



ONGOING MONTHLY SUPPORT

| Our Amazon expert team helps your **grow your brand.**



> AMAZON ACCOUNT AUDIT

**Are you aware of all the advantages and disadvantages of your account,
as well as how they compare to those of your rivals?**

Our sellers' Amazon account audit
will assess your:

- **Advertising –
Segmentation and bidding**
- **Search Engine
Optimization, rankings**
- **Merchandising and design
Product Listings**
- **Brand Registry**
- **Account Health**
- **Growth Areas**
- **Social Posts**
- **Logistics – IPI Scores**



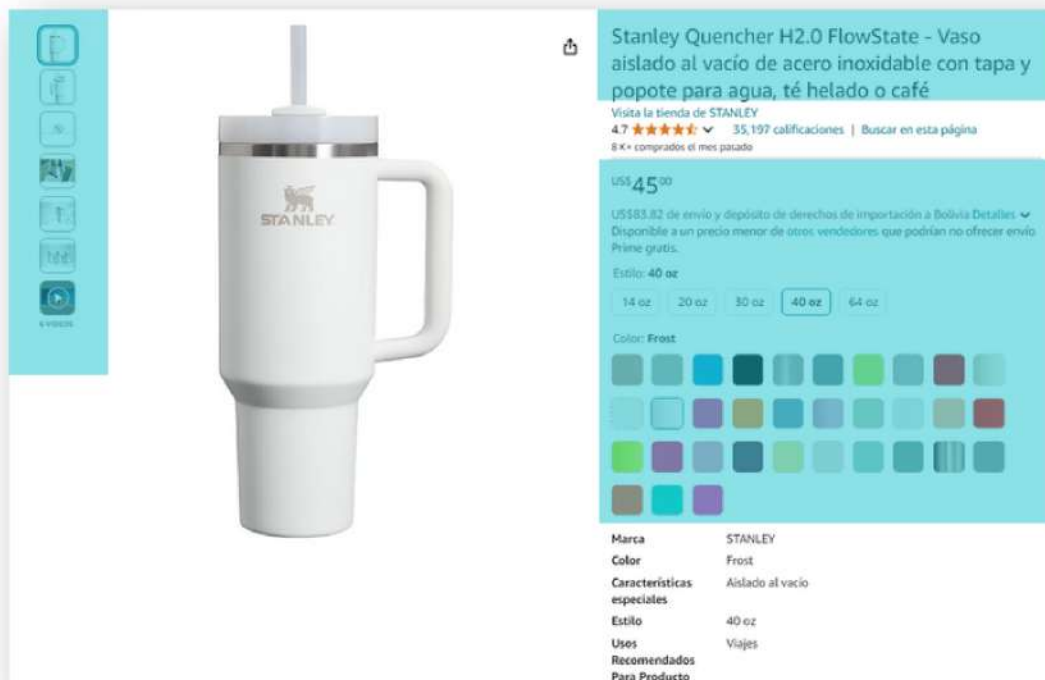
➤ CREATIVE AND OPTIMIZATION LISTINGS

The process of updating and altering the listing product detail pages (which include the title, bullets, descriptions, listing images, and A+ content) **in order to improve search visibility, click-through rate, and conversion rate and ultimately increase sales—is known as end-to-end listing optimization.**

The best way to unlock the potential from your products is taking a little bit deep into some aspects:

What we'll do to Optimise your Listing:

