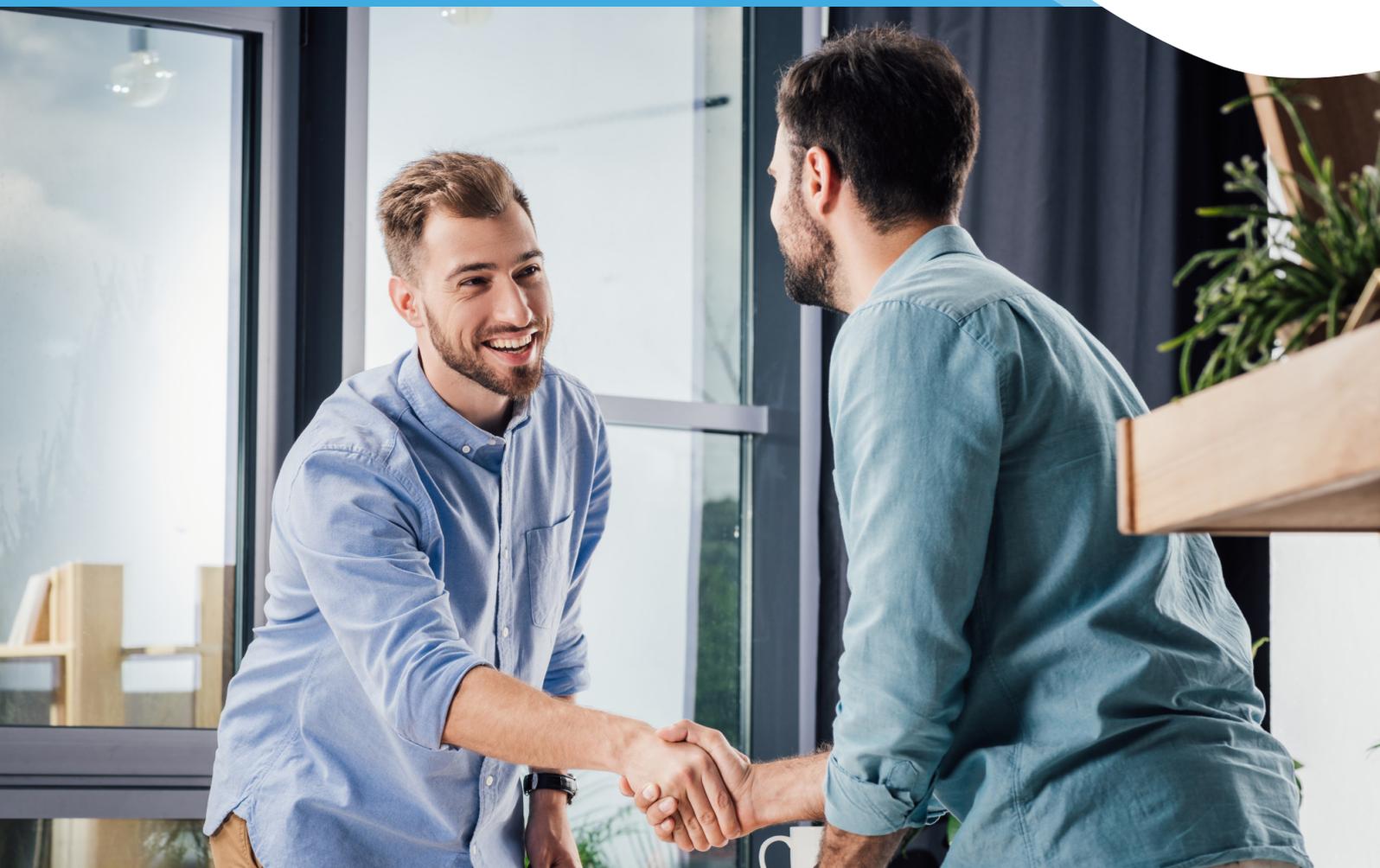
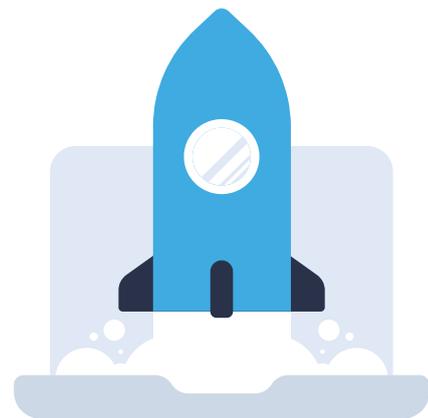


# amazon

## FULL CHANNEL MANAGEMENT

Skyrocket Amazon Sales



**bobsled**  
MARKETING

# About The Service

Our recipe for success is targeting the 4 essential components of your Amazon presence to achieve your profitability, brand integrity, product visibility and customer acquisition goals.



