

MONUMENTAL SALES GROWTH; SALES INCREASED BY 2,693% OVER ONE YEAR

(April 2019 - April 2020)



OVERVIEW

A new and innovative sublingual vitamin company was introduced in 2017. Their vitamins were different than others on the market. They were designed to solve several problems many children and adults face: swallowing pills, and providing an option that allows the body to better absorb the vitamins and nutrients (without resorting to pills or shots). The initial goal was straightforward: bring brand awareness and sales to their product line by selling on Amazon.

OBSTACLES

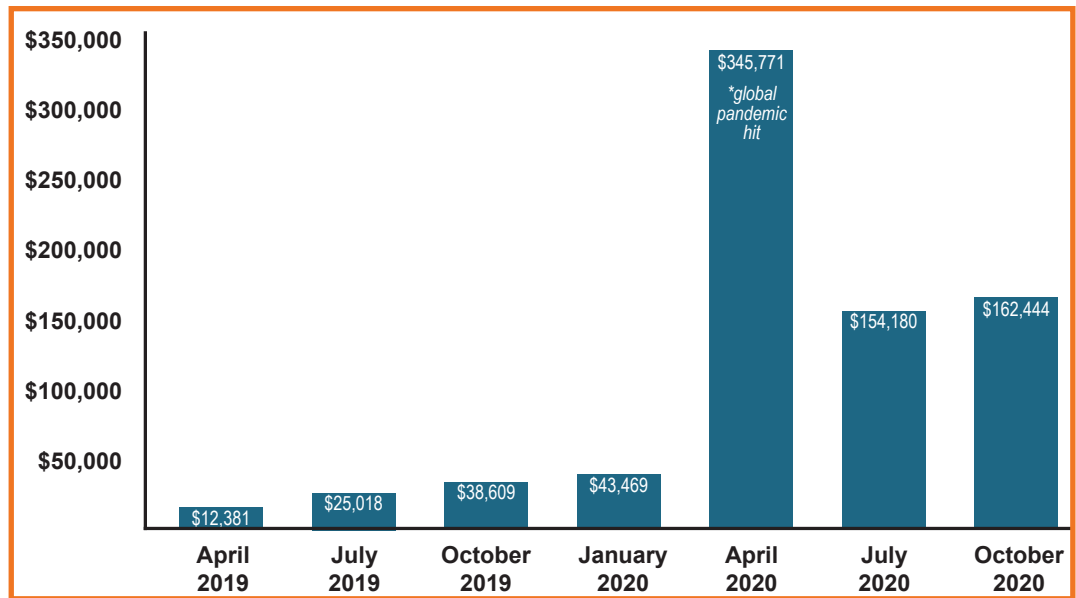
- Ungate product line and make available for sale on Amazon
- Establish the brand and educate the consumer to build customer loyalty and trust
- Complete all copy, images, keywords, etc. from scratch
- Find the best shipping option
- Fix listings removed by Amazon

SOLUTIONS

- Awesome Dynamic was able to work with Amazon to get the client's product line ungated and available for sale in less than one week.
- The first few months were dedicated to developing product photography, conducting keyword research, and writing compelling listing copy.
- Fulfillment by Amazon (FBA) was setup and used for their shipping needs, as well as to obtain the coveted Amazon Prime badge.
- Developed a PPC advertising campaign utilizing Sponsored Product ads.
- Established 'Subscribe & Save' option to allow customers to receive a discount for recurring orders.
- Started utilizing coupons for an additional push to entice customers to try their products and encourage sales.
- Enrolled in Amazon's Brand Registry program.
- Developed A+ Content and a Brand Store to share their story and provide additional product information.
- Reinstated product listing by submitting a Plan of Action on client's behalf, after two failed attempts by client to submit on their own.

RESULTS

- Within the first seven months of launching their product on Amazon sales increased by 790% (August 2017–September 2017)
- In September 2017 the client sold \$1,360; by March 2018 their sales were up to \$12,100 and by December 2020 their monthly sales grew to \$157,373.
- Client saw monumental growth in 2019 and 2020; from April 2019–April 2020 the client had a 2,693% increase in sales.
- The client consistently saw a steady increase in sales after their launch due to setting up and optimizing their listings and advertising.
- Once the global pandemic hit in March 2020, the client was positioned in a favorable spot because of the work that was put forth in previous years. Thus, further proving that you don't know when the market is going to change, and you should be prepared and be ready to take advantage of a potential opportunity.
- In March 2020 sales spiked to \$326k, followed by another strong month in April 2020 with sales reaching \$346k. *(The sales during these two months were unprecedented and extremely high, likely due to the onset of COVID-19 and the global pandemic.)*



“Awesome Dynamic has been nothing short of amazing for us. As a new, growing brand we were not well-versed at all in the labyrinth that is Amazon. We tried over several months to get listed on Amazon but were unable. Awesome Dynamic was able to get us listed within three days: unbelievable. They have helped us grow and thrive on Amazon. We have continued, and will continue, the use of their services and assistance. We recommend wholeheartedly Awesome Dynamic for any business trying to join and prosper in the Amazon Marketplace.”

