



Epoch BG
Innovate. Inform. Inspire.

**Amazon Seller Marketing Solutions Provider
Transforming Your Presence Into A More Profitable
Enterprise**

The Amazon Problem

Okay, You Have Your Amazon Products Listed (Assuming Correctly?)

Great Pictures, Optimized Text And Keywords

Now What?

- ▶ With Over 500M+ Products Currently Listed On Amazon... How Does Your New / Small Brand (Brand) Get Recognized By The Customer?
- ▶ Your Brand Will Likely Have Little To No Chance Of Being Successful On Amazon Unless Traffic Is Being Driven To Your Amazon Product Page Through Various Marketing Initiatives.
- ▶ Your Brand Is Disadvantaged Due To:
 - No Or Poor Sales History On Amazon
 - No Or Poor Traffic To Your Amazon URLs
 - No Or Poor Best Sellers Ranking (BSR)
 - No Or Few Customer Reviews
 - Not Familiar How To Sell Successfully In The Amazon System

Amazon VS Webstore

Brands Typically Are Resistant To Driving Traffic Away From Webstore

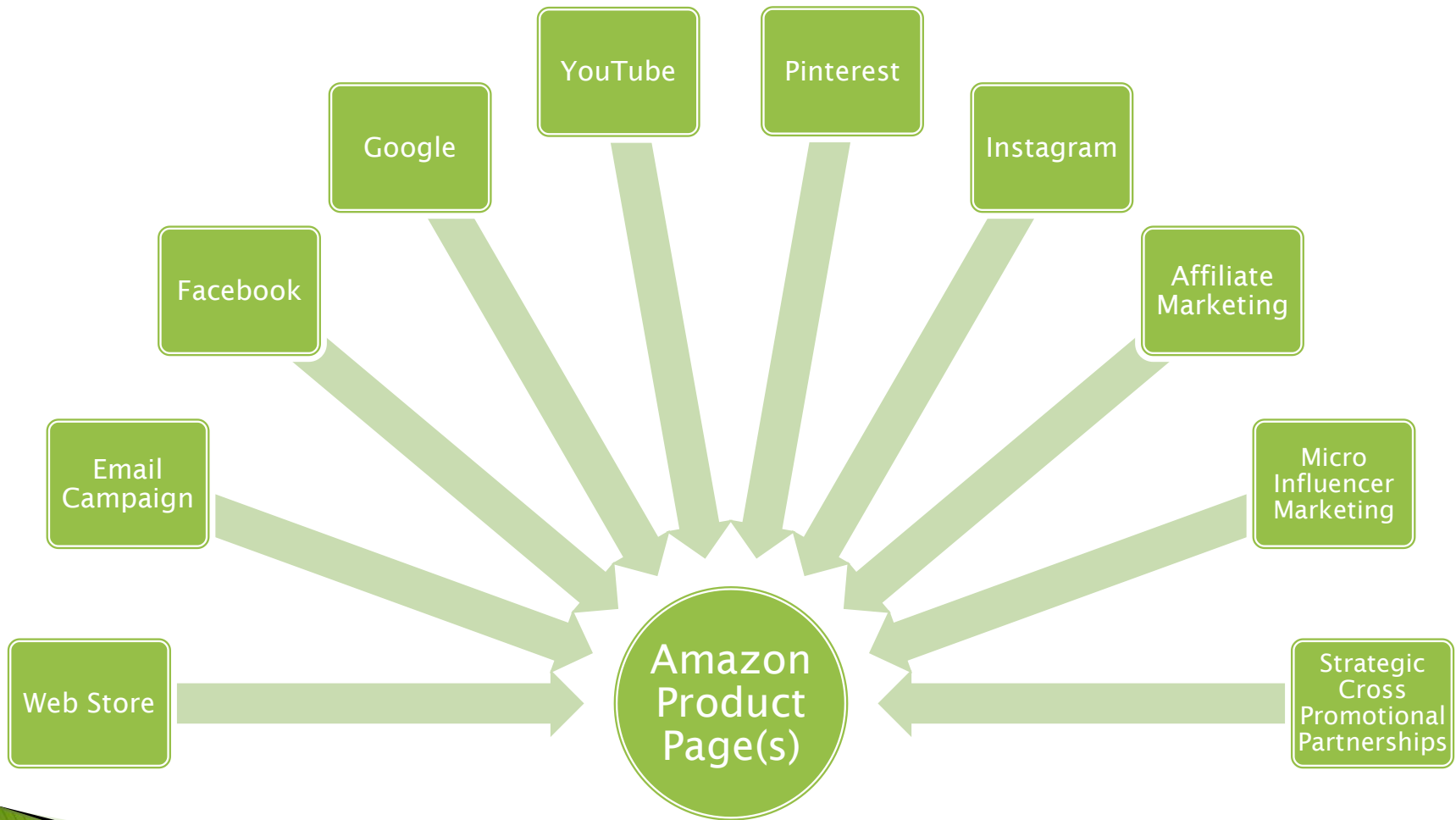
Let's Compare

Amazon		Webstore
60,000,000+	Daily Visits	>1,000?
13-15%+	Conversion Rates	2-3%?
W/ Prime its Free	Shipping	? Brand Eats The Cost If Free
FBA	Fulfillment	Brand's Issue