## OPERATIONS

Amazon boasts 100,000,000+ Prime members worldwide. Brands can tap into this network to both acquire new customers, and increase the loyalty of existing shoppers.

Bobsled can simplify Amazon operational management, improving channel **PROFITABILITY** through:

- Daily performance reviews
- Inventory Management
- Dispute Resolution
- Fee Analysis
- Shipment Reconciliations

## BRAND PROTECTION

If you don't make Amazon a priority, you are letting other parties determine how your brand is being represented on the platform. This oversight can result in customer disappointment and untold damage to the integrity of your brand.

Bobsled can defend your Amazon presence, helping you achieve **BRAND INTEGRITY** by:

- Buy Box monitoring
- Customer Service
- Review Management
- Counterfeit Product Monitoring & Escalations

## ORGANIC MARKETING

There are 600+ million products on the Amazon.com marketplace alone. This means Amazon shoppers can afford to be picky.

If your products aren't ranking and converting effectively, generating traction is going to be an uphill battle.

Bobsled can improve **PRODUCT VISIBILITY** and grow your market share on Amazon through:

- SEO Optimization
- Product Display Page Optimization
- A+ Content Development
- Brand Storefront Development
- Strategic Product Promotion Planning

## PAID ADVERTISING

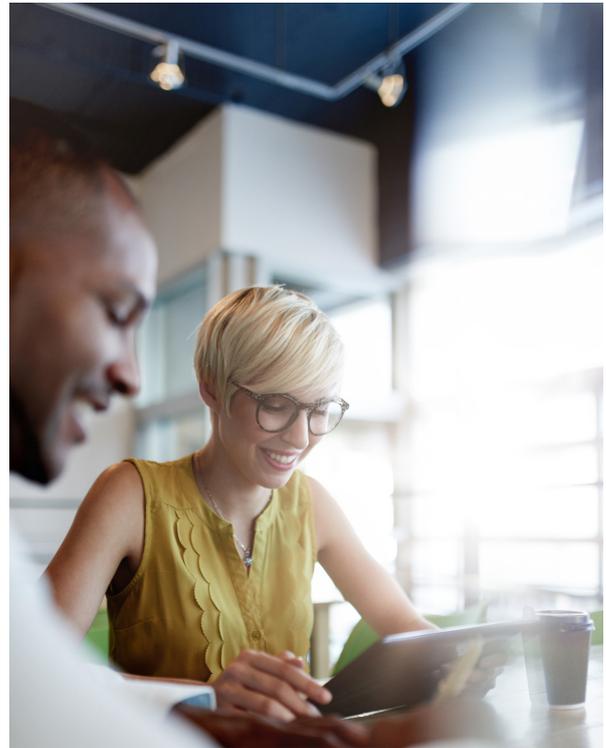
Due to the crowded nature of the marketplace, you need to use every tool at your disposal to win big.

Amazon offers multiple paid advertising tools designed to help brands gain more exposure.

The difficulty is ensuring your paid strategy makes sense for your specific goals, and that the advertising ROI is sustainable.

Bobsled support your **CUSTOMER ACQUISITION** goals by:

- Auditing your PPC campaigns
- Optimizing PPC campaigns
- Expanding your reach with sponsored brands advertising and/or DSP



## Key Benefits

- ✓ Hassle-free, done-for-you Amazon account management
- ✓ Profitable revenue growth
- ✓ High-level insight & reporting
- ✓ Efficient time & resource management

## How it Works

1. Book a FREE Call
2. Establish Your Goals
3. Skyrocket Amazon Sales

Do you think this service might be useful to your company?  
[Contact us](#) and let's talk through it.