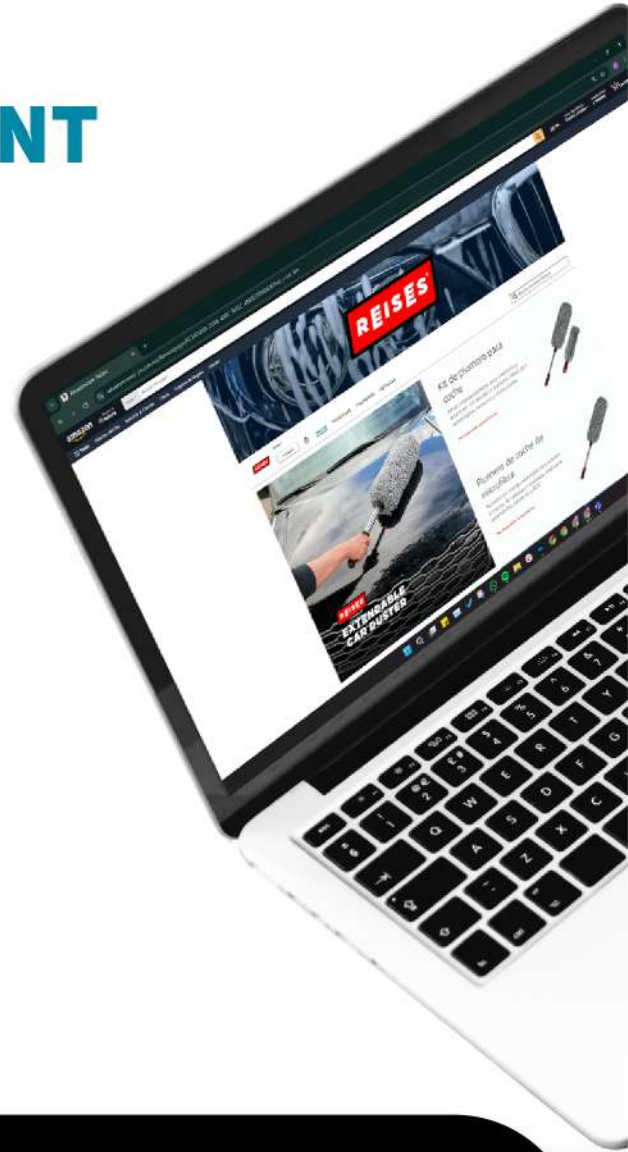
- **Title, bullets (product features) & product description optimization**
- **A+ Content Design with 500 words of crawlable text**
- **6 fully optimised graphics images**
- **Back end search terms**
- **Competitor report of the product/List Item**



➤ AMAZON STOREFRONT PROFILE DESIGN

The ideal location to display your brand is on your **Amazon Storefront**, and our creative team can build a unique profile that appeals to your target market and encapsulates your company's spirit, our Storefront Service Consists of:

- **Store Design**
- **Customised Template**
- **Graphic and Photo Sizing for Amazon**
- **Create Vanity URL**
(amazon.com/brandname)



Our Storefront Service Consists of:

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Store Design.

02.

Customised Template.

03.

Graphic and Photo Sizing
for Amazon.

04.

Create Vanity URL
(amazon.com/brandname)

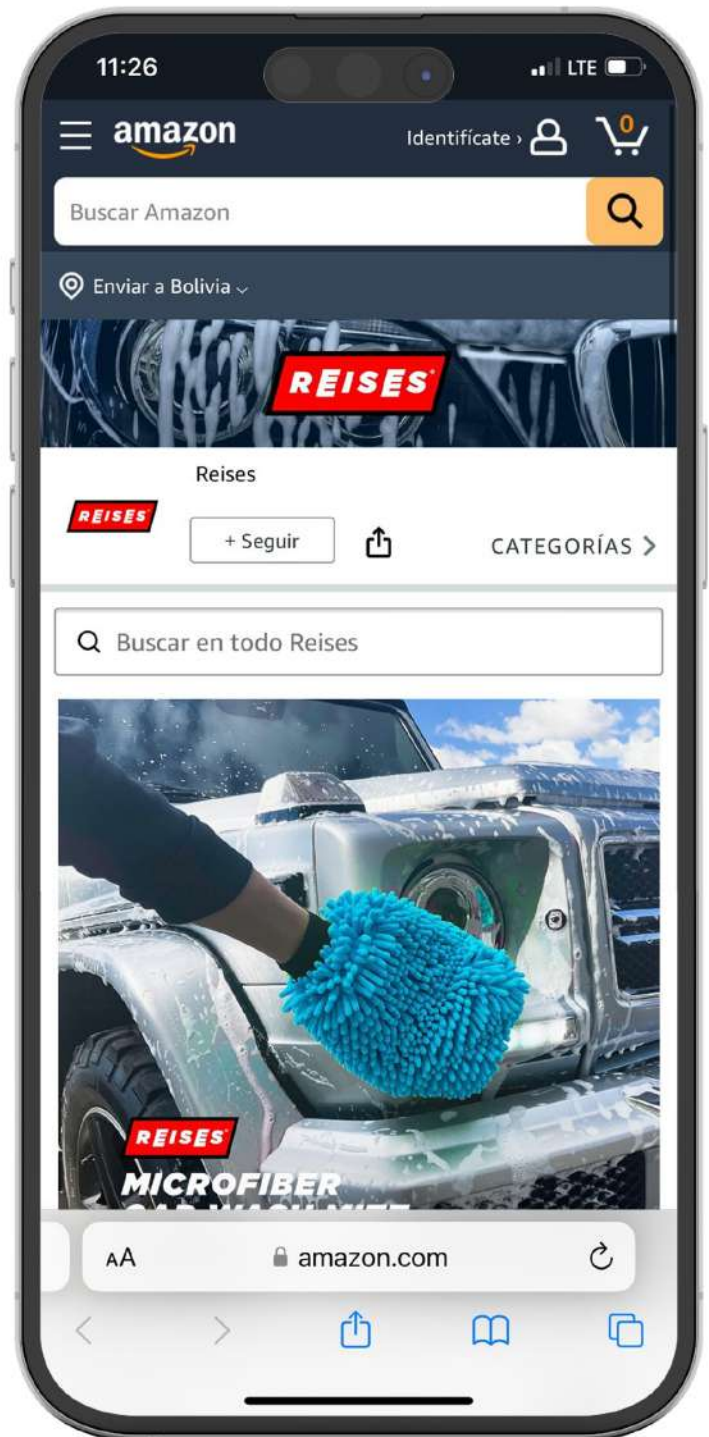
What is an Amazon brand store?

