



Your one stop shop for E-Commerce Dominance

A Guide to Selling on Amazon With the Help of Flying Cork Media

You have a brilliant product that is going to help improve the lives of all who own it.

All you need to do is get it on Amazon and you'll have millions of shoppers to sell to 24/7.

Sounds easy, right?

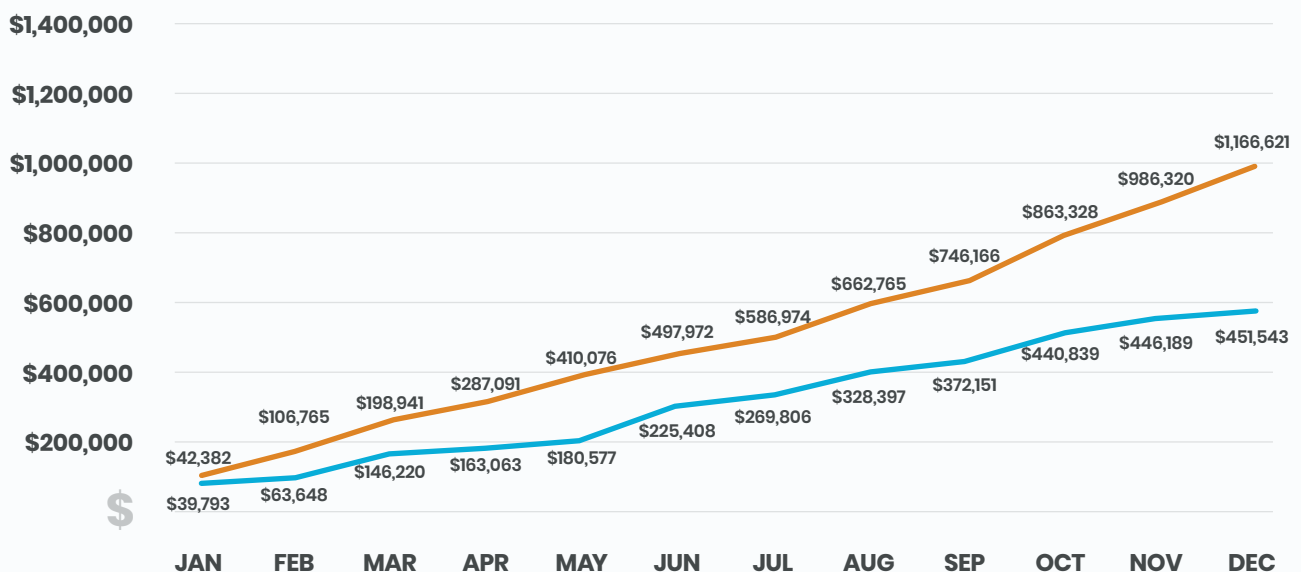
Well, with over 1 million new sellers joining Amazon globally in 2018 alone, each with the same ambition of building a lucrative e-commerce business, it is becoming increasingly difficult to get new products noticed through all the noise. It takes a team to get a single product successfully launched on Amazon, let alone an entire branded product line. At Flying Cork, we have assembled a team of experts who specialize in each area that is crucial to getting products listed, launched, and selling on Amazon, and we are here to help you achieve your goals. We take the guesswork out of selling on Amazon, and offer a full-desk suite of services so you can focus on growing your business while we grow your Amazon sales.

The Difference Between Selling “To Amazon” and Selling “On Amazon”

One of the biggest keys to maximizing profit on Amazon is understanding the difference between Vendor Central (selling TO Amazon) and Seller Central (selling ON Amazon). This is something many companies fail to do, and as a result, they have no idea how much money they are leaving on the table. Lots of companies think having a “Vendor Central” account where they fulfill purchase orders straight from Amazon is all they need to do to have success, and they are always shocked when they learn how much extra revenue they have the potential to capture by selling direct to consumers on Amazon. See the chart below from our very first client who made the switch from being a vendor to a seller, and the dramatic increase in revenue they achieved.

