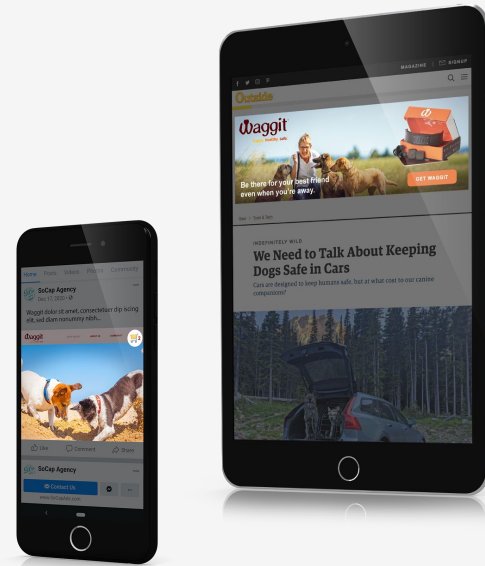




## CUSTOMER INITIATED EXPERIENCE:

- + PPC Paid Account Management
- + Search Engine Optimization
- + Website E-Commerce Account Management
- + Amazon Account Management



## BRAND AWARENESS & EXPOSURE:

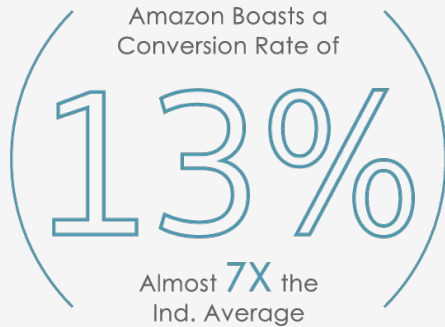
- + Social Media Marketing
- + Email Marketing Management
- + Referral & Loyalty Strategies
- + Traditional Marketing & Public Relations

# REVENUE STRATEGIES

AMAZON / SEO / PPC / SOCIAL MEDIA

Ultimately every brand's **GOAL** is to drive more consistent, profitable clients.

While **Amazon** has certainly become the “**premiere e-commerce platform**”, they aren't bashful about collecting their cut of sales... similar to OTAs.



Here the goal is to boost the product's **PLACEMENT / SALES / REVIEWS**

Through **Google** and other **Paid Marketing** channels, they do NOT take commissions for advertised sales though, these methods do require quite a bit more leg-work.

Here, the primary goal is to drive direct sales through achieving...

## THE LOWEST:



CPA



Clicks to Convert



Abandoned Cart Rate

## THE HIGHEST:



ROAS



Reputation/Ratings



Referrals & Repeats