



now on
amazon




Plan of Action



1. Registration on Amazon

Registration Process

Method 1

You share the required documents with us, and we do the registration process for you.

Method 2

We will share a guided SOP with you, and our person with guide you on call every step of the way.

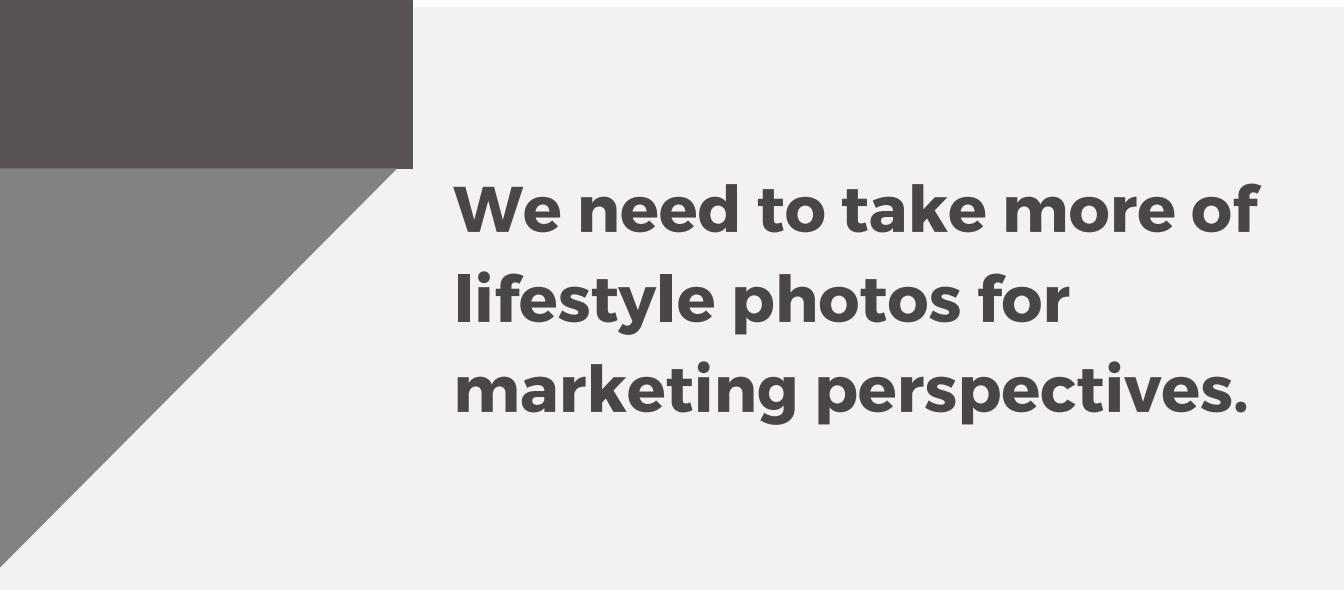
2. Asset Review and Handover of Assets



Content building is crucial to set the right mood for the brand.



Current photos are in a white background, they can be used as it is



We need to take more of lifestyle photos for marketing perspectives.

Here is a comparison- Looking at some of the pictures from the competitors, a lifestyle shoot is needed..

