

Below is an English-language rendering of every passage contained in *Suggestion.docx*, preserving the same ordering, section titles and tone (bold, confident, slightly “bold-farm”) as in the Ukrainian original.

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## HOME / LANDING

### Second Screen – “Who we are”

#### **BFarm: Built for Bold Brands.**

Selling on Amazon felt like a jungle? We’ve already cut the trail—from your first shipment all the way to seven-figure revenue. Since 2015 we’ve been turning ambitious Amazon-marketplace brands into category leaders, powered by data, creativity and rock-solid processes.

### Third Screen – “Services teaser” (short paragraph above the buttons)

We’re a **one-stop shop**: strategy, creative, advertising, consulting and flawless account management—all under one roof. Pick the service you need and go break some records.

### Fourth Screen – “Why BFarm?” (short paragraph under the headline)

Choose BFarm and you’re not hiring a vendor—you’re gaining **co-founders of your growth**. 98 % of clients stay with us longer than 18 months because we speak the language of profit and open dashboards, not pretty promises.

### Fourth Screen – Maksym’s speech

“I once realized: Amazon rewards those who play by its rules—then add their own creativity. That’s exactly how BFarm helps brands worldwide: we mixed the platform’s cold data with human creativity and got an explosive growth cocktail. Join us and see how 1 + 1 can equal 11.”

**MAKSYM LAZUTO, Founder & CEO**

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## GLOBAL “SERVICES” PAGE

### Welcome block

## Full-spectrum services for Amazon brands

We handle everything—strategy, listings, ads and scaling beyond Amazon. Choose an all-inclusive package or refuel exactly where your business needs it.

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### 1. Full Account Management – “More text here”

- 360° care: purchasing & FBA logistics, KPI-driven stock management, Seller Central / Brand Registry admin.
- Automated SOPs → zero errors and full transparency in Slack + Looker Studio.
- Average client net-profit uplift after 6 months: **+42 %**.

### 2. Amazon Advertising Management – “More text here”

- All formats covered: Sponsored Products, Brands, Display, DSP.
- In-house bid-management scripts cut CPC by up to **–25 % without losing traffic**.
- DSP retargeting wins back up to **14 %** of “lost” visitors.

### 3. Product Page Optimization – “More text here”

- **Data-Driven SEO**: Brand Analytics + Helium 10 → 100 / 100 relevance.
- Copy that sells: **Hook—Problem—Solution—Proof** formula.
- Open A/B panel shows you which tweaks deliver **+15-30 % CVR**.

### 4. Launching on Amazon – “More text here”

- Niche analysis & white-space strategy → we dodge the “red ocean.”
- Step-by-step 0-90 day plan: from listings to first review.
- **Amazon’s Choice guaranteed** or the service fee is refunded.

## 5. DESIGN Suite

Sub-service	Ready-to-use copy
<b>Listing Images</b>	Cinematic renders + lifestyle shoots. Result: average CTR up ×1.8.
<b>Main Image CTR-Boost</b>	AI brief + 5 split-test iterations—find the “perfect” angle in under 10 days.
<b>EBC / Premium A+</b>	Storytelling that turns visitors into brand advocates; lifts CVR up to +25 %.
<b>Brand Story</b>	Native narrative + values → higher LTV and more brand follows.
<b>Brand Storefront</b>	Multi-category storefronts with UX analytics; average UPT (Units Per Transaction) +19 %.
<b>Posts</b>	Content calendar + creative → free traffic in Amazon feeds.
<b>Videos</b>	Script, production, motion GFX; holds attention to the 95-second mark.
<b>Brand Guidelines</b>	A compact brand book: palette, typography, tone of voice—everything for lasting recognition.

## 6. Consulting – “More text here”

- **Premium brainstorm** format: 90-min session + action-map report.
- Any level of question: from taxes to Scout product analysis.

- **ROI guarantee:** no clear next steps → the next session is free.

## 7. Cataloging – “More text here”

We build architecture loved by algorithms **and** humans: correct parent-childs, variations, flat files, GS1 barcodes, IP-conflict resolution. Result—maximum visibility with no keyword cannibalization.

