# PATHWAY TO SUCCESS

Feeling stuck or overwhelmed? New to ZonGuru and not sure where to start? The below quick reference guide is your one stop visual map to navigating the ZonGuru toolset. Want more information? Click on any of the tools to view a tutorial video and learn more.

**ZONGURU.COM/PATHWAY**

**INTRO VIDEO**

## phase 1
# Product Research
The first step to Amazon domination is finding the right products to sell!

**Niche Finder**
Generate product ideas with highly customizable filter options.

**Niche Rater**
Take a deep dive on Amazon. Check out valuable insights including product sales, demand, listing strength and much more!

**Sales Spy**
Track monthly sales data for competitors, check seasonality and historical trends.

**Love-Hate**
Find strengths and weaknesses of your product and ideas for differentiation.

**Easy Source**
Our world first collaboration with Alibaba.com will pair you with the perfect supplier.

FINDING PRODUCTS!

## phase 2
# Listing Optimization

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*phase 2*
# Listing Optimization
Craft listing copy that attracts more clicks and conversions!

**Keywords on Fire**
Uncover buyer keywords that are driving sales and to use in your own listing strategy.

**Listing Optimizer**
Optimize your listing copy to boost your search result ranking.

**Keywords Spotlight**
Spy on your competitors backend listing copy for the ultimate insight.

*Listing Optimization Score*
24,020

*phase 3*
# Business Metrics
Now you're in business ZonGuru brings you tools to see the big picture!

**Business Dashboard**
All your important business metrics at your fingertips.

**Your Products**
Manage your products and get alerts when to re-order.

**Your Orders**
Find your customer orders instantly.

GROW the BUSINESS

*phase 4*
# Monitoring & Alerts

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*phase 4*
# Monitoring & Alerts
Amazon moves fast, make sure you stay alert on critical changes.

### Keyword Tracker
Automatically monitor what position your listing ranks for each of your buyer keywords.

### Product Pulse
Get notified instantly for key critical changes including product reviews and listing hijacks.

### IP Monitor
Get notified instantly when someone copies your images and uses it on their own listing.

*phase 5*
# Customer Engagement
To keep customers returning, you need to keep them engaged.

### Email Automator
Set up rules to automatically reach out to customers who buy from you.

### Review Automator
Get notified instantly for key critical changes including product reviews and listing hijacks.

## Additional Resources
ZonGuru Help & Resources Centre
Email ZonGuru Support
Register for live training!
ZonGuru Events Hub

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