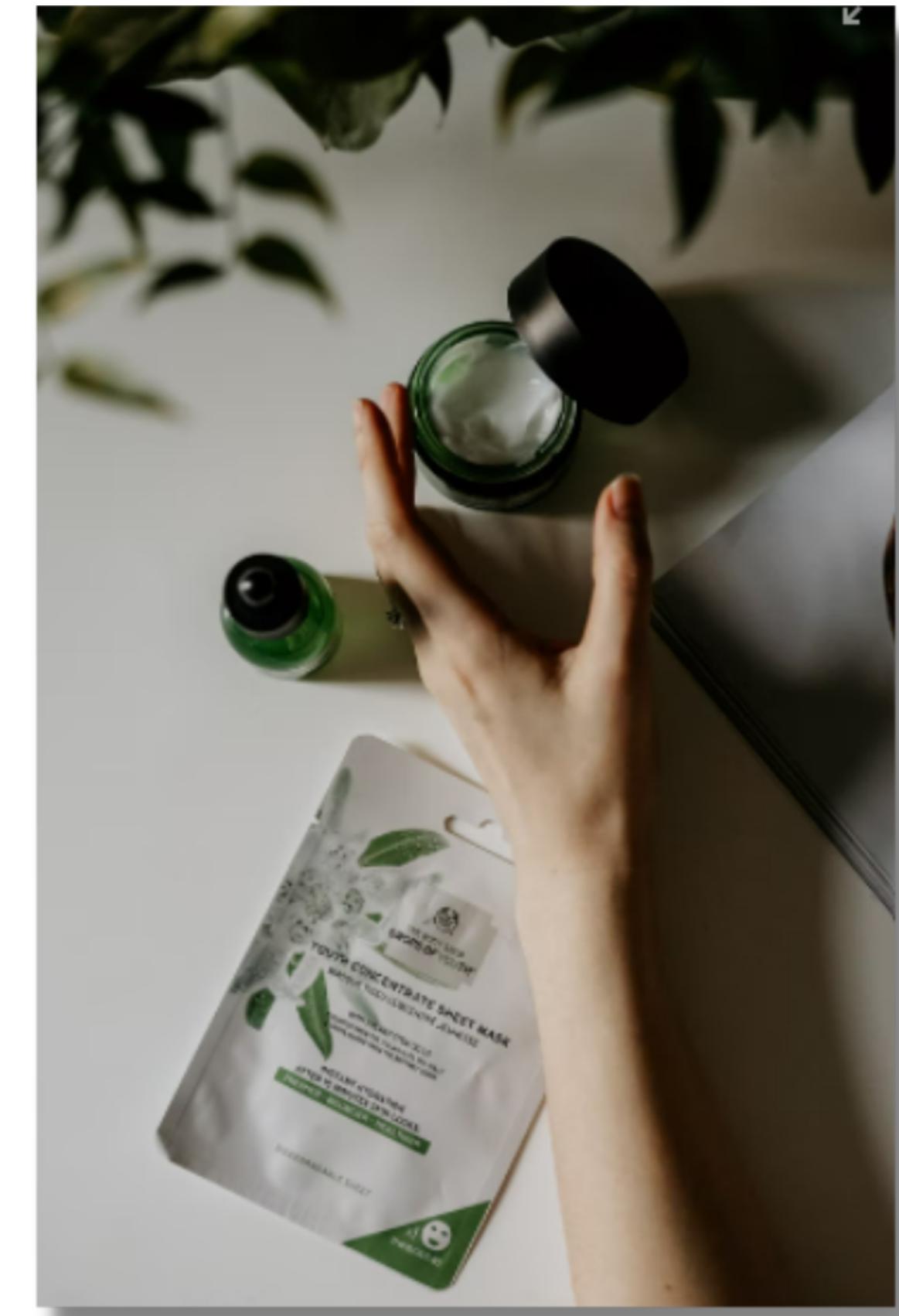
Peptid+ Product Shoot



Sample Moodboard for new Product Photography



Sample Moodboard for new Product Photography



Sample Moodboard for new Product Photography



4. Listing & A+ Content Creation

- While selling on Amazon, every keyword and photo acts like a salesperson.
- For any listing to rank high on Amazon and to convert, it needs to be rich in keywords and appealing to the audience.
- We strive to create A+ Content for all the listings, which have the relevant keywords for your product, and with visuals that are attractive enough to make the customer pause and look.
- The A+ content educates customers about the product in detail, thereby increasing the chances of conversion.



Sample A+ Content



DETOXIFY & RESTORE
for ageless skin[®]

PLUMPS • FIRMS • CORRECTS

TM/© Unilever 2014

Detoxifying Pore Scrub Cleanser



**NOW WITH
DEEPER
CLEANING
FORMULA**

Immediately
BRIGHTENS
DULL SKIN

1. CLEANSE

2. PREPARE

3. TREAT

4. MOISTURIZE



How it works: Clay Regenerist Detoxifying Pore Scrub Cleanser, deeply cleanses and detoxifies to reveal bright, smooth skin. It's developed with a buffering gel formula with gentle exfoliants that polish away dull skin to purify and regenerate skin's surface.

Ingredients: Its special formula, with amino peptidase and exfoliants, increases surface cell turnover to reveal smoother skin and reduces the appearance of pores.

Results: Feel smoother skin and instantly see a brighter complexion! It's primed for your anti-aging regimen. Over time, your skin's texture improves.

Micro-Sculpting Cream Moisturizer



**ADVANCED ANTI-AGING
CREAM MOISTURIZER**

93%
of women
FELT FIRMER SKIN
after 2 weeks

1. CLEANSE

2. PREPARE

3. TREAT

4. MOISTURIZE



How it works: Clay Regenerist Micro-Sculpting Cream hydrates to improve plumping and firm skin for all aged levels. Supercharged with skin-plumping Amino Peptide Complex B, this serum minimizes wrinkles and reduces the look of fine lines and wrinkles. After just 4 weeks, it reduces the look of up to 10 years of wrinkles.

Ingredients: It's engineered with Amino Peptide Complex B and reinforced with key anti-aging ingredients like squalane extract. Micro-Sculpting Cream helps reverse the look of aging skin and adds surface-cell regeneration.

Results: 93% of women agreed Micro-Sculpting Cream makes skin softer after 2 weeks. You'll even notice visible results day 1. The anti-aging formula is designed to deliver moisturizing ingredients 10 layers deep into the skin's surface to visibly reduce wrinkles.

The Science Of Olay Skincare

Olay analyzed over 70,000 genomic samples for over 17 years and discovered that about 10% of women naturally look years younger. Inspired by this discovery, Olay re-engineered its products to help take years off your visual skin age, delivering visible, transformative results, so every woman can be ageless.



OLAY
REGENERIST

Regenerist is Olay's Advanced Anti-Aging Collection. The supercharged Regenerist formula, with key anti-aging ingredients like amino peptides, are engineered to regenerate surface skin cells, and deliver visible, transformative results for younger-looking skin.

IDEAL GYM FOR YOUR HOME WORKOUTS

Prime Fitness PR 601 is the best Home Gym for your all exercise needs.

Made of Sturdy heavy gauge welded steel this Gym ensures your workouts are proper.

It has a double layer electro statically powder coated paint finish to ensure maximum rust prevention.

THE 100 LBS WEIGHT STACK

The PR 601 Home Gym comes with a heavy 100 lbs weight stack made of fiber to ensure that while working out no extra sound disturbs the user.

User has a choice to use between 10 lbs to 100 lbs depending on the type of workout.



FRAME BUILD QUALITY

The PR 601 Frame is built of heavy gauge welded steel to ensure maximum corrosion resistance. It has two layer powder coated paint finish.

Top grade upholstery ensures comfortable seat for workouts.

The Dimensions are also apt to keep in any corner of the room.

The Workouts on PR 601 Gym

Some of the workouts that can be performed are

1. Chest Press
2. Shoulder Press
3. Front Lat Pull down
4. Back Lat Pull down
5. Butterfly
6. Leg Extension
7. Standing Leg curl
8. Seated Rowing and many more

5. Amazon Store Page creation

A **store page** presence on Amazon builds brand trust, and helps the customer search for all your products in one place. It's like creating a **mini website on amazon**.



