

Strategies for Getting Your First Sale

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The First Sale Challenge

Getting your first sale on Walmart can feel like a chicken-and-egg problem: you need sales to rank, but you need ranking to get sales. Here is how to break through.

- Optimize listings to 90+ LQS before expecting sales
- Price competitively—even aggressively—for your initial launch period
- Enable fast shipping to improve Buy Box eligibility
- Use Walmart Connect advertising to drive initial traffic
- Leverage existing customers from other channels

Launch Advertising Strategy

Advertising is the fastest way to generate initial sales and build momentum.

- Start with Sponsored Products automatic campaigns to cast a wide net
- Set a daily budget of at least \$25-50 per product
- Monitor performance after 48 hours and adjust bids
- Focus on products with the highest conversion potential
- Track which keywords generate sales for future optimization

Building Momentum

Once you get your first few sales, focus on building momentum through a virtuous cycle.

- Provide exceptional customer experience to earn positive reviews
 - Use sales data to optimize your advertising and listing strategy
 - Gradually expand your product catalog based on what works
 - Reinvest early profits into inventory and advertising
 - Set weekly sales targets and track progress consistently
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