Accumulative Amazon Sales
Vendor Central vs Seller Central

Vendor Central 2017 —
Seller Central 2018 —



How Can We Help Our Clients Succeed on Amazon?

» Niche Analysis

Figure out what the competitive landscape looks like and strategize how to position you to capture market share.

» Keyword Identification and Listing Optimization

Amazon's search algorithm is complicated, and constantly evolving. We get the right words in the right places to make sure potential customers are able to find your listing quickly and easily when searching on Amazon, and constantly monitor status regularly to ensure consistent performance and identify areas for further improvement.

» Visually Interesting Product Photography & Videography

Create a visual asset portfolio in compliance with Amazon's ever-changing Terms of Service which tells your product's story and helps convert shoppers into customers.

» Warehousing & Logistical Support

We have the capacity and ability to receive, store, and prep/process your products in a secure, clean location & manage inventory to minimize stock-outs.

» Advertising & Pricing Support

We strategically price for profit and conversion in coordination w/ Pay Per Click advertising campaigns & advanced marketing techniques to get your product launched as quickly as possible.

» Packaging Design and Development

We will evaluate your current packaging to make sure it is as efficient as possible. If a change is warranted, our designers will present attractive, size-efficient packaging to maximize your profits.

» Website Development & Optimization

Our team of web developers can create easy to navigate, professional websites to drive traffic to Amazon & grow your brand.

» Digital Marketing Strategies

As a Premier Google Partner, Flying Cork is positioned to help you grow your entire business. There are countless ways to reach your customers both on and off Amazon, and we will deploy every strategy in the book to capture as much market share as possible for you. Our marketing experts specialize in email, content, and social media marketing; all of which are crucial to dominating the e-commerce world.



Comprehensive Back-End Administrative Support

- + Customer service
- Product review/feedback management
- Answer product questions
- Hijacker/counterfeiter management
- Listing troubleshooting
- Keyword ranking management

E-Commerce can be complicated, but it doesn't need to be.

We have the whole process covered. Here's how:

Niche Analysis

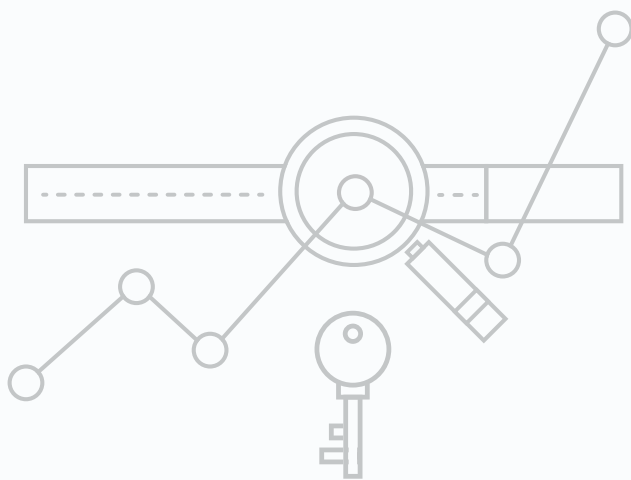
The first step in the journey to Amazon success is understanding your competition. We perform an in-depth review of what competitor products and listings look like and identify strengths, weaknesses, opportunities, and threats. We then formulate an extensive strategy to get your product positioned for success in the market.



Keyword Identification & Listing Optimization

Once we have a clear picture of what the competitive landscape looks like, we start to build your product's listing. Keywords are the foundation on which you construct a listing that will actually be found by shoppers on Amazon. We use industry leading software and proprietary tools to identify all the relevant keywords you should be indexed for, and the ones that are ripe for stealing market share. We also identify keywords and phrases we want to weed out that will spend money in ad campaigns and not produce results for you (negative keywords). We'll also identify the keywords your competitors are going after to make sure your presence is felt. Over time, we will work to surpass your competitors in organic search results ranking which will ultimately act like rocket fuel for sales velocity