Sample Amazon Store Page

amazon.in Hello Select your address All

All Best Sellers Mobiles Customer Service Today's Deals Clearance store Electronics Fashion Prime New Releases Books Home & Kitchen Amazon Pay Computers Coupons Toys & Games Sell

Join Prime starting ₹179
*Redirects to PrimeVideo.com

A row of six jars from The Nut Company, each containing a different type of nut or seed. From left to right: Premium Cashews (dark blue label), Premium Pistachios (green label), Premium Raisins (purple label), Premium Walnuts (brown label), and Premium Almonds (red label). The jars are set against a background of various nuts and seeds floating in the air.

The Nut Company

[HOME](#) [COMBOS](#) [TRAIL MIXES](#) [GIFTING](#) [CASHEWS](#) [ALMONDS](#) [PISTACHIOS](#) [WALNUTS](#) [RAISINS](#) [EDIBLE SEEDS](#)

 THE NUT™ COMPANY

"We are a healthy snacking brand on a mission to help people snack smarter, live healthier. Our products are the best-in-class, maintaining high quality and hygiene standards across the entire supply chain. We believe that healthy snacks will stimulate you to be happy, successful and up-beat. Join our community of smart snackers and start making the most of your life."

A collection of various nuts and dried fruits arranged in small wooden bowls. The bowls contain walnuts, almonds, cashews, raisins, and pistachios.



Sugar Free



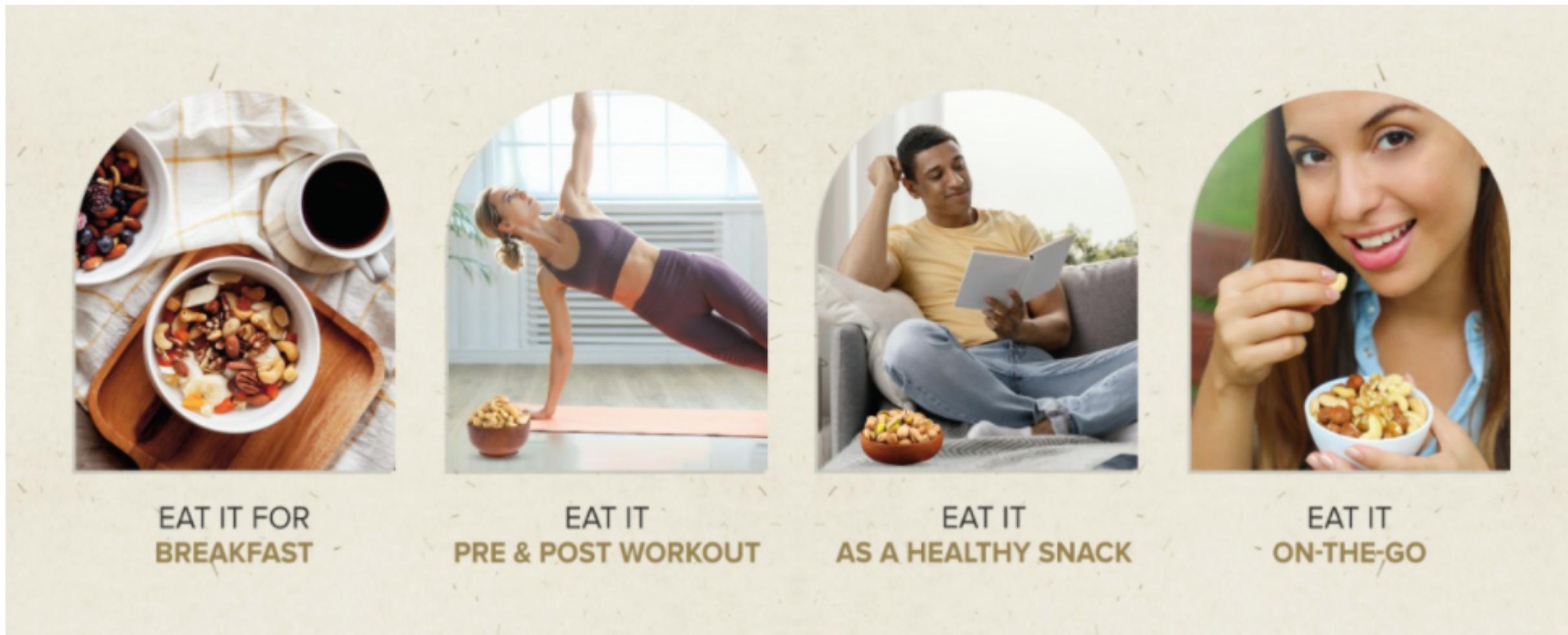
Vegan



No Additives



Gluten-Free



The image consists of four circular photographs arranged horizontally, each showing a different scenario for nut consumption:

