



amazon
advertising

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POSTMASTER PROJECT PROPOSAL

Amazon Advertising Automation Software

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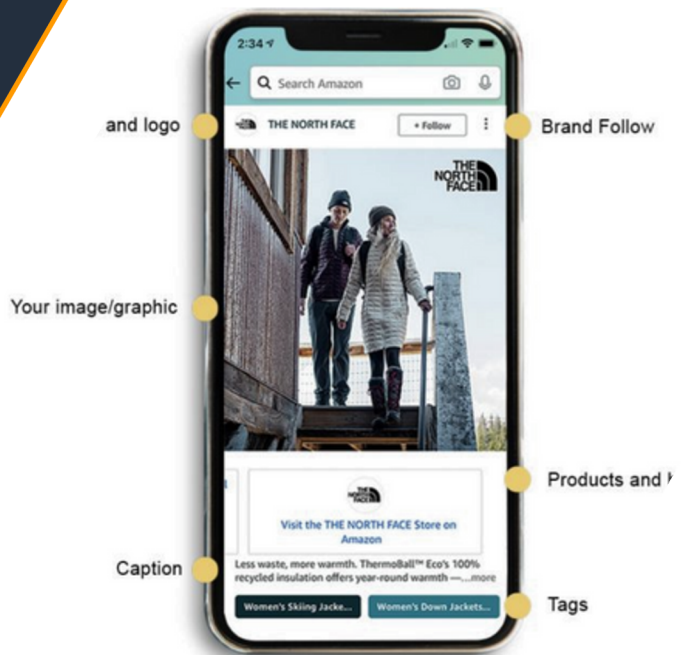
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ABSTRACT

In Amazon's highly-competitive marketplace, standing out to customers is growing more and more difficult for advertisers. Industry standard practice is to hire a virtual assistant to create mass posts for your brand, which is not only slow but expensive. Imagine there was a software tool for advertisers to easily create hundreds of Amazon posts in an instant. That tool is called Postmaster and it will revolutionize advertising on Amazon by automating the whole process, balancing high quality with high quantity at the same time.

Postmaster simplifies advertising on Amazon down to a few simple clicks. By simply right-clicking any product photo in jpg format, an option will appear and by clicking that option, Postmaster automatically creates a caption and multiple posts from that image that will all be accepted by Amazon as soon as you give it the go-ahead. Each post's caption is AI-generated ensuring a completely optimized post to capture the reader's attention, while still being a unique post. Within moments, hundreds of high-quality posts are created and ready to reach new customers.



KEY FEATURES:

Effortless Posting:

Just a right-click to create hundreds of posts.

AI-Driven Captions:

Unique, product-focused captions that attract customer attention.

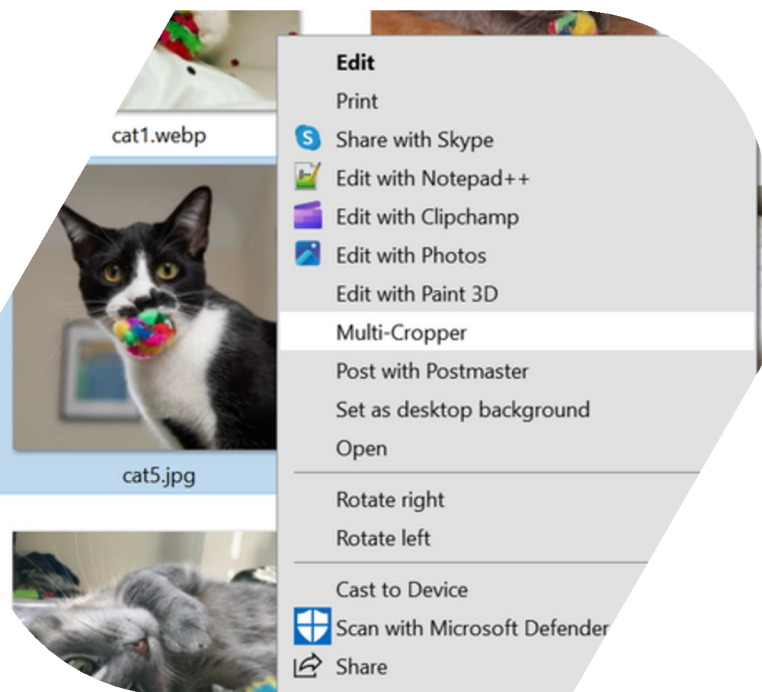
Bulk Upload:

Seamlessly generate and upload posts for a folder of images.

Full Automation:

Integrated with Amazon, ensuring every post is managed efficiently.

