

Pre-launch seeding can turn reviews into ranking fuel

18%

Projected CAGR of India's influencer marketing

PROBLEM

India's influencer marketing sector is growing at 18% CAGR — yet most brands ignore this creator pool entirely at launch, going live with zero reviews and letting the algorithm penalise them for weeks.

SOLUTION

Brief category-relevant micro-influencers before launch day so authentic reviews and social signals arrive on day one, giving the ranking algorithm the proof it needs to surface your listing organically.

ACTION Start your creator seeding work six to seven weeks before launch.

Micro-influencers dominate marketer preference for targeted reach

Marketer preference

52% of marketers name micro-influencers as optimal for hyperlocal campaigns

Creator pool depth

India's creator economy stands at 3.5–4.5 million strong — enough depth to find category-fit voices

For Amazon- Pre-launch sequence with Vine reviews

Anchor every offset to L, the launch date set on the ASIN

01**L-60**

Build the catalogue first

Brand Registry live, full content loaded, launch date set on the ASIN. Legal Metrology

02**L-50**

Inbound and enrol in Vine the same day

Vine enrolment needs only the FBA listing to exist. Receipted stock is not a prerequisite — don't wait on check-in.

03**L-45**

Keep three weeks after FC receipt

Amazon's stated minimum for Voices to order, receive and write. Treat it as a floor, not a target.

04**L-21 to L**

Expect no preview and no abort

Reviews stay hidden from you as well as from shoppers until launch day, then publish automatically.

05**Launch Day**

Product goes live

Product will get live on amazon, with vine reviews. Remember that vine reviews can also be negative, so good product and product experience are base requirements.

For D2C - Sequence social proof to win ranking before launch

Anchor every offset to L, the launch date set on the product

01

L-45

Brief category-fit creators 6-7 weeks in advance

Send product and fit notes to category-relevant micro-influencers early

02

L-30

Anchor seeding to your hero SKU

Concentrate all creator briefs on one hero SKU

03

L to L+60

Convert UGC into a post-purchase review

Route creator content into post-purchase flows — so organic buyers see social proof and add their own reviews

Cold-start ranking rewards brands that seed proof, not just spend

What that looks like with Upriver:

Maintain operations discipline

Sequence inventory and dispatch across the warehouse network so listings stay in-stock on marketplaces. Keep adequate inventory for D2C and service in the fastest possible time.

HERO-product-first scaling

Stabilise daily numbers on the HERO product, then scale new products and categories.

Fire full-funnel retention engine

Work on abandoned-cart recovery, review flows and post-purchase UGC journeys that turn one-time buyers into repeat revenue.

PROVEN

Upriver assists brands to launch and become category leaders across marketplaces, D2C and quick commerce platforms.

WORK WITH US TO MULTIPLY YOUR ONLINE REVENUE



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