Amazon Brand Storefront allows you, as a seller, to exhibit products on your own page. Customers can access their page when they click on the name of their seller, which will take them to their store.

With this, customers can interact with their business to experience an online version.

Thanks to text, images and sometimes videos, vendors can raise the experience of purchase of their customers. With a store, you can track the ideas of your page with information such as visitors, sales, units sold and orders.

As an additional service, our team can create additional category pages in your collection that you want visitors to visit.



➤ ENHANCED A+ CONTENT

What is EBC / A+ Content? Sellers on Amazon Brand Registry can add photographs and change the text placement in their product descriptions using Enhanced Brand A+ Content.

EBCs give vendors the opportunity to present their goods and brand narratives. EBCs are useful for sellers to compare a range of products, highlight particular qualities of a product, and provide supplementary lifestyle images.

We create visually optimised content that showcases your product and highlights its unique features.

A+ content not only helps improve conversion rates, but also product ranking. These are some points that your team is going to work on:

- **Premium A+ Content Design**
- **Logo header, graphic designs**
- **Full SEO & Alt text optimizations**
- **500 words of crawlable copy**



Examples of A+ Content

REISES®

Reises, accesorios premium para el cuidado del automóvil con tecnología altamente avanzada, importados y distribuidos en todo el mundo.

**DUSTER
RETRACTABLE BASE**

- Perfect for exterior cleaning
- High Quality microfiber
- No lint behind



MICROFIBER STRANDS

Formas de microfibra con base retráctil y hebras de alta resistencia.





Microfibra de alta calidad
La microfibra no deja residuos ni pelusas.

360° de microfibra.
360° de limpieza profunda y efectiva en todas las superficies.

Base de acero inoxidable
Base retráctil de acero inoxidable.

28.5" EXTENDED



COMES WITH A STORAGE BAG



Retractable base for extension



Microfiber strands leaves no scratches

STAINLESS STEEL ROD 7" EXTENDABLE






Kit de piezas para el
Rod

Pieza extra grande
Rod

Reises - Guantes de
microfibra (negro)

Características de los productos	Reises	Kit de piezas para el Rod	Pieza extra grande Rod	Reises - Guantes de microfibra (negro)
Comentarios de los clientes	No aplica	No aplica	No aplica	No aplica
Comentarios de los clientes	Exquisito material con calidad Reises para el cuidado de tu vehículo.	Completos para el cuidado de tu vehículo.	Material de limpieza de microfibra premium de Reises.	Material de limpieza de microfibra premium de Reises.
Material	PVC y cables de alta calidad	Chapa de aluminio anodizado negro	Alta de calidad	Microfibra de calidad
Tamaño	7 x 4 pulgadas	28 x 10 pulgadas, 10 pulgadas	10 x 10 pulgadas	11 x 5 x 1.5 pulgadas
Color	34 ES	34 ES	34 ES	34 ES

STANLEY SHOP OUR BRAND STORE



Más información del producto

QUENCHER
H2.O FLOWSTATE™ TUMBLER

Your trusted companion whether you're hitting the road or your morning spin class. This tumbler is just what you need for all-day hydration. Take it with you for a high-intensity workout or an extra-long commute to keep your drink cold for hours. The lid features a rotating cover with three positions: a straw opening, a wide mouth for drinking, and a full cover to prevent spills. The larger size even fits comfortably in your vehicle's cup holder and comes with a rugged handle for carrying.




- FLOWSTATE™ STRAW ON 3-POSITION LID
- RECYCLED 18/8 STAINLESS STEEL
- BPA FREE
- DOUBLE WALL VACUUM INSULATION
- CAR CUP HOLDER COMPATIBLE
- COMFORT GRIP HANDLE



64 OZ 40 OZ 30 OZ 20 OZ 14 OZ



SUSTAINABILITY AT STANLEY



Enhanced brand content, now called A+ Content, has been proven to catch the attention of potential customers and increase conversion rates.

