

CREATING *The Best* VIRTUAL SHOPPING EXPERIENCE

COPYWRITING

Starting with keyword research and competitive analysis, copy will be strategically crafted to not only appeal to both the Amazon algorithm and the emotions that drive consumer purchase decisions, but also fit within Amazon guidelines and avoid policy violations.



PHOTOGRAPHY

High-quality product imagery works in tandem with copy to support the product message and drive greater click-through rates and sales. Amazon shoppers can't feel and interact with products, so photos need to work hard to educate buyers and bring products to life.



STORYTELLING

A+ Content and Enhanced Brand Content are options available for brand registered vendors and sellers. These features allow sellers to provide shoppers with more in-depth product information, highlight additional photos, and sometimes even add video. In return, sellers see higher conversion rates and lower return rates.



RESULTS

Optimized Amazon listings have increased traffic, higher conversion rates and happy, educated consumers who leave positive reviews. This in turn leads to additional sales and revenue.

KEYWORD RESEARCH

Relevant keywords are the foundation of every Amazon listing. We start with a thorough analysis to uncover the keywords best suited for your product and category, and then seamlessly integrate those keywords into your listing content.



awesome dynamic[®]
DEMAND AWESOME

800.238.1811
sales@awesomedynamic.com
www.AwesomeDynamic.com