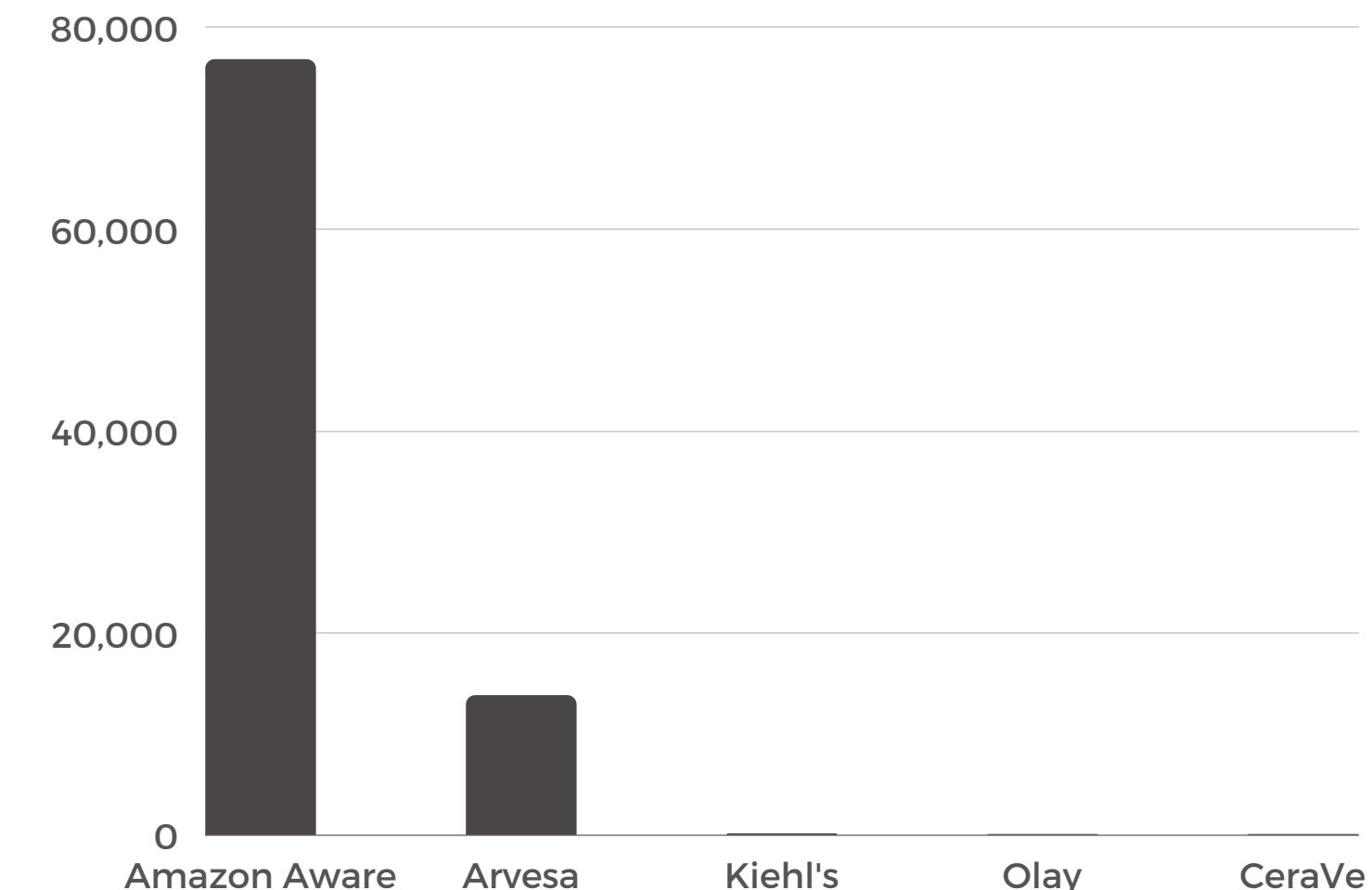
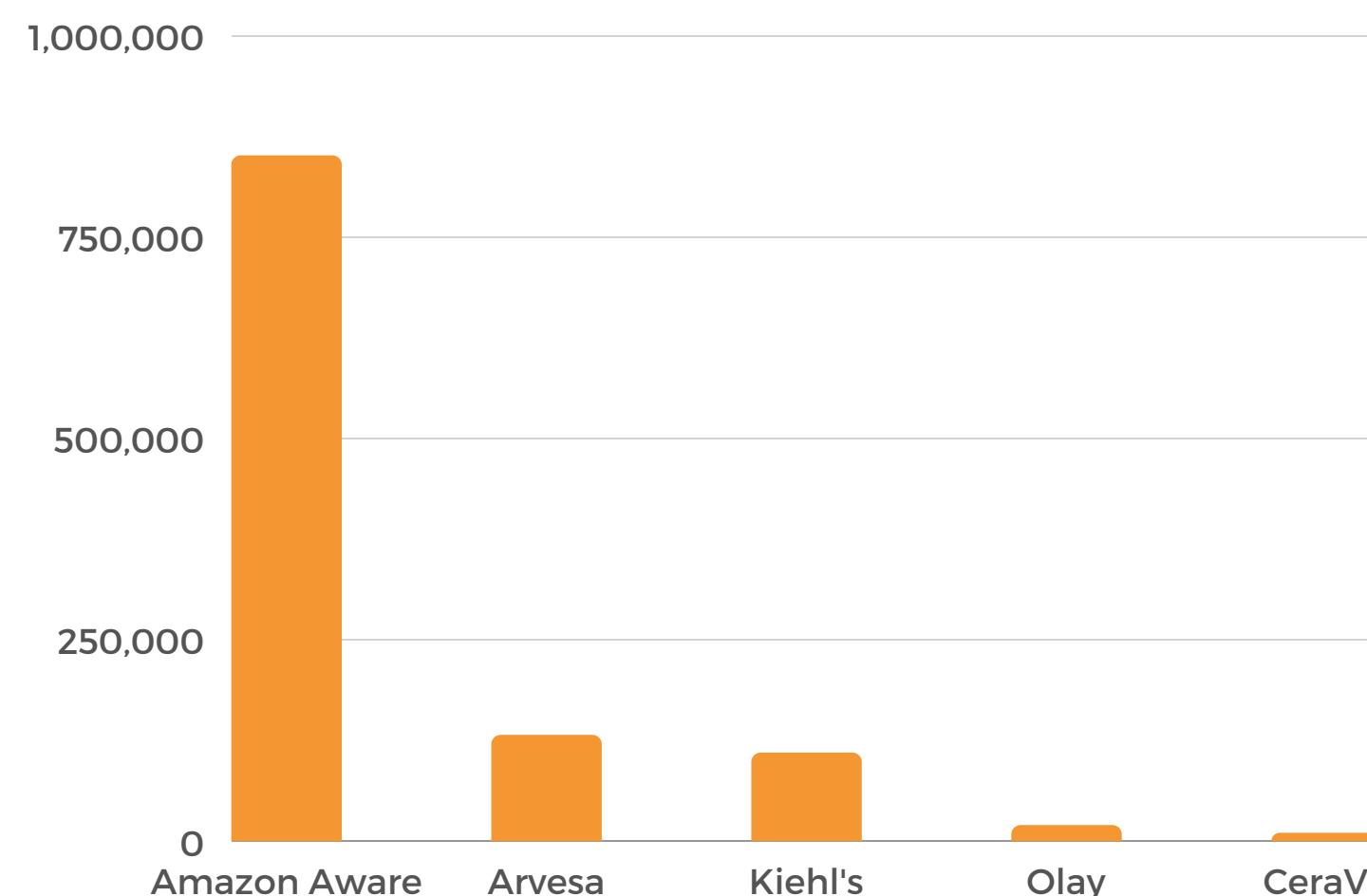
- EAT IT FOR BREAKFAST:** Shows a breakfast spread on a tray, including a bowl of cereal with nuts, a bowl of fruit, and a cup of coffee.
- EAT IT PRE & POST WORKOUT:** Shows a woman performing a side plank exercise on a mat, with a small bowl of nuts placed nearby.
- EAT IT AS A HEALTHY SNACK:** Shows a man sitting on a couch, reading a book while holding a bowl of nuts.
- EAT IT ON-THE-GO:** Shows a woman smiling and eating a handful of nuts from a small bowl.