## 8. Training – “More text here”

Formats: live workshop, recorded course, shadowing right inside Seller Central. 80 % practice, graded homework, **BFarm Certified AM** certificate.

## 9. Scaling Off Amazon (inactive) – *text not needed now.*

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# SERVICE CARD: Amazon Account Management

### Intro

We remove the grunt work, giving you back time for R&D and brand building.

**Our Track Record** (example numbers for graphics)

KPI	Before BFarm	After 6 mo.	Δ
Revenue	\$120 K/mo	\$170 K/mo	<b>+42 %</b>
Sessions	58 K	78 K	<b>+34 %</b>
Avg. CPC	\$1.18	\$0.94	<b>−20 %</b>

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# SERVICE CARD: Advertising Optimization

We don't "run ads"—we **hunt profit**. We blend rule-based bid-management with an ML conversion-forecast model. **Case:** pet-supplements brand—ROAS from 2.8 to 5.1 in 3 months; TACoS cut from 18 % to 11 %.

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## SERVICE CARD: Launching on Amazon

**“Launch & Lead” package:**

- ① Positioning & price-point selection.
- ② Creation of killer listing, EBC and video.
- ③ Kick-off ads (SP + SB + SD) + “white-hat” review plan.

Average client result—break-even on day 38 and **\$100 K revenue in the first 90 days**.

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## SERVICE CARD: Cataloging

**Why it matters:** 70 % of visibility issues stem from SKU-chaos.

**Our process:** full audit, attribute relinking, flat-file optimization, SEO-friendly titles/handles.

**Guarantee:** at least +25 % impressions within 30 days post-implementation.

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## SERVICE CARD: Enhanced Brand Content (EBC)

**BFarm A+ Formula ≈ Story + Authority + Emotion.**

- Deep customer research → 3 main buying triggers.
  - UX wireframe guiding the eye to the CTA.
  - Rich-media (SVG icons, macro photos, lifecycle schemes).  
Average conversion jumps **18-30 %**.
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## PAGE “Strategy”

**Data × Creativity × Speed = The BFarm Way**

- **Data** — decisions based solely on Market Intelligence, not intuition.
  - **Creativity** — make the brand stand out in an ocean of copy-paste products.
  - **Speed** — KPI dashboards refresh every 24 h → instant reaction.
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## PAGE “Cases / Testimonials”

“In nine months BFarm took our cosmetics brand from zero to \$400 K/month and dropped TACoS to 9 %. Finally found partners who speak in numbers, not poetry.”  
— Anna R., Co-Founder, Beauty Lab

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## PAGE “History & Vision”

In 2015 Maksym Lazuto sold his first product on Amazon and made \$500 K in a year. Today **BFarm** is 40+ specialists, offices in Kyiv, Warsaw and Miami, and a portfolio of 100+ brands. **Our vision:** grow the TOP-100 e-commerce brands and prove that Ukrainian expertise can compete globally.

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## PAGE “We Stand with Ukraine”

BFarm is a Ukrainian company and we’re proud of our roots.

- 1 % of monthly turnover goes to “Come Back Alive” Foundation.
  - Free Amazon workshops for local entrepreneurs.
  - We publish a report on every donation in our blog—**transparency is our principle.**
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## PAGE “Training” (extended description)

“Learn-Implement-Scale” format

- 5 modules × 3 hours (live Zoom + recording).
- No fluff homework—everything happens inside your Seller Central.
- Personal mentor for 30 days post course.

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## ADDITIONAL MICRO-TEXTS

Block	Ready copy
<b>Blog posts (Home)</b>	Fresh insights twice a month: case studies, checklists, growth hacks.
<b>Email Collect CTA (universal)</b>	<b>Got goals? Let's smash 'em together.</b> Leave your email—we'll send a roadmap tailor-made for your brand.
<b>Footer – Site perks &amp; bonuses (headline)</b>	Why do sellers choose BFarm? <b>Data → Action → Profit.</b>

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## How to use

1. Find the corresponding yellow block in the mock-up.
2. Copy the relevant text from this document.
3. Adjust length or SEO keywords if needed.
4. Done—publish! Need more tweaks or localization into other languages? Let us know.