

SALES INCREASE TO \$7,000,000 ANNUALLY

OVERVIEW

A manufacturer of acrylic organizers and home entertaining goods began selling on Amazon. They were unaware of the complexities involved and the need to stay vigilant with their seller account. As a result, their sales were falling short of expectations. Their annual sales on Amazon had stagnated at \$270,000.



OBSTACLES

- Product listings were not optimized to display full and accurate information resulting in confused buyers and increased returns
- Other sellers and resellers were taking over this manufacturer's product space on Amazon
- Rogue sellers and counterfeiters were capitalizing on the market that this manufacturer had previously dominated
- Few of this manufacturer's staff knew how to manage an Amazon seller account

The results are AWESOME! We are so much further ahead due to Awesome Dynamic's help. I recommend them to any retailer who wants to improve their Amazon sales. My primary advice for potential customers is to be open-minded and let their process work for you. You won't be sorry.

SOLUTIONS

- Awesome Dynamic researched the client's approach to selling on Amazon, identified the problem areas, and explained the results of their findings.
- A multi-step course correction that re-established brand authenticity and setup a plan for success was recommended.
- All listings were converted to FBA (Fulfillment by Amazon) and inventory was consistently available.
- Amazon product listings were fully optimized
- Customer feedback was managed
- Brand Registry was established for A+ Content
- Reduced SKU clutter and eliminated rogue listings
- Re-framed SKU offerings that had multiple uses based on keywords, and created content specific for each usage

RESULTS

- The client was set on a 60-day course of unprecedented momentum, doubling average sales per item.
- Re-established brand authenticity, reduced competition from unauthorized sellers and improved customer relations.
- In a four year span, the client went from \$270,000 to \$7,000,000 in yearly sales.