6. Reviews

Data has shown that products with **higher reviews** get **more traffic** and **sales** on Amazon.

Vine is a customer review program that enables Amazon selling partners to put their products in the hands of Amazon reviewers that Amazon invited to participate in Vine. These reviewers, also known as Vine Voices, were selected for their ability to post insightful reviews on their Amazon purchases.

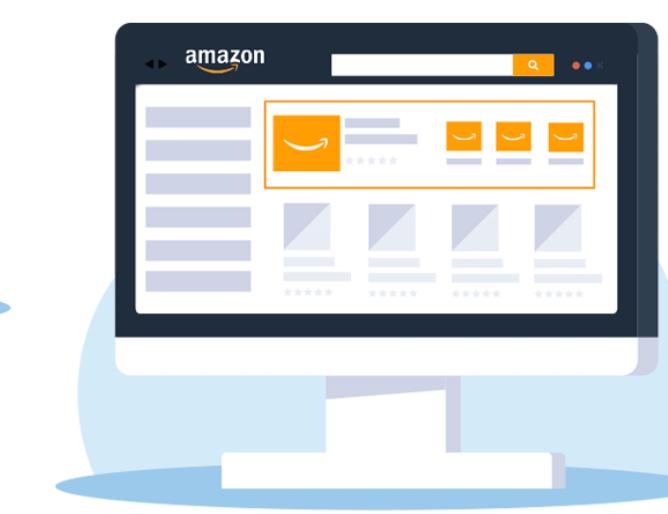


7. Pay-Per-Click Ads

Amazon PPC, or pay-per-click, is an auction-style system where advertisers bid on keywords. When an Amazon customer performs a search for a product, the sellers with the highest bids on relevant keywords win the auction, and their product ads get listed in their chosen placement. Advertisers only pay the bid price if their Amazon ad gets clicked- hence, “pay-per-click.” Running PPC Campaigns plays a significant role in boosting sales.



