

Igniting Sustainable Growth and Market Expansion

Scaling from \$27K to \$17M With Strategic Consulting

Overview

A large East Coast-based chemical company teamed up with Awesome Dynamic to boost visibility and sales on their commercial-grade cleaning products. Already established on Amazon and their direct-to-consumer (DTC) website, they recognized the need to amplify their presence and profit potential in the competitive market. Embracing our expertise with an open mind, they eagerly sought our guidance to implement strategies for expansion and growth.

Obstacles

- Unwarranted Amazon listing removals impacted visibility and performance
- Current marketing strategies didn't maximize commercial and residential opportunities
- Advertising efforts didn't generate the expected profits
- Creative content lacked professionalism and cohesion
- A relatable brand identity had not been established
- Website, product listings, and trade show materials needed improvement
- Top-selling products were flagged as restricted, hindering sales

Solutions

- + Combated flagged listings and removals as well as managed Amazon appeals
- + Introduced new product sizes and bundles for cross-selling and wider appeal
- + Increased unique product offerings from 8 to 19
- + Enhanced brand reputation through Brand Registry enrollment and branded content development
- + Developed professional, relatable content for listings, website, and trade show materials
- + Expanded presence to Walmart, Lowe's, Home Depot, and eBay
- + Created Brand Store, A+ copy, videos, and listing content for cohesive branding
- + Upgraded to Premium A+ Content to utilize larger images and extra modules
- + Developed effective Amazon Posts to reach 100K+ shoppers monthly
- + Assisted in creating a profitable advertising strategy
- + Provided tools and foundation for developing and managing customer service and advertising teams

Results

With our ecommerce consulting team's assistance, the seller has seen remarkable growth. Revenue surged from \$27k to an impressive \$16.8 million. Acting on our advice, they expanded their product catalog and established a powerful presence on Amazon, Walmart, Lowe's, Home Depot, and eBay, broadening their market reach significantly. Our collaboration enhanced brand reputation through captivating creative content and strategic use of Amazon Posts, resulting in over 250 additional clicks and exposure to over 100K more shoppers monthly. We also empowered them to effectively manage their customer service and advertising teams, ensuring sustained success in the competitive ecommerce landscape.