

Your one stop shop for

E-Commerce Dominance



INTRODUCTION

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.

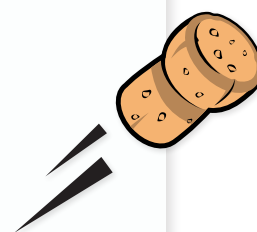
GUIDE

YOUR ONE STOP SHOP FOR E-COMMERCE DOMINANCE

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. 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.



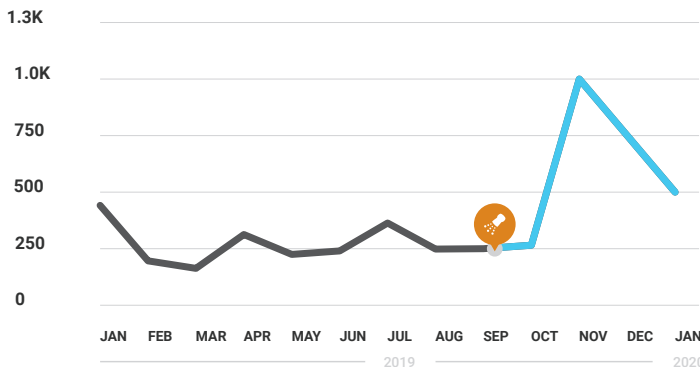
THE DIFFERENCE BETWEEN SELLING TO AMAZON AND SELLING ON AMAZON

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.

E-COMMERCE CAN BE COMPLICATED, BUT IT DOESN'T NEED TO BE.

ACCOUNT GROWTH: 2019 TO 2020

Units Sold



Before Hiring Flying Cork —
After Hiring Flying Cork —



**CUSTOMER SERVICE • PRODUCT REVIEW
PRODUCT • FEEDBACK MANAGEMENT
PRODUCT QUESTIONS • HIJACKER MANAGEMENT
LISTING TROUBLESHOOTING • KEYWORD RANKING**



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.

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.

Visually Interesting Product Photography & Videography

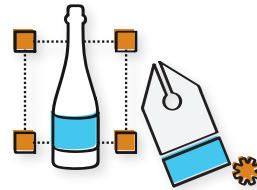
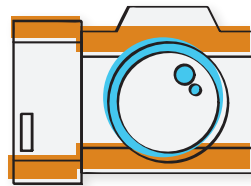
Create a visual asset portfolio in compliance with Amazon's ever-changing Terms of Service which tells your product's story and helps convert shoppers into customers.

Advertising & Pricing Support

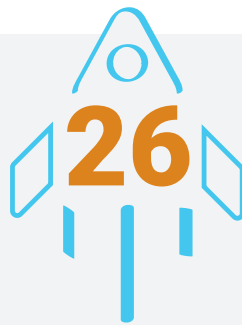
We strategically price for profit and conversion in coordination with Pay Per Click advertising campaigns & advanced marketing techniques to get your product launched as quickly as possible.

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.



The key value we create for our clients is that we allow them to focus on their business so they can create new and innovative products which help them grow.



New Products
launched in 2019



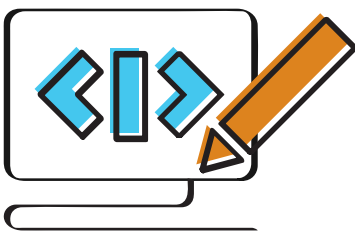
Total SKUs under our management



Total Amazon Revenue Generated in 2019



Average Star Rating for
new launches in 2019

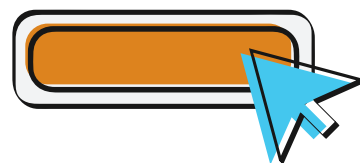


Website Development & Optimization

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 Google and Bing paid and display search, email, content, and social media marketing; all of which are crucial to dominating the eCommerce world.





**FIND,
ENGAGE,
OBTAIN,
RETAIN.**

Your **Right** Customer