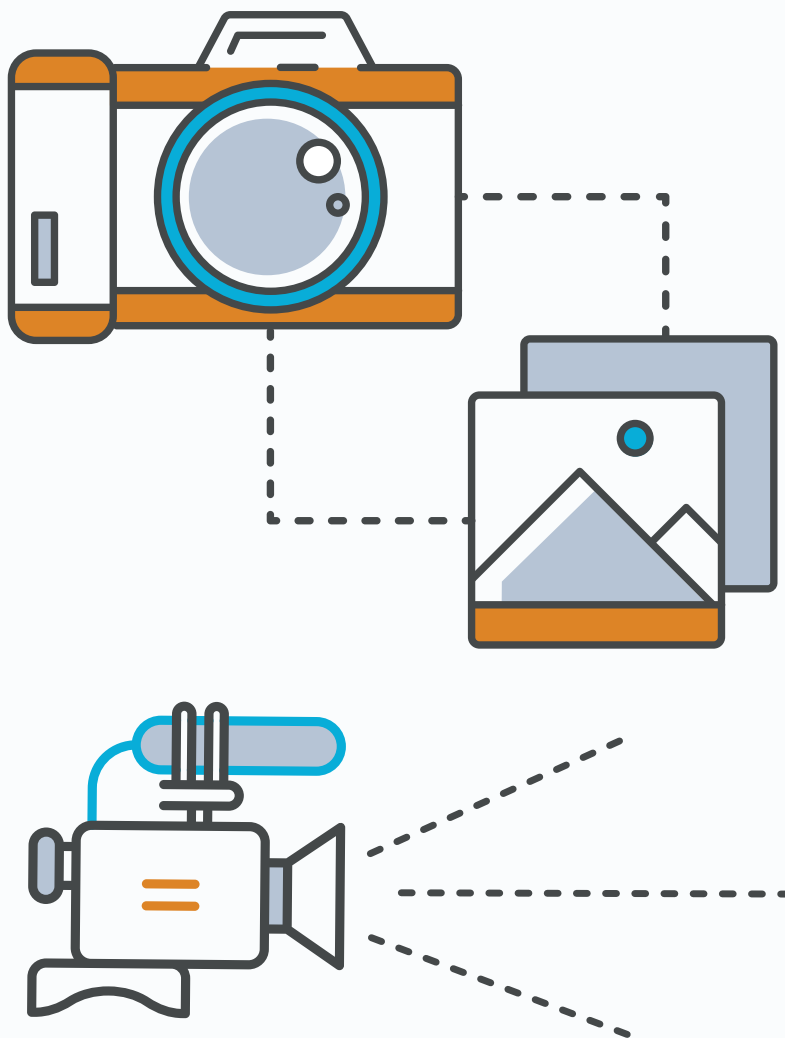
Not only is it important to figure out what keywords and phrases are relevant to your product's success, it is vital to know where those keywords and phrases ought to be placed throughout your listing. Not all components of a listing are equal, and part of our expertise is knowing how to prioritize the words and phrases that will drive traffic to your listing and exactly where to place them to maximize conversions and revenue. Additionally, since no two products and Amazon listings are the same, if our original plan doesn't achieve the desired/expected results, we will split test (aka A/B test) different placements and combinations until we find the optimal strategy for your product.



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Visually Interesting Photography & Videography

