction

This checklist was created to help you organize basic strategies for either optimizing an existing storefront or launching new products on Walmart Marketplace. It's consistent with Walmart Marketplace best practices and was developed as a result of doing numerous launches and optimizations. The Walmart Marketplace platform is changing constantly and is often challenging to navigate.





But if you organize your plan around this checklist, you'll be on the road towards accelerated sales velocity, enhanced & protected branding, and improved customer engagement.

Our checklist is divided up into **Setup & Foundation**, our **4 Pillars for Walmart Marketplace Success**, and finally **Walmart Marketplace PPC Advertising Growth**. If you have any questions, contact us. We're here to help. Here's to your Walmart Marketplace growth!

Let's get started...

SETUP & FOUNDATION

Getting started the right way – for new or existing Sellers

TASK	DUE	IN PROGRESS	DONE
 <p>Setup a free 30-min. Strategy connect call with us. Regardless if you plan on going solo or working with an Agency, you'll get insights just from speaking with us that could save you time, money & hassle.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Approval & Account Setup. We help you setup your Seller Center account. Includes assistance with your Partner Profile, Shipping Profile, and Admin & Financial settings.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Walmart Marketplace Brand Portal. If you have a federally registered trademark, apply for BP to grow and protect your brand and intellectual property. It enables you to advertise, create a Stores page & more.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Product Positioning/SEO Report. Use a tool to research and gather insights on category, competitor Walmart Marketplace sales, case packs, SEO keywords, and more to help position your brand.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>

Checklist Based on our 4 Pillar Approach

Build a solid strategy plan for Walmart Marketplace growth

MARKETability



Creating your Walmart Marketplace specific plan, whether you're a new or an existing seller

DISCOVERability



Strengthening how Walmart Marketplace shoppers discover your storefront & products

BUYability



Increasing conversions with optimized content telling your story





RANKability



Long-term plan to boost the value your products offer to shoppers




Pillar 1: MARKETability

Your product positioning roadmap

TASK	DUE	IN PROGRESS	DONE
 <p>Set Goals, Objectives, & Key Results. Where are your sales now? How much do you want to grow & by when? Create SMART goals: Specific, Measurable, Attainable, Relevant, Timely.</p>	<p>_____</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>
 <p>Do a Custom Storefront Analysis & Brand Plan. Have you evaluated how your product sizes, packs and flavors are listed and organized on your Walmart Marketplace storefront?</p>	<p>_____</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>
 <p>Do a COGS Analysis. Walmart Marketplace typically takes 15% referral fee. Shipping to Walmart Fulfillment Service WFS carries fees. It's important to know your costs & margins.</p>	<p>_____</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>
 <p>Conduct Competitor ASINS Research. Who are your competitors? What are their monthly sales? We use tools to help with gathering insights & research.</p>	<p>_____</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>

Pillar 1: MARKETability

Your product positioning roadmap

	TASK	DUE	IN PROGRESS	DONE
	<p>Claim Existing Sellers ASINS. Other online 3rd Party Sellers may be selling your products and posting inaccurate content on product pages. Create a plan to remove unwanted sellers from doing this.</p>	<p>_____</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>
	<p>Determine Pricing, Parentage & Positioning. Often, multipacks with a \$25-\$60 SRP deliver better margins than selling single units. Organize size & flavor variations under one listing is strategic parentage.</p>	<p>_____</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>
	<p>Fix Product Upload Listing Errors. Make sure you entered all accurate info including UPC, SKU#s, dimensions, weights, sizes, and more. Fix errors on flat-file upload feed called Full Item Spec.</p>	<p>_____</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>

Pillar 2: DISCOVERability

Strengthen how Walmart Marketplace shoppers discover your products via SEO strategies

TASK

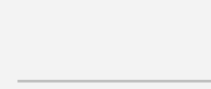
DUE

IN PROGRESS

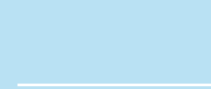
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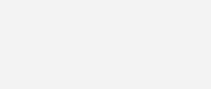
Category Field. contain structured information on how products are organized. The more you define your product, the easier it is to search for.



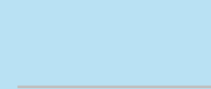
Conduct Keyword Research. Walmart Marketplace's algorithm ties what people are searching for with the most relevant product. Strategically placed keywords drive Discoverability and sales.



Do Competitor Keyword Analysis. What keywords are your competitors using? Compete for relevant keywords you can use in your listing optimization and PPC advertising.



Write Compelling Product Descriptions. As customers search, they'll gravitate towards results with listings that have more descriptive information & specific key phrases. Format listings to include 3-10 Key Features & a detailed Description paragraph – min. 150 words.



Pillar 3: BUYability

Increasing conversions with optimized product content that tells your brand's unique story

TASK

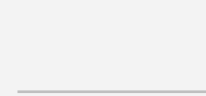
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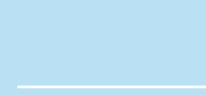
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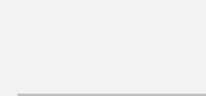
Focus on Listing Quality. Gives you better product visibility, more marketing opportunities, helps you win the buy box to sell more, improves product conversion rates, & minimizes product returns.



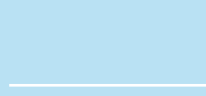
Improve Content. Gives you better product visibility, more marketing opportunities, helps you win the buy box to sell more, improves product conversion rates, & minimizes product returns.



