

Amazon Management, Advertising and Sales Case Study #2

A UK Amazon Seller is a manufacturer and importer of Asian products from Bangladesh that serve customers in the UK and US.

Their primary product is a toilet wash jug known in Asia as a lota or bodna. It is crafted from a quality, impact safety-resistant plastic ensuring their longevity and are designed for the entire family. It's also ideal for curbing toilet paper waste which in turn reduces one's environmental impact.



What they needed

The company's owners wanted to find an Amazon management advertising and sales agency that could take over the day-to-day operations of their Amazon sales in the UK while also expanding on their new venture in the USA. The owners felt they needed expert advertising help to increase sales and that would only come from a professional Amazon agency. It was further believed the money saved by using an Amazon agency would allow the company to research and import new items from Bangladesh for consumers in the UK and US.

Agency research and selection

The company's owners created a shortlist of agencies they wanted to speak to, based on their own internet research. Ultimately, Ecommerce Consultants was selected for the following reasons. The company's owners had indicated that Ecommerce Consultants had the most comprehensive proposal, was fair on price, had received several industry awards demonstrating their experience and success, was always easy to reach and speak with during the entire proposal process and provided a customer service guarantee.

Getting started

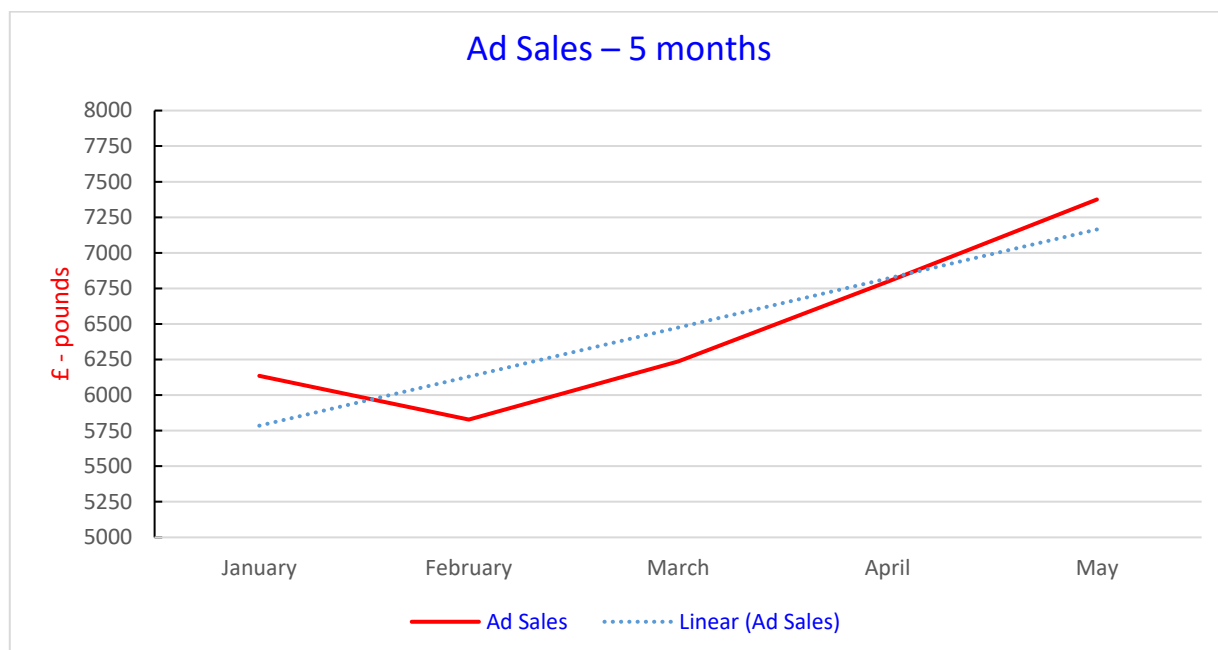
Ecommerce Consultants did extensive research into the company's product offerings while identifying key target markets and keywords that would help to create a robust advertising programme. Product descriptions were remade to include benefits, proper keyword saturation, more visuals and calls to action. A+ content was added to help increase sales potential as was improved product photography. Variations were also created to help customers easily find products in different colours.