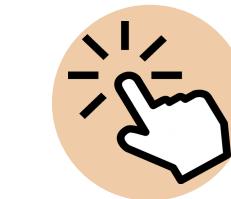
Sponsored Product



Sponsored Brands



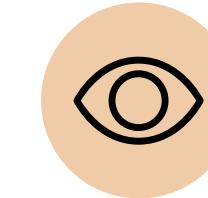
Product Display



Control Cost
with PPC ads



Measure Advertising
Success

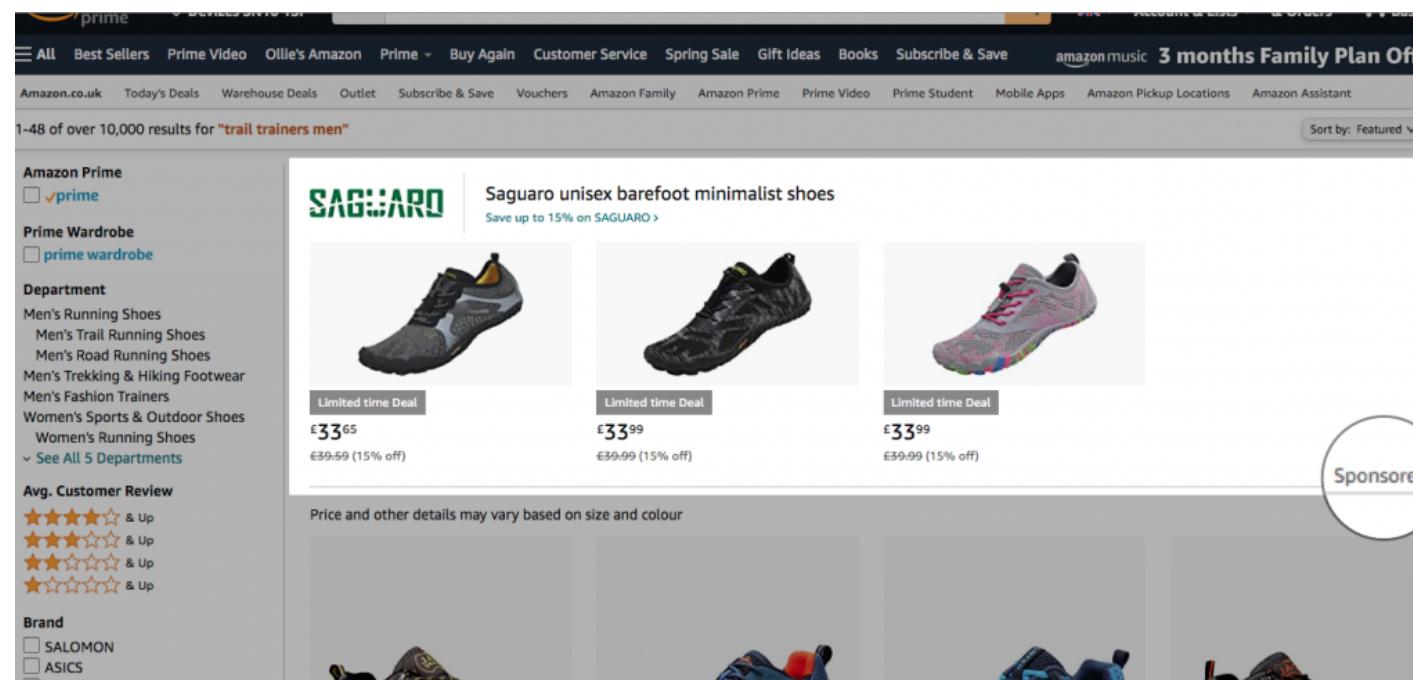


Gain Visibility



Increase Sales
with relevant ads

Types of PPC ads



prime devices > 1-48 of over 10,000 results for "trail trainers men"

Sponsored

SAGUARO Saguro unisex barefoot minimalist shoes
Save up to 15% on SAGUARO >

Limited time Deal £33.65 £39.99 (15% off)

Limited time Deal £33.99 £39.99 (15% off)

Limited time Deal £33.99 £39.99 (15% off)

Price and other details may vary based on size and colour

Amazon Prime
 prime

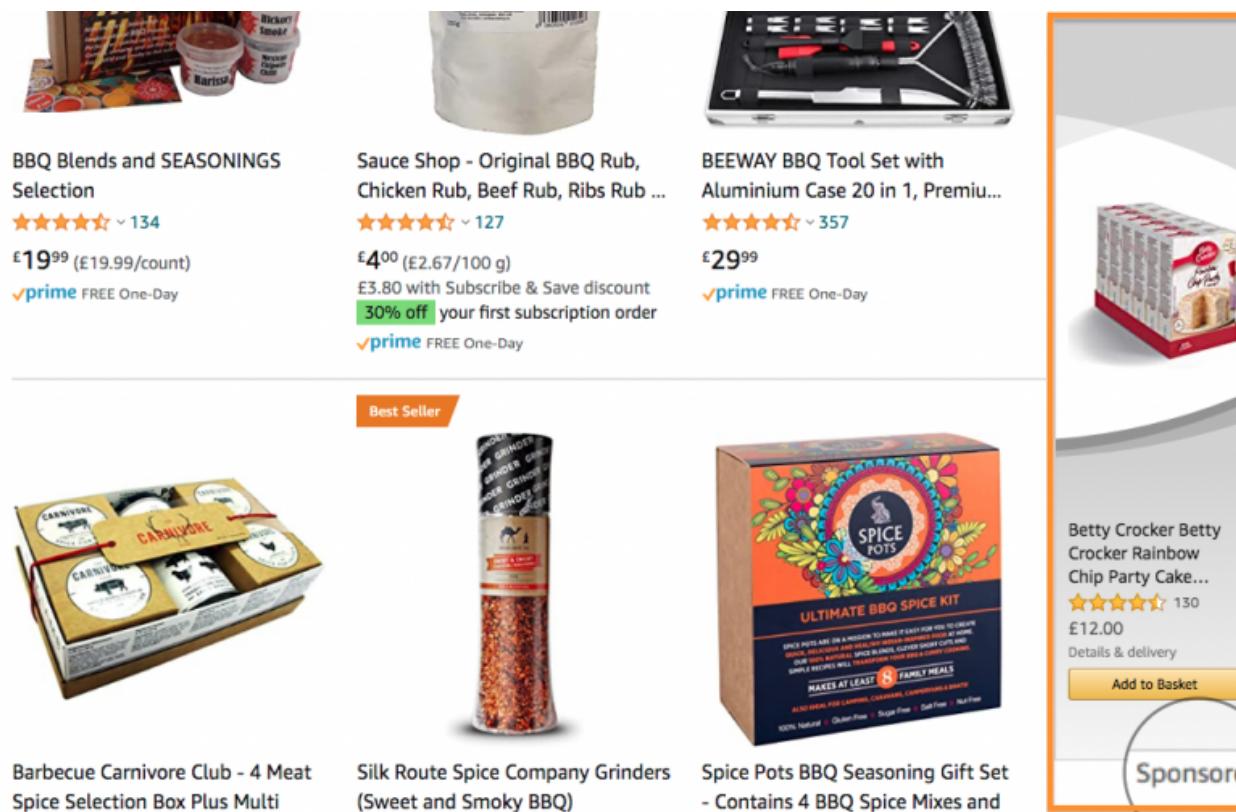
Prime Wardrobe
 prime wardrobe

Department
Men's Running Shoes
Men's Trail Running Shoes
Men's Road Running Shoes
Men's Trekking & Hiking Footwear
Men's Fashion Trainers
Women's Sports & Outdoor Shoes
Women's Running Shoes
See All 5 Departments

