

Boosting Brand Reputation

Sales Spike 1,000% in 6 Months

Overview

A leading candy company approached Awesome Dynamic with a goal to increase sales by 30%. They relied solely on self-fulfillment but had been unable to meet Amazon's stringent shipping and customer service standards. This jeopardized their sales, ranking, and brand reputation.

Obstacles

- The client was unable to meet Amazon's shipping requirements for self-fulfillment
- Sales and ranking were negatively impacted by feedback on their account
- Inadequate customer service response times compromised the brand's reputation

Solutions

- + Removed unfavorable feedback to improve brand reputation
- + Gradually transferred inventory to FBA for faster fulfillment and acquisition of the coveted Prime badge
- + Set up variations for holiday themes and promoted seasonal versions
- + Performed testing to determine the best products to include in their Amazon store
- + Implemented multi-packs of popular items to lower costs and increase margins and sales
- + Optimized product listings with engaging photos, informative descriptions, and relevant keywords
- + Utilized Amazon Sponsored Products to increase traffic and visibility

Results

The client experienced a surge in sales during the holidays, increasing from \$1,219 to \$11,273 in a short time. Within 2 months, their sales had grown by 1,000% compared to the previous year. Subsequent months also saw significant growth, ranging from 400-700% compared to the previous year. Yearly sales have steadily increased.