With professionally designed content, you can give your listings a boost.

Your traffic will also increase when you adding A+ content, thanks to keywords in the text and behind each photo's alt text.



➤ SOCIAL MEDIA CONTENT AND SEO OPTIMIZATION

To seek attention from your customers it's almost mandatory to create the best content for your products and storytelling. Video, photography creation.

We offer Facebook and Instagram advertising as an add-on dedicated service.

You can push Facebook and Instagram ads to both your website and/or Amazon. Facebook can help you reach new customers who wouldn't normally find you on Amazon.



Choosing the social network that best suits your client



Selecting appropriate campaign objectives



Segmenting the most profitable audiences



Generate attractive creative actions



Creating the right advertising message for your audience



Accompany the customer with product photographs and moderation



Continuously monitor and refine campaigns



Generate results reports that facilitate decision making

SEO is all about communicating clearly, so forget about complex algorithms. Strong HTML titles and engrossing meta descriptions can help with that. These serve as the storefront window for your website on search engine results pages, luring them to click and explore your incredible offerings. But creating these components can be challenging.

Esta es la razón por la cual:

- **Although keywords are important, overusing them makes them sound artificial and turns off customers.**
- **Character restrictions create a squeeze; it can be difficult to fit everything in while still maintaining interest.**

➤ IMPROVED SEARCHABILITY AND SALES

- **FBA Inventory Analysis**
- **First Shipment Creation**
- **Troubleshooting of unexpected issues related to the Phases is included with the service**
- **Offload your Amazon backend operations to our team of experts**