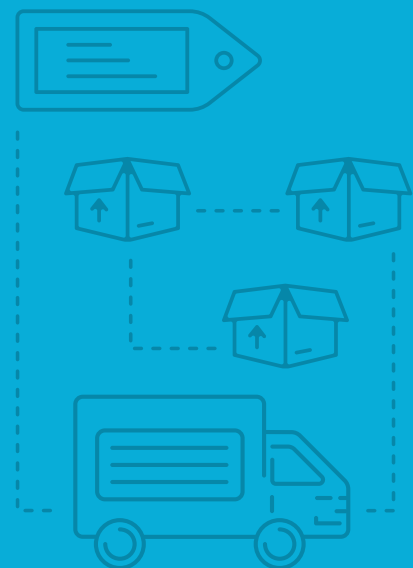
If keywords are what get your listing in front of people on Amazon, your product photography and videography are what convince shoppers to buy. Professional photography lets your customer know you know what you're doing, and they can expect your product to live up to high expectations. Our team of talented creative experts will take visually stunning shots of your product that will tell its story clearly while adhering to Amazon's constantly changing and evolving Terms of Service. We have state of the art photography studios, the best cameras and lighting equipment, and an editing team with skills that border on witchcraft to make your product look the best it possibly can. Additionally, if you own the trademark on your brand and you wish to pursue brand registry and enable "Enhanced Brand Content" we can create effective videos to add to your listing, which have been shown to help increase conversion.

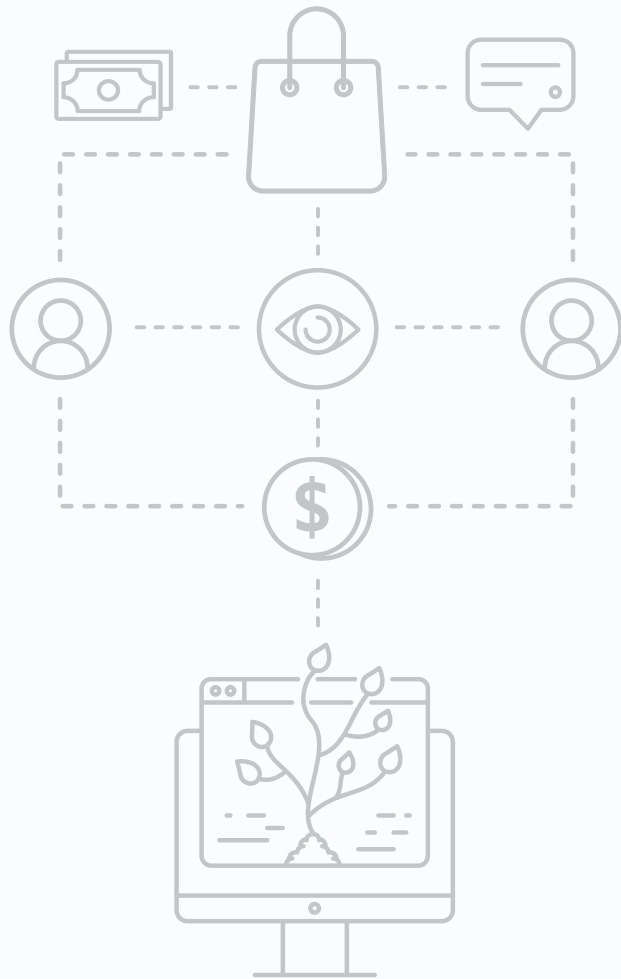


Warehousing & Logistical Support

Creating a listing that is optimized for Amazon's algorithm with beautiful photography is difficult enough, and it's only half the battle. You now need to get inventory to the right fulfillment centers, and keep them supplied with product to minimize the occurrence of stock-outs. Stocking out is one of the worst things that can happen to an Amazon listing. Not only do you miss out on revenue that can never be recaptured, but Amazon's algorithm will automatically suppress your listing which opens the door for your competitors to steal your sales and ultimately the position in the search results you've worked so hard to achieve.

While some stock-outs are unavoidable (if your product goes viral for instance), we have a team of logistical wizards who will be able to plan your inventory to keep your listing in stock to climb to and defend the highest possible spot in the search rankings. We will also strategically anticipate seasonal sales spikes while being careful not to leave inventory exposed to potential long term storage fees.





Advertising & Pricing Support

Optimizing your listing and getting inventory distributed is all well and good, but if you don't advertise your shiny new listing, it will be nearly impossible for anyone to find it. Additionally, you have to be priced properly to maximize conversions and profitability.