Avg. Customer Review
 ★★★★☆ & Up
 ★★★★★ & Up
 ★★★☆☆ & Up
 ★★★☆☆ & Up

Brand
 SALOMON
 ASICS

Sponsored Brand



BBQ Blends and SEASONINGS Selection
 ★★★★☆ ~ 134
£19.99 (£19.99/count)
 prime FREE One-Day

Sauce Shop - Original BBQ Rub, Chicken Rub, Beef Rub, Ribs Rub ...
 ★★★★☆ ~ 127
£4.00 (£2.67/100 g)
£3.80 with Subscribe & Save discount
30% off your first subscription order
 prime FREE One-Day

BEEWAY BBQ Tool Set with Aluminium Case 20 in 1, Premium...
 ★★★★☆ ~ 357
£29.99
 prime FREE One-Day

Barbecue Carnivore Club - 4 Meat Spice Selection Box Plus Multi

Silk Route Spice Company Grinders (Sweet and Smoky BBQ)

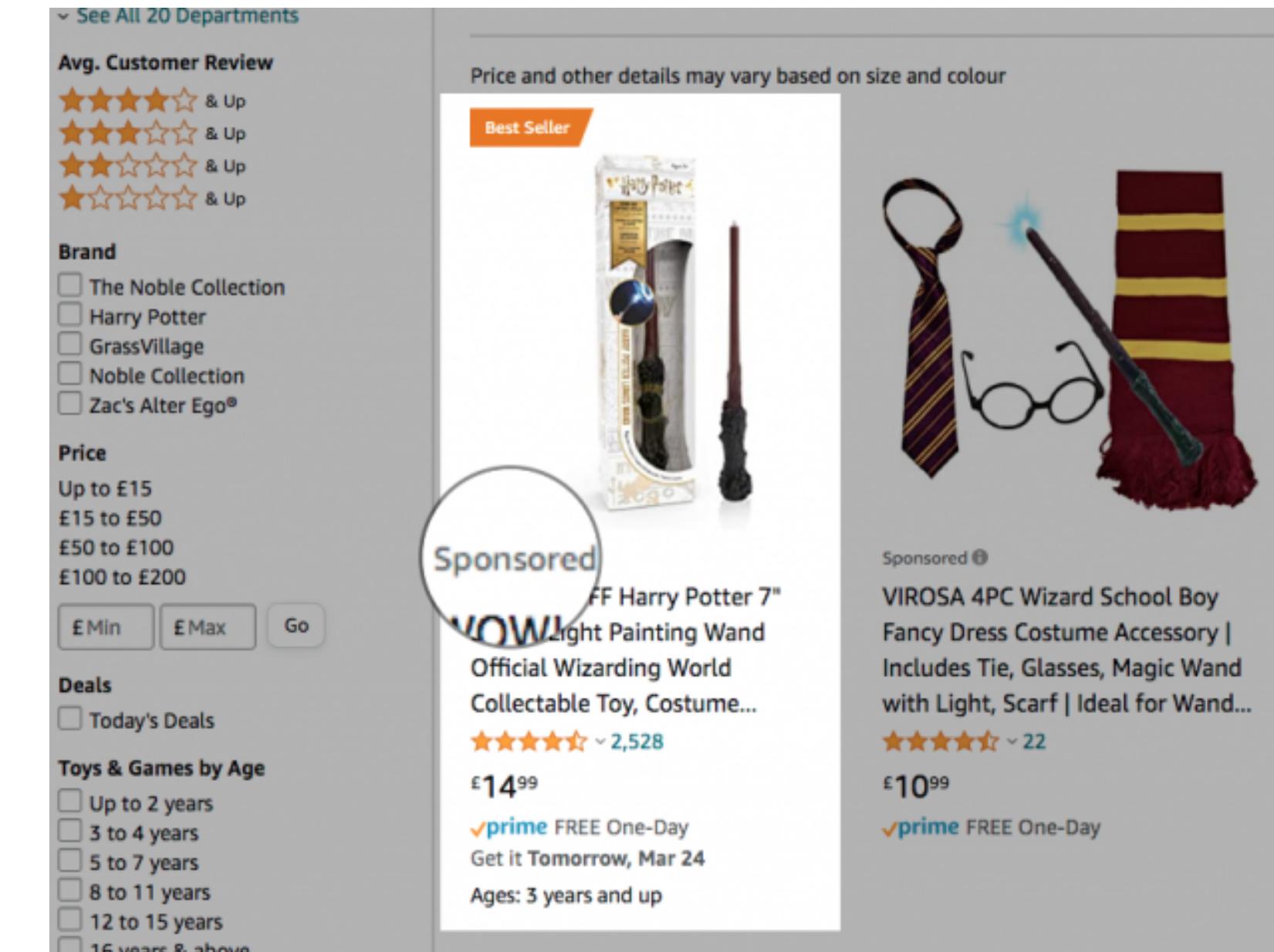
Spice Pots BBQ Seasoning Gift Set - Contains 4 BBQ Spice Mixes and

Best Seller

Betty Crocker Betty Crocker Rainbow Chip Party Cake...
 ★★★★☆ ~ 130
£12.00
 prime FREE One-Day
Add to Basket

Sponsored

Product Display



See All 20 Departments

Avg. Customer Review
 ★★★★★ & Up
 ★★★★☆ & Up
 ★★★☆☆ & Up
 ★★★☆☆ & Up

Brand
 The Noble Collection
 Harry Potter
 GrassVillage
 Noble Collection
 Zac's Alter Ego®