A Good Product Title. Makes it easier for customers to find your listing when they search using specific keywords. Don't "stuff" titles with non-pertinent keywords. Make titles between 50-75 characters.






Build out Your Images. Are you using aesthetic pictures and easy-to-read infographics showcasing your products and company? Upload 4 professional, high-resolution product images. 1kx1k pixels.







Pillar 3: BUYability

Increasing conversions with optimized product content that tells your brand's unique story

TASK	DUE	IN PROGRESS	DONE
 <p>Optimize Rich Media. Optional feature where you can add product videos, 360-degree images & other rich content to show more of your product and boost conversion. Includes product videos, how-to demos and other informative material like manuals and size charts.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Add Video. Upload video to your pages and Store pages to enhance conversions even more. Tell your brand story, engage shoppers, explain your products and much more with video.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Create a Walmart Marketplace Brand Store Page. For those with Brand Portal approval, you'll be able to create an eye-catching, benefit-driven branded multi-page shopping experience to drive Buyability.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>





Pillar 4: RANKability

Improving the value your products offer to Walmart Marketplace shoppers over time

TASK	DUE	IN PROGRESS	DONE
 <p>Enroll in Walmart Marketplace Reviews. is a great paid program to garner reviews & ratings to boost your overall RANKability, give greater visibility, add social proof & more.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Have a Shipping plan & Do Fulfillment Training. Is your shipping Fulfilled by Walmart Fulfillment Service (WFS) or Fulfilled-by-Merchant (FBM)? WFS helps Rankability while building seller health.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Do an Offer Audit. Customers items with great pricing and good shipping options keeps you competitive. Focus on competitive Item Price, high In-Stock Rate/Inventory, faster Shipping Speed, & free shipping – consider Walmart TwoDay & ThreeDay.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Performance provides a great experience for your customers others will notice. Keep your Order Defect Rate in good standing. ODR is made up of Cancellation, Return & Shipping Defects.</p>	_____	<input type="checkbox"/>	<input type="checkbox"/>


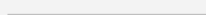



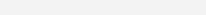


Pillar 4: RANKability

Improving the value your products offer to Walmart Marketplace shoppers over time

TASK	DUE	IN PROGRESS	DONE
 <p>Distribution Enforcement. Enforcing a solid distribution policy, meaning policing MAP violators, trademark infringers, unwanted sellers, etc. will help build long term company and brand equity.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Buy Box Authority Strategy. Who's winning your product buy box? Is it you or could you be competing with your own customers who've acquired your products from distributors & selling it less than you?</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Promos & Coupon Creation. After you've launched/optimized, take advantage of Walmart Marketplace's discounting promotions.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Power Reviews Syndication. A ratings and reviews specialist doing more with UGC to grow your business. It enables you to collect and share better UGC, display it for max conversion impact.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pillar 4: RANKability

Improving the value your products offer to Walmart Marketplace shoppers over time

TASK	DUE	IN PROGRESS	DONE
 <p>Sign Up for Review Accelerator. Here's Walmart's program to increase your GMV by incentivizing customers after a sale to review your products. Enroll your products and grow social proof.</p>		<input data-bbox="1885 456 1961 528" type="checkbox"/>	<input data-bbox="2216 456 2293 528" type="checkbox"/>
 <p>Become a Pro Seller. Meet all criteria to unlock benefits & stand out to your customers & shoppers. Criteria includes on-time delivery, cancellation rate, order volume, seller response rate & more.</p>		<input data-bbox="1885 685 1961 756" type="checkbox"/>	<input data-bbox="2216 685 2293 756" type="checkbox"/>
 <p>Walmart Bazaarvoice. Do this program for Syndication sharing reviews, Sampling to WM's influencer community, Insights & Reporting to leverage customer feedback, Authenticity & Moderation for content standards & Service & Support.</p>		<input data-bbox="1885 928 1961 999" type="checkbox"/>	<input data-bbox="2216 928 2293 999" type="checkbox"/>
 <p>Optimization Your Seller Performance. Walmart looks at 3 factors that determine listing quality score: content, offer, & performance. These make up the optimization triangle – a holistic view of ways to achieve top-performing listings.</p>		<input data-bbox="1885 1170 1961 1242" type="checkbox"/>	<input data-bbox="2216 1170 2293 1242" type="checkbox"/>

Walmart Marketplace PPC Advertising Growth

Setting up & manage your Sponsored Products/Brands/Display ads to boost long-term growth

TASK

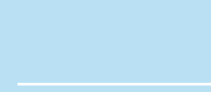
DUE

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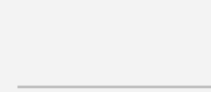
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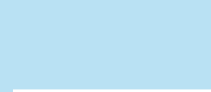
Setup your Walmart Marketplace Advertising Console. Research & plan campaign effectiveness strategies. This will include setting up your ad spend budget, ACoS targets, keyword bids, and more.



Advertising Console Management. Monitor and consistently adjust your auto & manual Sponsored Products/Brands/Display ads, negative keywords, competitor & product targeting ads.



Reporting. Get insights to learn what keywords are converting and to help drive your ongoing strategy & optimize future campaigns. Apply keywords Walmart Marketplace has yielded from auto campaigns.



Thank You!

I'd love to hear from you.



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