Postmaster is an innovative tool designed to streamline and simplify advertising on Amazon for sellers, making it easy to create high-quality posts in minutes rather than spending hours on it or requiring help from third-parties. Imagine being able to generate hundreds of posts, fully optimized with the click of a few buttons. With Postmaster, all you need to do is right click on an image in jpg format, and select the option to create posts and you're done. Within seconds, the tool produces multiple unique posts with engaging captions that are ready to be shared on Amazon right away.

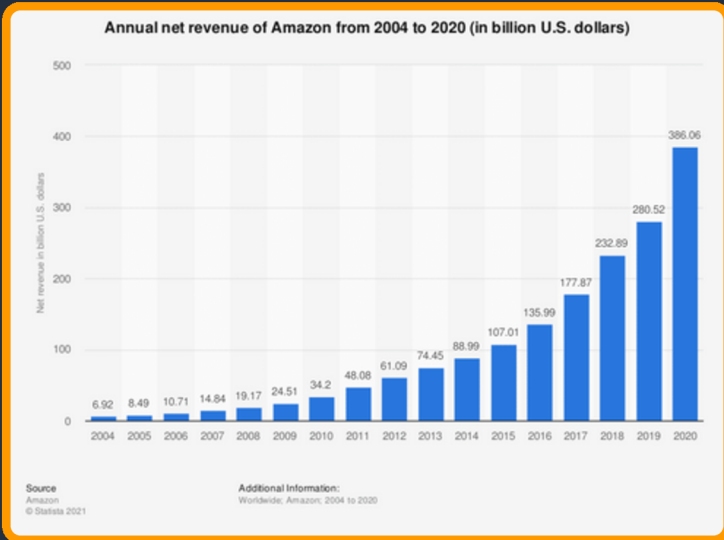


The creation of Postmaster was driven by the increasing amount of manual effort required in Advertising on Amazon. While tools like Hootsuite and SocialBee are available, they often require lots of time and external assistance, taking valuable time away from sellers. According to SellerApp (2024), 80% of Amazon sellers rely on external help for advertising, with 75% citing cost as a major challenge. Postmaster solves these issues by simplifying the process to creating Amazon posts, enabling both small and large brands to optimize their presence on Amazon without the need for additional work or expensive services.

Postmaster meets the most critical need for Amazon sellers in today's age by simplifying the complex process of creating consistent high-quality posts on Amazon. According to Brain Connolly from junglescout.com (2024), 3 in 4 customers start their product search on Amazon and 2 in 3 according to SellerApp (2024), emphasizing just how important advertising can be for a brand looking to bring in new sources of revenue. Most small to medium brands on Amazon spend \$3-5k per month on third-party services to advertise effectively. Meanwhile, Postmaster can instantly create and post hundreds of Amazon Posts with a few clicks, cutting out the need for outsourcing. This automation reduces costs and boosts efficiency dramatically. For sellers, Postmaster is a game-changing tool for reaching new customers, enhancing visibility, and ultimately increasing sales.

BUT WHY ADVERTISE ON AMAZON?

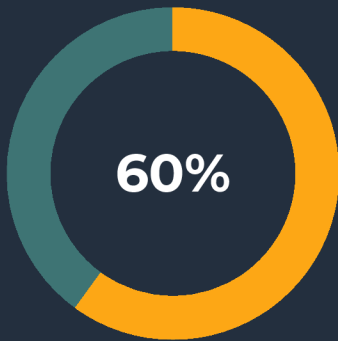
AMAZON IS STILL GROWING



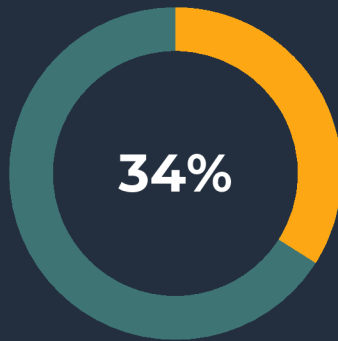
After over 2 decades of service, Amazon has consistently brought in more and more customers each year to its platform.

According to Contimod.com, there are 310 million customers on Amazon worldwide with 1.9 million active sellers on the platform. Those customers cause Amazon be the platform with 39% of all of e-commerce sales made online.