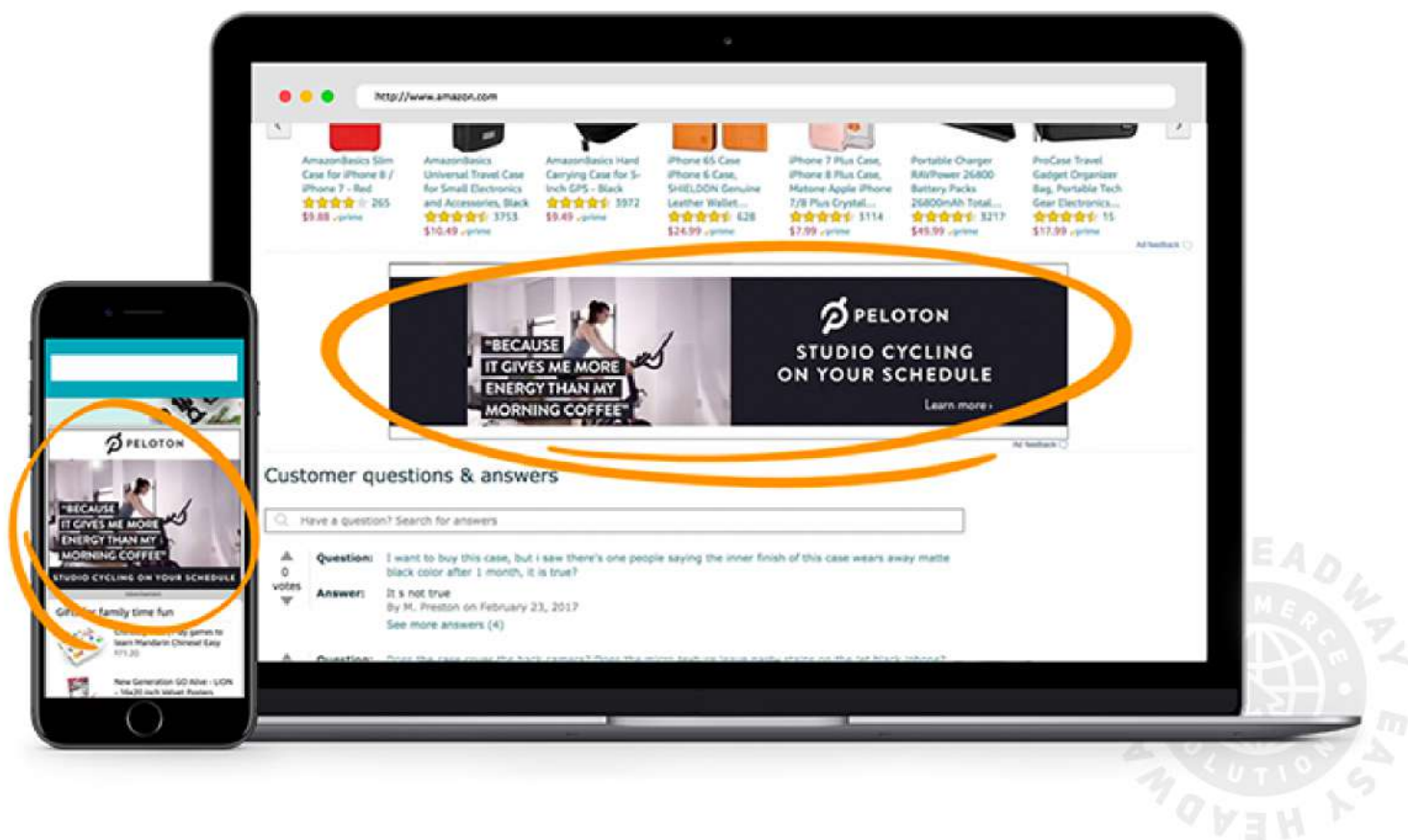
➤ ON AMAZON MARKETING

Amazon PPC is critical to your success in driving traffic to your listings. **We set up segmented advertising campaigns on Amazon that cover all potential customers.**

- **We find the most optimal keywords for your products.**
- **We scope out the competition and use their keywords to optimise your listings.**

Our Ad Setup Service:

- **Keyword Research**
- **Amazon PPC Optimization**
(Paid Advertising Within Amazon)
- **Reduce ACOS**
- **Increase Sales**
- **Weekly Reports**



Types of advertising campaigns we work with within Amazon:

- **Auto Campaign**
- **Brand Campaign**
- **Competitor Brand Campaign**
- **Competitor ASIN Campaign**
- **Manual Campaign**
- **Defence ASIN Targeting Campaign**
- **Sponsored Display**
- **Video Ads**



We add the keywords in the following three formats below, essentially A/B/C testing the keywords for strength. A keyword could perform better in any one of the below formats, and we adjust bids ongoing accordingly.

1

Broad match

Genetically targets the keywords, can have other words in search results mixed in. Generates the most impressions

2

Phrase match

Must contain the phrase, can have other words in search result

3

Exact Match

El's exact match, and only targets when precise letter for letter keyword is used. Least amount of impressions, but most controlled and targeted format

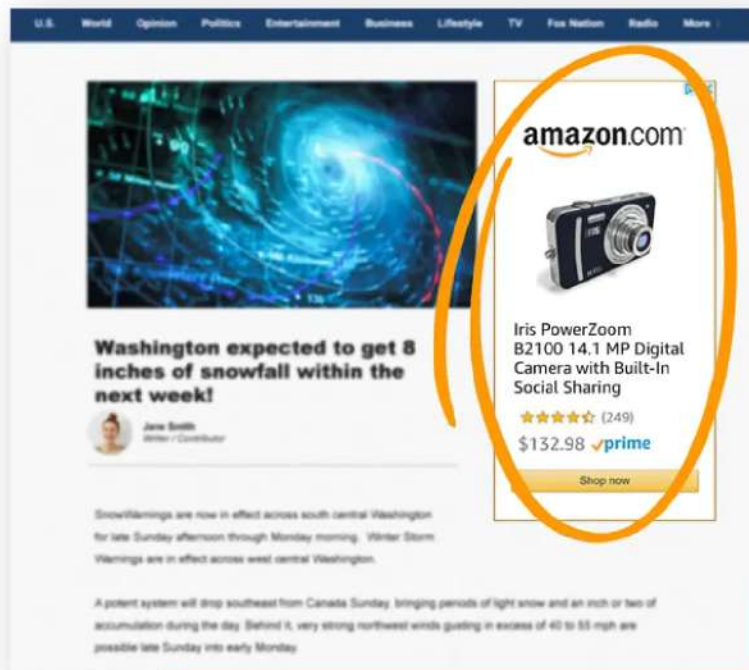
Once we have the entire strategy, we take care of optimising the campaigns and developing a comprehensive plan which will show a road map which will go according to the objectives that are had as a company to be able to achieve them.

Perhaps this point is one of the most important to be able to scale the business so we take every detail that may be and prepare a founded budget to achieve short and long-term goals.



➤ OFF AMAZON MARKETING

Using Amazon Attribution and marketing through other social media platforms like :



- Google ads
- Tiktok ads
- Instagram ads
- Facebook ads
- Influencer marketing

Already working at Amazon?

The launching & ranking strategies depends on the strategy you already have, the amount of marketing budget and product nature so we can optimise and strategically rank among the other.

✉ contact@easyheadway.com

☎ +591 75855981

☎ +1 315-505-4652

📍 7901 4th St N STE 300 St. Petersburg, FL 33702



Let's work together

Contact Us