Important Metrics To Be Successful On Amazon

- ▶ How Do You Get Your Brand In Front Of Amazon Customers To Be Successful?
 - *Continuous Product Sales*
 - Amazon Will View Your Product More Popular Thus Elevating Your Product In Search Results
 - *Win The Buy Box*
 - 82% Of Amazon's Sales Go Through The Buy Box, And The Percentage Is Even Higher For Mobile Purchases. Be Price Competitive.
 - *Be FBA (Fulfilled By Amazon)*
 - It Is Amazon's Informal Stamp Of Approval Of Your Product And Builds Trust With The Customer
 - *Be Prime Eligible*
 - When Ever Possible Cater To The Amazon Prime Customer. There Are Over 100M Of Them In The US
 - *Increase Your Best Seller Rankings (BSR)*
 - Tells The Customer How Well Your Product Is Selling Compared To Other Products In Your Category Which May Create Incentive To Purchase
 - *Ongoing Positive Customer Reviews*
 - Amazon Will View Your Product More Popular Thus Elevating Your Product In Search Results
 - **Marketing Your Brand Outside Of Amazon To Drive Traffic To Your Amazon Product Page**
 - **It Is The Way To Begin Building Sales History, Customer Reviews, Both Resulting In A Larger BSR**

Outside Of Amazon Market Channel Drivers



Outside of Amazon Marketing Issues

▶ **Web Store**

- Is It Compliant With Amazon? Are You Selling Products Or The Way You Are Selling Violating The Terms Of Service Of Amazon?
- Are Your Webstore Promotions Complimentary To Your Amazon Presence Or Do The Two Platforms Compete / Cannibalize Each Other?
- Do You Have Hyperlinks On Your Webstore Pointing To Your Amazon URLs?

▶ **Google, (Search Engines et al)**

- Organic Searches: Classic Issues Of What Is Your Page Ranking? This Is More Than SEO On Your Webstore, Backlinks, Overall Traffic On The Webstore,
- Adwords: Are You Display Or Network Or A Combination? How Are You Selecting Keywords, Demographics And Times Of The Day And The Day Of The Week To Run The Ads? How Much Are You Spending And What Is Your ROI From The Expense? Are You Remarketing?
- Google Shopping: Are You Utilizing It And What Results Are You Getting?

▶ **Email Campaigns**

- Client Database: How Large Is Your Database? How Effective Are You Getting New Addresses? How Do You Know The Addresses Are Valid And Truly Potential Customers?
- Are You Using Analytics To Analyze And Measure The Results?
- How Much Are You Spending To Do This? How Many “Unsubscribe” Do You Get?
- Are You Generating More Leads? Are You Improving Sales? Are You Improving Your Conversion Rates?

Outside of Amazon Marketing Issues

▶ YouTube

- Branded Video Channel: Do you have one? Are you involved with influencers there? How many views and subscribers do you have. How quickly are you growing your channel?

▶ Pinterest, Instagram

- Is your account a Business Account with Shopable Pins
- Are you Converting browsers into buyers and Providing referral traffic to your site
- Do you have Consumer and your competitors insights
- Develop inbound link opportunities and Developing content?

▶ Affiliate Marketing

- Do Creative Ads
- Are you paying PPC or for actual conversions?
- Are you Developing partnerships and collaborations

▶ Facebook

- Business Page Not Fan Page: Do you have all the business features initiated and are you using them? Do you analyze the Facebook “Insights”?
- Social Posting: Are your social postings (Free Postings) generating significant “Likes” and “Follows”? How often are you posting.
- Ads: How are you measuring the results of your paid ads?

Outsource Amazon Marketing? Should You?

- ▶ Are Basic And Core Skills Of Segmentation, Targeting, Positioning A Product, Brand Management, And Consumer Behavior Core To Your Business Idea Formulation. Does Your Company Internally Know How To Do This? Many Think They Do Or That It Is Simple To Do.
- ▶ Are You Going To Hire An Intern Or An Inexperienced Cheap Employee To Perform Your Marketing Tasks? This Is A Point Of Failure Of Small Companies That Is A Contributing Cause For Lack Of Success And Even Failure.
- ▶ Is Your Marketing Making You Real Profits?
- ▶ A Social Media Manager Is A Professional, Not Someone Who Casually Posts To Family And Friends, And Is Not Someone Halfway Across The Planet Who May Not Understand Your Perspective And Culture.

Amazon Solution: Epoch BG

- ▶ Choosing The Right Marketing Agency To Work With Your Business Is As Important As Picking The Right Employee. They Need To Be A Good Fit And Mesh With Your Company.
- ▶ Epoch BG Shall Strive To See Your Company's Vision And Be Able To Execute Your Ideas With Ease.
- ▶ Epoch BG Shall Strive To Understand Your Company's Short-term And Long-term Goals, Shall Remain Focused On Your Needs As A Business, And Shall Work Hard To Understand Your Business And Customers.
- ▶ Epoch BG Shall Perform In A Methodical Way That Removes Risk And Improves Results, While Giving You An Appropriate Level Of Input At Key Points Throughout A Project.

Contact Epoch BG To Resolve Your Amazon Outside Marketing

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