AMAZON IS ONE OF THE BIGGEST ADVERTISERS

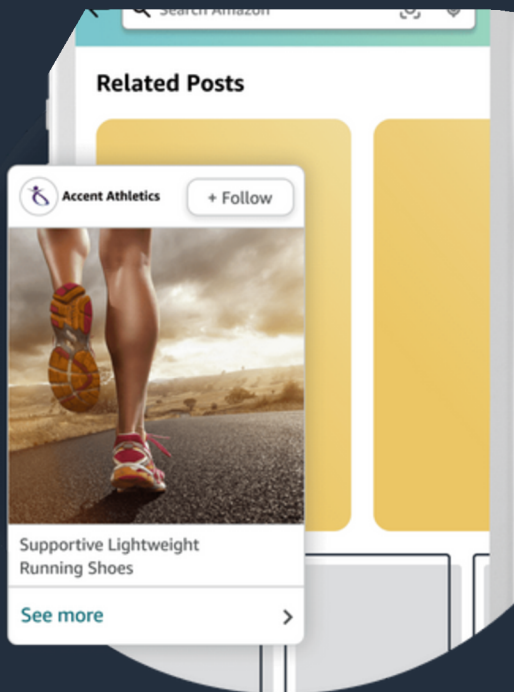


60% of customers start their product search on Amazon



34% of customers start their product search on Google

Not only does Amazon have hundreds of millions of customers, Amazon is the second largest platform on the internet when it comes to ad revenue, second only to google.
(influencermarketinghub.com)



AUTOMATION

Postmaster automates the whole process of creating a post, cutting out all of the manual labor from it!

AI-GENERATED CAPTIONS

Postmaster connects to Chat-GPT to generate optimized captions to maximize engagement for each post, keeping each post unique from one another.

HIGH VOLUME POSTING

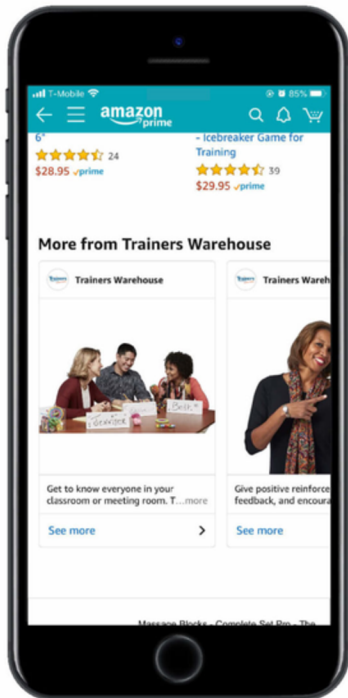
Postmaster has capabilities to create anywhere from one to several hundred posts from a single image.

EASE OF USE

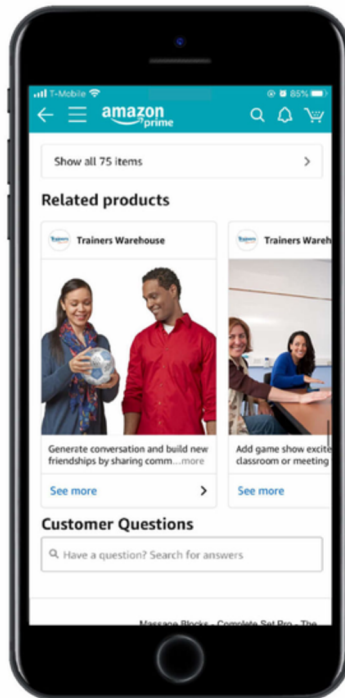
After specifying your settings and preferences for each post, it only takes merely 2 clicks to create a whole batch of posts.



Brand-owned detail page



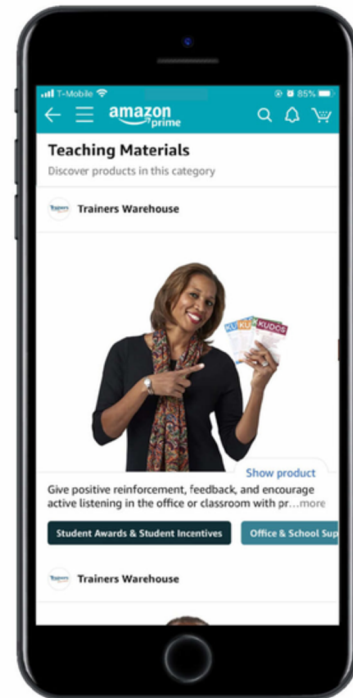
Retail brand detail page



Related post feed



Category feed



IMPROVE REACH

With how easy it is to create hundreds of posts with Postmaster, reaching new audiences becomes a matter of “when” instead of “if”.

COST SAVING

Instead of paying a virtual assistant to create posts for several hours a day, Postmaster will do all of that work in seconds!

TIME EFFICIENCY

Virtual assistants make about 21 posts per hour while Postmaster can create thousands of posts in that time.

ONE AND DONE

Postmaster allows you to space out when each post goes public, giving you the option to have several months or even years of posts lined up, keeping your brand image alive.

DEVELOPMENT FEATURES

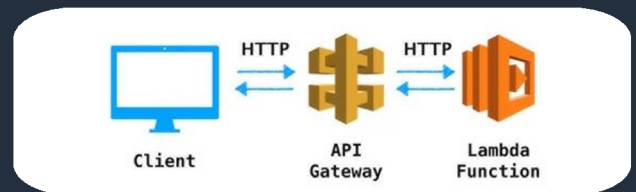
CREATED IN PYTHON

Postmaster was created in Python, a simple yet incredibly powerful programming language that excels at automating computer tasks.