Price
Up to £15
£15 to £50
£50 to £100
£100 to £200
 £ Min £ Max Go

Deals
 Today's Deals

Toys & Games by Age
 Up to 2 years
 3 to 4 years
 5 to 7 years
 8 to 11 years
 12 to 15 years
 16 years & above

Best Seller

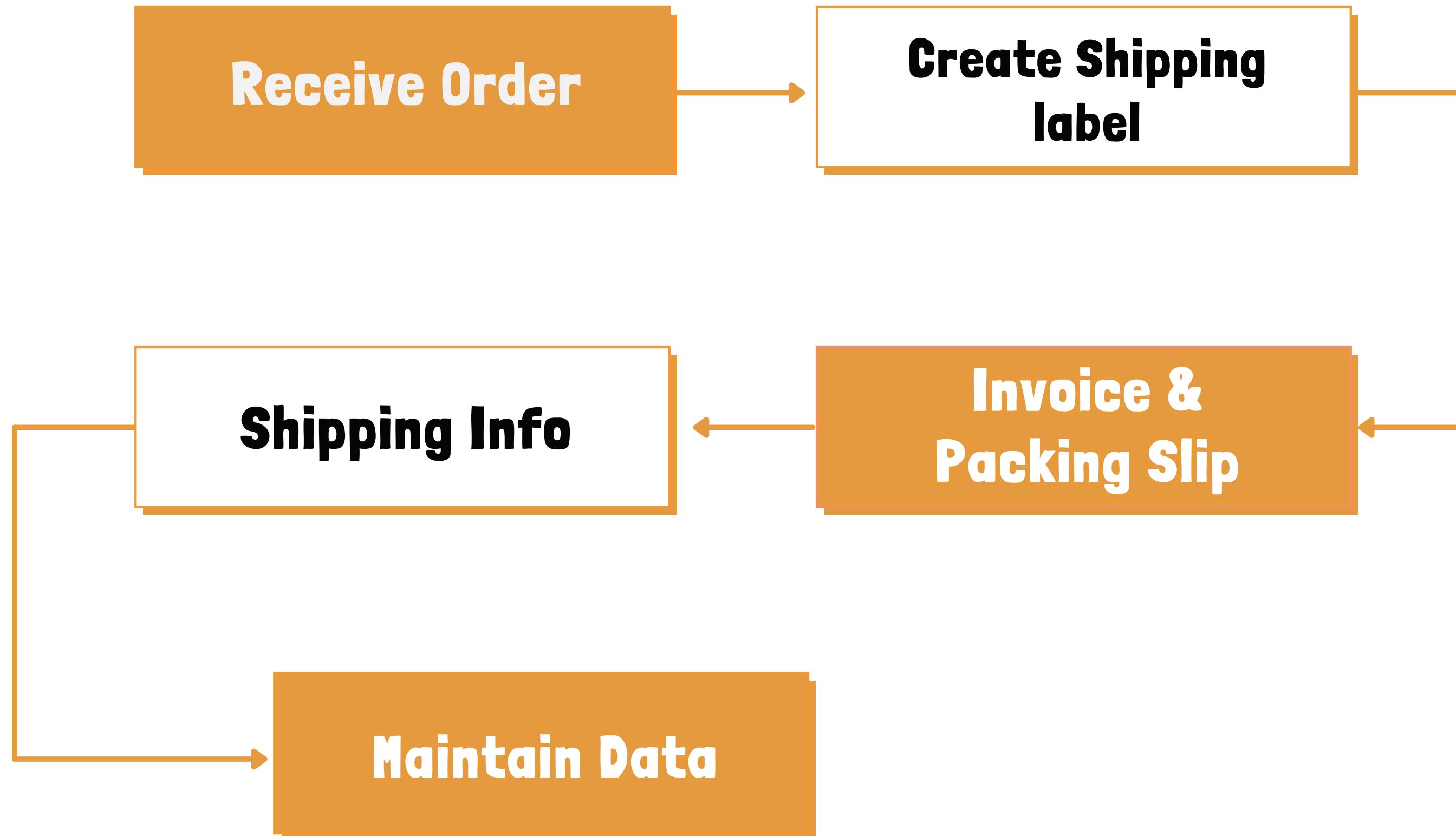
FF Harry Potter 7" Light Painting Wand Official Wizarding World Collectable Toy, Costume...
 ★★★★★ ~ 2,528
£14.99
 prime FREE One-Day
Get it Tomorrow, Mar 24
Ages: 3 years and up

Sponsored

VIROSA 4PC Wizard School Boy Fancy Dress Costume Accessory | Includes Tie, Glasses, Magic Wand with Light, Scarf | Ideal for Wand...
 ★★★★★ ~ 22
£10.99
 prime FREE One-Day

Sponsored Product

8. Order Processing



8. Account Maintenance



Search Engine Optimization (SEO)

Boosting your organic rankings will never be a problem when you count on our expertise. We know how important keywords are to improving your brand's visibility on Amazon. That's why we make it a point to use only the most profitable ones for your product, including long-tail, high-volume keywords unknown to your competitors.



Product Launch

Launch your private label the right way by taking advantage of our product launch services. With us at the helm, you can look forward to a strategically planned and executed launch that elicits favorable customer feedback. We use effective marketing techniques and combine these with adequate brand-protective measures that keep your content safe from hijackers and counterfeiters in the Amazon Marketplace.



Product Listing Management

We handle all processes involving your product listings, from placing them in their specific category down to adding specific details like SKU, content, search terms, attributes, and more. Additionally, we also take charge of doing bulk and parent-child listings for your products on Amazon and other details that contribute towards winning the buy box through Seller Central.



Listing Optimization

In optimizing your product pages, we maximize keyword rankings. Our SEO proficiency allows us to efficiently utilize them for increasing and maintaining your pages' conversion rates.

Thank You.