

NEW PROTEIN BAR AND BRAND LAUNCHED IN THE US IN 2018; SALES JUMP TO OVER \$135K



OVERVIEW

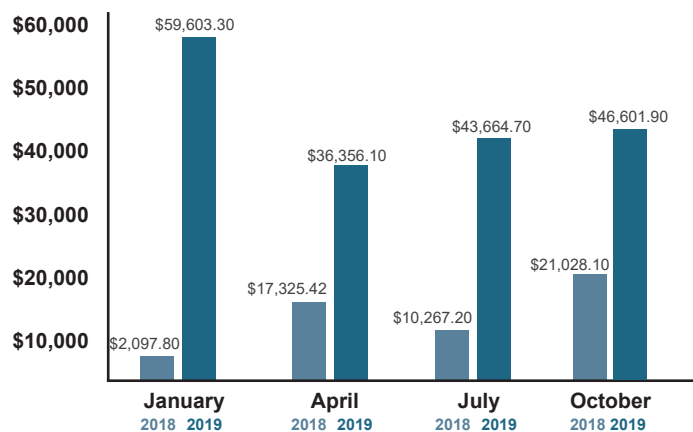
An Austrian-based and patented protein bar started with just one SKU that sold well in the EU market. They developed a US arm of the company to bring the product to the US market, utilizing Amazon as the primary platform in which to launch. While they had team members with extensive experience and knowledge in digital and online marketing as well as the manufacturing process, they were unfamiliar with the Amazon platform and the benefits, as well as challenges, it came with.

PROCESS

Awesome Dynamic helped to coordinate everything between Amazon, an Amazon representative, the client, and the client's Austrian-based parent company/manufacturer to coordinate their US launch in January 2018. Then we helped to market the product and improve their brand/product presence on Amazon to increase sales through 2018 and into 2019, as well as supported and provided solutions to issues arising from Amazon FBA policies. At the same time, the company was focusing additional efforts to drive outside traffic to their Amazon listings.

SOLUTION

- Create an informative product listing and further expand on the brand presence by building out a Brand Store and A+ Content
- Coordinate with Amazon, the client, the manufacturer and a 3PL partner to make sure product was shipped into FBA properly
- Develop launch strategies that helped get reviews and improve rankings
- Work with client's marketing team to coordinate external advertising and social media efforts; this included them working with influencers, sharing the product listing in their bio on Instagram, redirecting sales to Amazon from their website and including a promo code with Facebook ads.
- Recommended and implemented the use of Seller Fulfilled Prime when client was temporarily unable to use FBA due to Amazon policies
- Developed additional product variations, specifically multi-packs, to reduce fulfillment costs, lower prices, and overall increase margins on repeat buyers
- Drive Amazon-specific traffic to listings by utilizing Sponsored Products and Sponsored Brands



RESULTS

The product launch went very well thanks to Awesome Dynamic coordinating the effort of all parties involved. Even though there was a stall in growth during June and July due to Amazon FBA policies, Awesome Dynamic provided solutions to overcome this and continued to see sustained growth throughout the end of 2018 and into 2019. In addition, traffic was funneled to their Amazon listing from outside sources which assisted in their growth.