USES AMAZON API

Postmaster uses Amazon's API (Application Programming Interface) to create posts programmatically, allowing Postmaster to automate the process.



BUILT FOR SCALABILITY

This software tool was built to create as many posts as possible for your brand while requiring as little to no manual labor for the advertiser using Postmaster.



EASY INSTALLATION

Download the .exe file for Postmaster and you're done! Postmaster was made to be easily distributed for all advertisers looking to scale their brand.



METHODOLOGY

TECH STACK

Language: Python

Technologies Amazon API,
Multi-cropper,
Chat GPT API

Developing tools: IntelliJ,
Amazon Seller
Central

TIMELINE

Week 1

- Research API
- Acquire API access to Chat GPT and Amazon

Week 2

- Connect API to program
- Automate post process with minimal input

Week 3

- Get picture-less post made from program
- Research Amazon's photo library API

Week 4

- Get picture posted to library

Week 5

- Implement pictures into posts
- Implement ChatGPT into captions

Week 6

- Implement Multi-cropper
- Automate user experience

Week 7

- Test Postmaster at scale

Week 8

- Fix bugs
- Present prototype

Week 9

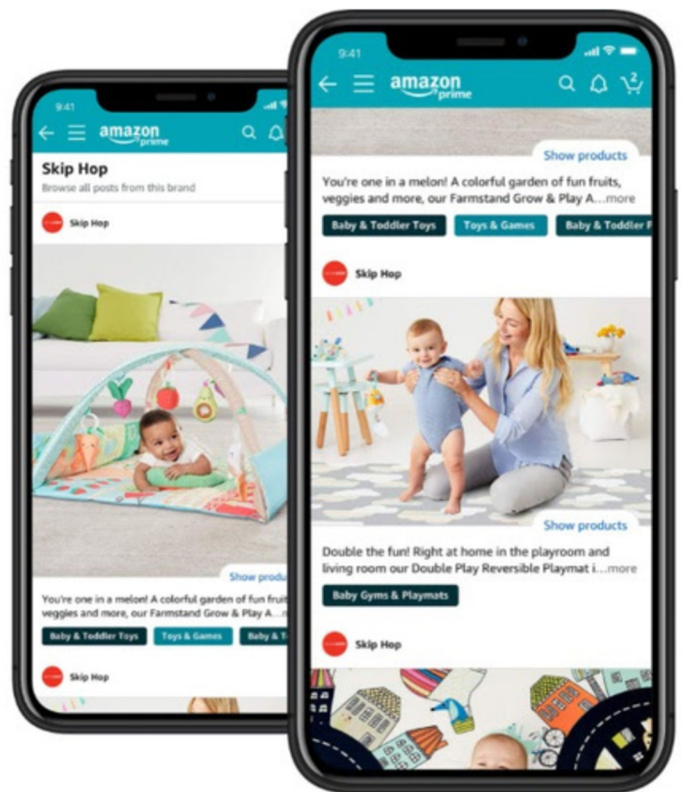
- Implement notes from prototype
- Refine UI

Week 10

- Get ready for distribution
- Present final

Postmaster is an innovative solution to the treacherous task that product advertisers face everyday. Amazon allows you to push out advertisements to anyone who could be a customer and Postmaster utilizes that. By using tools like AI technology, Amazon's API (Application Programming Interface), Multi-cropper, and many others, Postmaster empowers sellers to produce hundreds of high quality Amazon posts within seconds. Creating hundreds of posts would traditionally take hours upon hours of manual labor and cannot have ensured quality. Postmaster's simplicity, scalability and innovation brings a fresh modern take on how advertisers can get ahead.

Even before I was a Software Engineer, I was working closely with Pax Distribution to help find profitable products to sell and to figure out how we can make the products we already are selling more profitable. I was tasked with figuring out effective advertising, and that's when I quickly ran into a figurative brick wall. In the modern age, advertisements are everywhere, each one trying its best to capture your attention. After I got my degree in Software Engineering, I knew I could bring a solution to the problem all advertisers on Amazon have been facing since they started. With my extensive programming and application building experience, as well as my knowledge of what Amazon advertisers need and want, I know I can change the advertising game with the creation of Postmaster.



I want you to join me in making this software a reality and changing Amazon advertising in such a dramatic way. I am highly passionate about Postmaster and fully believe in its potential, and I hope you do too. Any amount of support you can give to this project pushes us that much closer to forever redefining what it takes for an advertiser to be successful on Amazon.

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