

Research.
Innovate.
Plan.
Execute.

amazonxperts.com



AMAZONXPERTS

AmazonXperts is a management and marketing group **dedicated to helping sellers launch and/or grow their business on Amazon.**

What Can AX do for You?

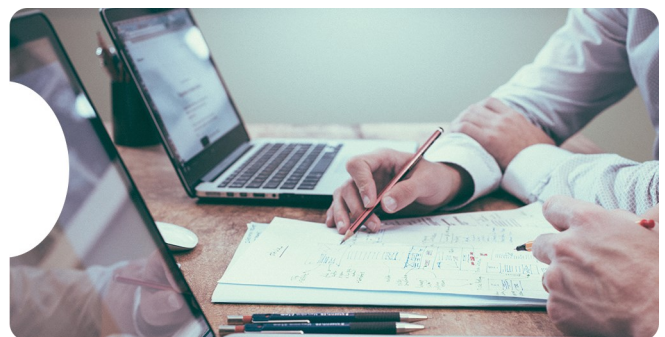
We customize a strategy to grow your business or brand. whether you're new to Amazon, a seasoned seller looking to grow your business or an established brick and mortar retailer looking at various selling channels and considering putting your brands online.



We provide hands-on management as well as a range of advertising and optimization tools to increase traffic and sales to your Amazon listings. We handle all day-to-day responsibilities, dealing with everything from product curation to launch, to setting you up with Amazon's fulfillment services (FBA), on through inventory planning and management, to advertising promotions.

Each of our customers gets an account manager, to ensure that all aspects of our partners' Amazon operations are being managed properly and in compliance to Amazon's ever-evolving policies and rules.

In addition to partner agreements, we offer a menu of services from which you can choose any one or combination to help you be more competitive, no matter at what stage of your Amazon journey you happen to be at.



1

Custom Account Strategy Planning

Our process begins with a free consultation to determine what services will best suit your business. From there we work with you to understand your product in depth, determine your target audience and determine what strategy is ideal for your business.

2

Identify the Right Launch Products

We analyze your current or potential catalog to identify products to launch with, or which existing ones would benefit from a refresh or re-launch.

3

Optimize Profitability

AX provides a full account audit and analysis to make certain your marketing dollars are being used to their potential while still leaving space to take in profits.

4

Maximize Product Visibility

Every Product needs proper search term research to make sure you are maximizing the intricacies of Amazon's A9 algorithm and ensure that you are seen before your competitors.

5

Build a Compelling Product Listing

Once you are getting traffic to your listing the next step is optimizing your conversion rate. Traffic is meaningless if it isn't leading to a sale. AX makes sure you have every tool needed to get that "Add to Cart" clicked.

6

Grade 'A' Copywriting

Customers want to be excited about making a purchase. We provide succinct, comprehensible and engaging content to show buyers your product and brand are a notch above the rest



7

Dedicated Account Manager

We have one primary point of contact acting as your account manager. Your manager will make sure that your business is always growing and that you are regularly taking part in marketing initiatives to boost traffic and sales.

8

Your New Logistics Team

Amazon has a litany of rules and regulations when it comes to logistics. The AX logistic team makes sure you and your team are properly educated to avoid breaking rules and wasting valuable time and money.

9

Account Maintenance and Upkeep

Our support team has experience dealing with every Amazon issue you can think of. Also, they're always available to message directly for any tasks needed to be taken care of.

10

24-Hour Hands-On Customer Support

Our customer support team is always available to help buyers with any questions or issues. Great customer service will lead to good buying experiences, brand connection and positive reviews.

11

Customized Reporting

At AX we are familiar with Amazon's provided reports (or lack thereof) and that is why we offer customized reporting for each of our customers to show them the data they want to see brought together in one place.

12

Ad Campaign Management

AX offers end-to-end management for Amazon Ad Campaigns (Pay Per Click). We utilize budget & bid control to ensure a healthy ROI as well as manage ads on a keyword level so we can focus our ad spend on the words that work best.



PRODUCT OPTIMIZATION

Image Optimization

Every buyer wants one thing: confidence in what they are buying. Nothing reinforces that better than high-quality pictures - and lots of them - to help buyers connect with your product and determine if it's what they're looking for.

It's been estimated that over 70% of Amazon purchases are now done on a mobile phone. Most of that screen real estate is devoted to images. Now more than ever, images are driving sales, because that's the first thing a prospective customer sees when looking at your listing on their phone.

Let AmazonXperts bring out the best in your products!

Search Engine Optimization (SEO)

AmazonXperts knows the lifeblood of any listing is SEO. Our years of experience have shown us how to make your listing show up in front of buyers.

While Lightning Deals, product giveaways and other promotions are great for a quick uptick in traffic, your listing always need a strong foundation of SEO to help buyers find your product in an increasingly crowded marketplace.

Content Optimization

How many times have you seen bare-bones, uninformative, boring listings - or worse, ones that are so crowded with text and emojis that they're unreadable - along with descriptions that make you think "next"?

Buying is an emotional experience. Customers want to be excited about making a purchase, and if a merchant has nothing compelling, enticing and original to say about their product, how can they expect others to?

Great copy is an art, and we don't let anyone we work with walk away with anything less than a masterpiece.



AMAZON BEST DEALS

Amazon offers this Deal Page marketplace positioning to selected top-volume merchants and brands, or ones managed by top management services.

If you qualify, then there is absolutely no better way to drive traffic to your product than a Best Deal. This is Amazon's most viewed page! With Best Deals your product is feature for 2 full weeks – 56 times the length of a Lightning Deal!

If you qualify and haven't considered this avenue before, we can offer Best Deals support. It can be an ideal way to clear out year-end inventory or overstocks and make way for new or seasonal products.



PRODUCT PROTECTION AND REVIEW COLLECTION

Brand Registry

The Amazon marketplace is stupendously large and growing. This has given rise to unscrupulous people trying to poach your business and leverage your good name by either taking over listings or copying your product – often with inferior knockoffs. Once enrolled in Brand Registry it's much easier and faster to remove unauthorized seller, or alert Amazon to merchants selling a lesser version of your product.

If you're a manufacturer, authorized reseller, distributor or individual private labeler, Brand Registry will keep your listings and products safe. We will:

- Apply on your behalf
- Facilitate the provision of documentation and proof of ownership of your brand
- Verify you are enrolled and help create Global Catalog Identifies (GCID)
- Troubleshoot and correct any products not enrolled automatically.

Blogger and Influencer Product Seeding

Nothing makes a consumer more confident about buying from you than an actual person giving a great review. We can increase organic traffic, sales and positive reviews by offering focused product giveaways to influencers, bloggers and social media personalities.

Let us find you partners with a similar demographic to help make **your product be seen by the people most likely to purchase.**



Get Started Today!

Whether you are new to Amazon, a seasoned seller looking to grow your business or thinking about putting your brands online we can customize a strategy to grow your business or brand.



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