



**RETAIL PRODUCT MARKETING & DISTRIBUTION**

2POINT2MEDIA  
[www.2point2media.com](http://www.2point2media.com)

Helping companies grow on Amazon

# BACKGROUND

Our company partners with manufacturers to distribute their product lines to our diverse network of retailers, using effective digital marketing strategies to increase brand exposure and sales.

Our team will create an effective Amazon marketing strategy to help you and your business achieve success on the platform. We specialize in all aspects of Amazon Seller Central including listing optimization, PPC management and review management. We can also offer guidance on how to grow your business into Canada as well.

We pride ourselves on following all MAP procedures within company policies. We can help you grow your business, whether you are a start-up or an established company.

# 360 AMAZON MANAGEMENT



## ***Optimized listings will increase brand exposure and sales***

# LISTING OPTIMIZATION

Our team will audit and improve your existing listings if this is needed.

We then continue to run keyword research and PPC ads to see if we can convert more traffic into customers for your brand and product.

Utilizing a variety of keyword tools we generate the most relevant keywords for your product. In addition, we also research the keywords your competitors are ranking for.

The keywords are then strategically placed in the copy enabling the product to rank for many different, high volume search terms.

- ✓ Compelling sales copy to captivate your audience
- ✓ Keyword research
- ✓ PPC ads for your product
- ✓ HTML product description
- ✓ Backend search terms + Subject matter + Target audience

# REVIEW MANAGEMENT

***“Protect your brand by avoiding negative feedback and encourage positive reviews”***

- Our review strategy is the best way to gain reviews whilst remaining 100% compliant with Amazons Terms and Conditions
- We will integrate two feedback tools within Seller Central to help manage reviews
- The automated feedback request templates offer high conversion rates and are translated into English, German, French, Italian and Spanish
- Identify customers who left negative reviews and contact them to resolve issues and remove negative feedback
- Direct customers with negative experiences to your customer service helpline before they leave a potentially damaging negative review

## PPC MANAGEMENT

Our PPC solution provides you with day to day management of your USA and CAN Sponsored products.

We drive cost effective traffic to your listings using a strategy refined over the last five and years used with multiple large manufactures. Working within our required budgets aiming for the best possible revenue at the lowest achievable ACOS.

- ✓ Automatic campaigns to harvest keywords
- ✓ Placement bid adjustments
- ✓ Target group bid adjustments
- ✓ Negative keyword targeting
- ✓ Highly targeted manual campaigns utilizing all match types
- ✓ Competitor product listing campaigns
- ✓ Advanced bid strategy

# LAUNCH STRATEGY


*Launch new products and gain page rank quickly with our launch strategy if you are a new company.*



- Aggressive PPC targeting main keywords and competitor listings
- Smart URL's – target specific keywords and improve rank when sending your customers to Amazon

# MONTHLY PERFORMANCE REPORT

I offer a top line performance overview with data including:

- ✓ Work diary
  - ✓ Organic revenue
  - ✓ PPC revenue
  - ✓ PPC spend
  - ✓ Conversion rates
  - ✓ Actionable recommendations for the following month
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# SERVICES AVAILABLE AT ADDITIONAL COST



Bundling of products /  
advanced selling  
strategies



Photography



Translations



Account / Product  
suspension appeals