

# Building an Amazon Brand

New Seller's Sales Skyrocket in One Year

## Overview

After launching a pool monitoring camera designed to promote child safety, a new-to-Amazon brand reached out to Awesome Dynamic. With little experience on the platform, they needed support establishing their presence and effectively reaching their target market. While they sought to expand their reach, they faced internal inventory issues and software updates that hindered their progress.

## Obstacles

- The client's listings and Amazon strategies needed significant improvement
- In their competitive category, the high cost of their products threatened potential growth
- While the client did internal graphic design based on our recommendations, it failed to accurately showcase the true product quality
- PPC advertising was under-utilized and ineffective

## Solutions

- + Quickly optimized copy and improved core listings
- + Created compelling new graphics that accurately displayed the product quality
- + Launched and managed targeted PPC campaigns to reach a wider audience
- + Developed a brand-building strategy to establish a presence on Amazon and expand the client's reach
- + Implemented an inventory management system to maintain sufficient stock

## Results

With our support, the client has been able to consistently stock inventory and grow their brand. Our team has expanded their reach by fully optimizing product listings and running strategic PPC campaigns. Sales have significantly increased, and conversion rates have been maintained while driving substantial traffic to the listing. As a result, they have expanded their product line, entered additional markets (now selling in the US, Canada, and Mexico), and joined Walmart Marketplace.

