

## **EXISTING Amazon Sellers**

We look for high-quality premium products in a niche market with a growing consumer base. We're highly collaborative and want to work with companies with a deep commitment to customer satisfaction. When we see an Amazon storefront with few, but excellent product reviews or Amazon product listings lacking optimization and brand strategy, we see growth opportunities.

### **Storefront Optimization & Re-launch\***

*We enhance your Amazon store for higher sales, better conversions, & stronger branding.*

- Evaluation of brand strategy
- Storefront analysis & recommendation of action plan
- SEO keyword research & search volume
- Expand current keyword search terms
- Copywriting **About the Product** bullets & **Product Description** (with SEO & html) (Client choice of **Regular Product Description** or **Enhanced Brand Content**)
- Optimize & re-list products (merge duplicate listings/parentage if applicable)
- Assist with Amazon Brand Registry
- Distribution enforcement recommendation
- Optimize Seller Information (logo, company description, storefront link, etc.)
- Create automated e-mails for product reviews, seller feedback, & customer service
- Promo campaign evaluation
- Setup Amazon automated campaigns
- **Complimentary access to the full Marketplace Seller Courses package**

### **Ongoing Support – quoted upon request**

*Customized to your needs. Once store is re-launched, choose to continue yourself or have us support you. Continued optimization results in potential increased sales & conversion.*

- Month-to-month options with no long-term contracts
- Training & support
- Reporting dashboard with insights & analytics
- Promotional campaign management
- Flat fee or % of sales
- Research, planning, implementation, evaluation

*\*Specialty Food Association & Paleo Foundation members receive special discount. Final project price quoted in Scope Of Work is based on storefront plan assessment & total number of products. Enhanced Brand Content requires a Seller Central account, Brand Registry & Amazon approval.*