

27% INCREASE IN SALES

EACH YEAR BY IMPROVING LISTING OPTIMIZATION

OVERVIEW

A leading manufacturer of shelf-stable foods came to Awesome Dynamic to determine what they might be “missing” in how they were running their existing Amazon account. They were confident in the work they had done to date, but also realized they didn’t know it all. They needed the expertise of someone that had wider depth and breadth of experience as well as success on the platform if they were going to move the needle more.

OBSTACLES

- The client refused to advertise, despite our best efforts to convince them otherwise. This would present a challenge in getting buyers to the listings, which is where advertising typically plays a role.
- Focusing solely on listing optimization presented a possibility of not seeing a dramatic shift in sales.
- We knew we could create a stellar listing that would be appealing to customers, but without advertising, the challenge was getting shoppers to the listing in the first place.
- Starting this project, we felt our hands were tied and weren’t feeling confident about how results would pan out. Our goal is to always create a unique plan with the clients’ best interests and success in mind.

SOLUTIONS

- All listings were put into variations with like products.
- A competitive analysis was conducted for every product to identify a plan of action for optimization.
- Keyword research was conducted for every product and those keywords were then used to write new copy and update the back end of every listing.
- New product images were taken to fill out all nine available image slots.
- Graphics were created to help tell the product story visually. This was used to supplement product images on the listing.
- We have recently begun developing A+ Content for the listings, which includes recipes for the products being sold, additional images and usage tips for buyers. While the addition of this content isn’t visible in the current results, we are confident we will see an increase in conversions and therefore a continued increase in sales.

RESULTS

By solely utilizing listing optimization, our team was able to create valuable content that transitioned into sales. Overall there has been an increase of units sold by 20% over 12 months. More impressive, is the 30% increase in sales each year, which all came from listing optimization.