Results - Management

Ecommerce Consultants took over the daily management of the company's US and UK Amazon Seller accounts. FBA inventory was streamlined to reduce storage fees while always ensuring enough inventory to meet customer demands. FBM products were also managed to ensure Amazon shipping deadlines were met and customer feedback was kept in check. Competitors, drop shippers and counterfeit activity was compiled and provided for the company's owners. Products were continually rechecked to ensure active status and all product descriptions were displaying correctly. Ecommerce Consultants provided a comprehensive yet easy to understand monthly report that showed overall monthly sales, advertising sales, customer product ratings, competitor statistics and more.

Results - Advertising

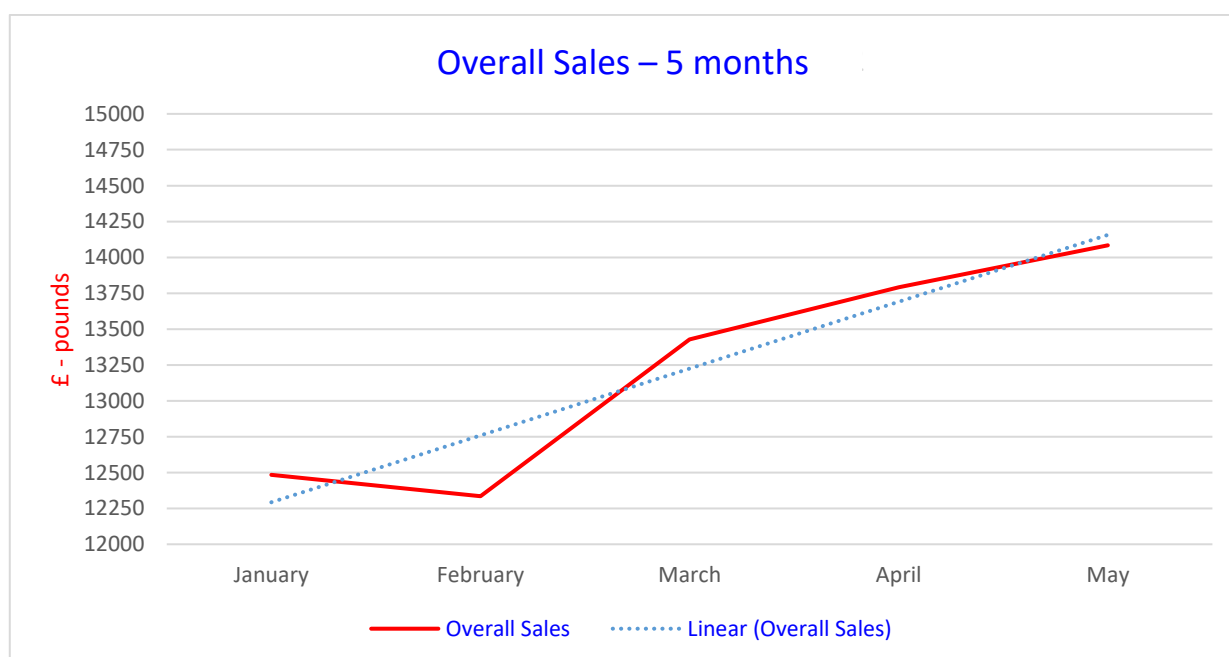
Ecommerce Consultants' advertising programme consisted of manual Sponsored Brand Ads, and manual Sponsored Products Ads. Where these sales hadn't existed before these campaigns were responsible for over half of all monthly sales, an enormous boost for the company. Ad sales from January through to May ranged from £5,828 to £7,375 per month with a very low ad spend of £404 to £584 realising a Total ACoS of just 5% to 3%.



Results – Sales

With Ecommerce Consultants' addition of a robust advertising programme, updated product descriptions that improved organic listings and placements on search engines, the company saw increased overall sales, especially in the recently added US market which saw a month-on-month growth from \$9,906 in January to \$12,081 in May, a 22% increase in sales.

Overall monthly sales for the UK and US ranged from £12,483 in January to £14,084 in May, a 13% increase.



Conclusions

It is evident from the sales and advertising success coupled with reduced storage/FBA/FBM costs, the company has clearly benefitted realising an increase in sales by 13% in just 5 months.

To learn how Ecommerce Consultants can help to increase your Amazon sales, contact us today via our website contact form or call us on +44(0) 208-004-7769 in the UK or ++1 714-442-3636 in the US.