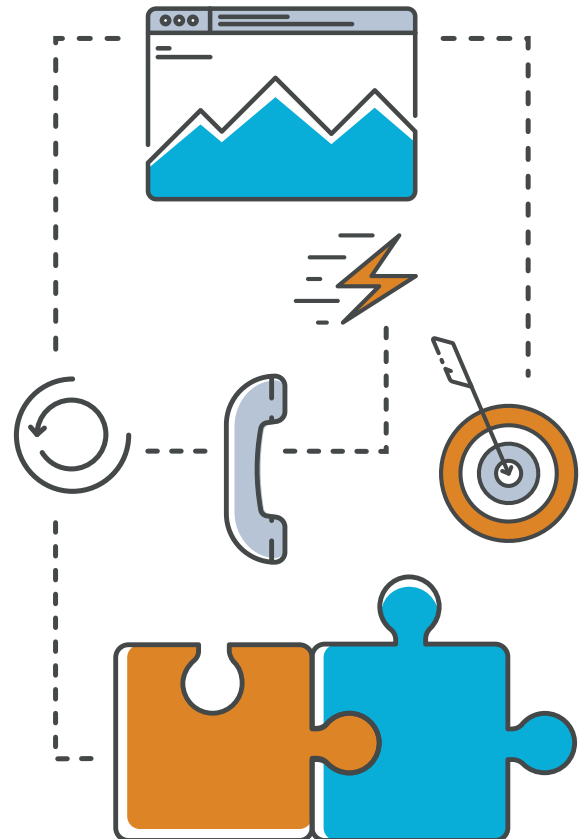
Advertising on Amazon is a whole other animal unto itself, and we've got you covered. We have an entire team that is dedicated to Pay-Per-Click (PPC) advertising campaigns and have years' of experience optimizing paid search campaigns for clients all across the globe. Their expertise will help all the right shoppers find your product to drive sales.

As for pricing, our in-depth niche/competition analysis will give us a good starting point, and we will take care of A/B testing and optimizing for you to find the exact sweet spot of conversions and margin dollars. We will also run promotions, lightning deals, and coupons when appropriate, all of which help to stay ahead of competition, and maximize revenue.

Comprehensive Back-End Administrative Support

Now that your listing is optimized, distributed, and advertised, you may be thinking the job is done. You would be wrong. The work is just beginning. Now that your product is off and running, we will continually monitor your listing for keyword ranking, parasite hijackers and counterfeit sellers, customer service questions and issues, product feedback/review acquisition/mitigation, inventory supply, and more.

Should an issue ever arise where Amazon interferes with your listing (false hazmat flagging, random product category change, unexplained editing of listing copy, etc.) we have a team in place who knows exactly how to solve those nuanced issues quickly and effectively to keep your listing running like the well oiled machine it is. There is a seemingly endless list of ways Amazon makes life unnecessarily hard for sellers, and our team knows how to avoid them. In rare instances when they do occur, we will appeal and get issues rectified quickly.



Additional Services We Offer

>> Packaging

While not always 100% necessary on Amazon, having attractive packaging goes a long way in building trust with customers and scoring more 5 star reviews which ultimately leads to more sales. We also know how to leverage packaging to maximize profitability. Our creative team can help design attractive, efficient packaging to help build your brand and maximize long term profits.

>> Website Design & Development

An additional weapon in our arsenal used to dominate the e-commerce world is our in-house team of web developers. They have created masterfully designed websites and landing pages for countless clients reaching markets that span the entire world. By creating a website tailored specifically to your product/brand, you are able to tell your complete story, build rapport with your customers, collect contact information to use for enhanced marketing efforts not available on Amazon, and drive more traffic to your Amazon page(s). By doing this, Amazon will thank you by giving your listing(s) higher organic search results rankings on customer searches, which increases sales and margins by getting more non-paid, organic clicks. We're ultimately building synergy for you.

>> Digital Marketing

We also have a team of digital marketing experts who will use their savvy to map out a dynamic campaign consisting of social media, email, and content marketing strategies.





E-Commerce & Selling Through Amazon Guide

www.FlyingCork.com