



# BETTERSHOP

Amazon Partner & Expert

find out how  
to **boost**  
your business

# About Us

“We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better»

JEFF BEZOS

**Bettershop** is a globally leading Amazon consultancy with a hands-on approach helping brands grow their product sales on the largest e-commerce platform in the world. We become your trusted advisors when it comes to Amazon, helping you make sense of the ecosystem, identifying new ways to grow, reach new customers and taking bold action to drive results.

Deeply rooted in innovation and shopper experience, the BetterShop mission is to work in partnership with your brand to create, execute, and assess your Amazon eCommerce footprint.

Leveraging our abounding years of Amazon experience and over a million data points, we help you maximize sales, with speed.



# The Steps





01

Slim analysis based on the first 10/20 competitors to capture how the market is structured on Amazon, using 20 parameters.

- Selling price
- Monthly pieces Sold
- Past sales trend
- Number of Reviews
- Number of active competitors etc...

02

Creation of a professional catalog respecting SEO logics and indexing of Amazon's A10 algorithm

- Research for the most clicked keywords
- Inserting the most clicked keywords
- Professional translation
- Support in the graphic creation etc...

03

Registration and Management of your brand in the Amazon Brand Registry portal

- Registration of your brand with the brand registry
- Protection and monitoring of products related to your brand and sales policies
- Creation of an E-commerce within Amazon
- Creation of Enhanced Brand Contents to improve the purchasing experience
- Other communication tools for registered trademarks

04

Seller & Vendor Store management

- Management of your Seller or Vendor account verifying all policies
- Expertise to troubleshoot 'billing issues'
- You'll take advantage of our staff's handling of chargeback and account management processes
- Ability to initiate orders and bulk orders to launch new products

05

Creating a strategy of sale

- Marketing and adv campaigns managed by our staff to increase your products sales and branding
- Customer Care, product reputation management (reviews check) and brand management
- Post-sales email campaigns to increase customer satisfaction, and customer loyalty, requesting product reviews, and managing leads up to 365 days after the purchase.

# 01.

## Analysis

Amazon boasts more than five million marketplace sellers, and while you're not competing with all of them, you are competing with some of them. That's why it's essential to conduct an accurate analysis, which provides your business with an in-depth assessment of your competition

We analyze your competitors and the potential they have on the platform by extrapolating their sales volumes, turnover, price, number of reviews, variation of sales in the past, & search volume of 'keywords', followed by other 20 parameters.

In this way we will be able to create a tailor-made strategy for your products, linked to the demands of the market, and we will be able to find out which products will bring you the highest turnover and get you in the top search positions.



# 02. Listing Creation & Optimization

The Amazon marketplace is a Listing & keyword game and it is all about getting your products in the eyes of as many consumers as possible.

Bettershop's team of Amazon copywriters conducts in-depth product, market, and keyword research to get inside the mind of your customers. Then they brilliantly marry sales inducing language with the most relevant keywords for your product.

Our proven approach maximizes your listing's visibility in search results and increases the on-page conversion rate.

To put this into perspective, think about the shelves at supermarkets or your favorite retail shop. The more keywords your products rank for, the more shelves your products lay on, in a sense.

With SEO, there is no clear, cut-throat formula. **With Amazon Product Ranking, there is.** Don't get stuck on page 9000 for your product's keyword. Our team leverages Amazon's A10 Search Ranking Algorithm, a proprietary set of eCommerce tools and advanced promotional strategies to organically rank your product.

For every product you list on Amazon, there are more than 700 data fields to optimize. If you have hundreds of products in your saleable catalog, it's like having hundreds of micro-businesses to manage that are constantly changing. By working with Bettershop, you're working alongside experts to maximize your operational marketing and accelerate sales growth.



# 03. Brand Registry

The goal is to increase brand awareness by transmitting reliability and safety to the customer on the marketplace. In fact, Amazon has created a Brand Registry department that works “exclusively” for the protection and growth of registered trademarks on the platform.

With this tool made available, it is possible to protect the market by offering to the customers real and non-counterfeit products, moreover it helps increase popularity by accessing to special marketing tools such as the creation of an e-commerce within Amazon, EBCs to improve the experience of customer purchase and access to extraordinary and exclusive advertising tools.

**! if you're not in control of your brand's presence on Amazon, you're taking a huge risk!**

Unauthorized sellers corrupt the Amazon marketplace by deploying heedless and reckless tactics for the sole purpose of winning the buy box which can result in significantly damaging of your brand's presence on Amazon.

Let's put this into perspective:

Let's say you are a large internationally recognized brand. Your brand has mass distribution, and a sales team sets up in every single continent. In an unfortunate case, your product ends up in the hands of an unauthorized seller, only for them to go around your back and resell your product on Amazon, often resulting in them selling way above MAP to capitalize on a margin... or even worse, they can sell completely fake items to customers and get your product a negative reputation.



# 04. Store Management

**Seller or Vendor** the goal is to have the products always on Top and Always available for customers in order to keep your ranking always high.

Our team of experts will insert your products following the rules of our certified method, to make them visible in all the marketplaces; our team guarantees you 360° assistance.

**For Seller** through our software, we will proceed with the logistic supply without having to send huge quantities, as we can have a real estimation of the sales in the subsequent periods .

Once the goods have been arrived at Amazon, we start the process of checking and managing orders, customer satisfaction, 24/7 customer support in the reference languages, sales monitoring, optimization of the warehouse, etc.

**For Amazon Vendor** the relationship is one-sided. Amazon decides the quantity of goods to buy and decides the timing to receive them. For this reason, it is important to respect all their policies to avoid incurring in chargebacks or penalties.

The management varies from support in order fulfillment, to logistics management & shipment up to invoicing, using all our tools to avoid incurring chargebacks and if they are not legitimate, go to open disputes to avoid losing profit.



# 05. Sales Strategy

Our mission is to achieve explosive growth for your brand by using advanced operational marketing strategies and a proprietary set of e-commerce tools.

Amazon don't thrive on a set-it-and-forget methodology. The best products succeed when there are competent following strategies in place.

For that reason, we tailor the strategy to your unique needs. We do this by conducting careful research on your target customers, your products, the marketplace and most of all on keywords optimization. We analyse hundreds (sometimes thousands) of keywords to identify not just the most popular — but the most targeted. These keywords are then implemented in the product pages to ensure each click has a high chance of leading to a conversion

We will help you advertise your products in a way that'll drive targeted traffic and — more importantly — **organic growth** that last in time.

We get your listings in front of consumers who are ready to buy (all without going over your ad spend budget). we do also an After-sales service based on sharing the shopping experience (reviews) And aimed at customer loyalty via email marketing for 365 days following the purchase.



# Bettershop Benefits

- ✓ **Activating a new international sales channel:** Insert your products in the biggest e-commerce marketplace and gain visibility all over the world.
- ✓ **No-stress foreign tax management:** our store has open tax positions on all 6 EU Marketplace and we will invoice the end customer and take care of all the management.
- ✓ **Extremely simplified logistics management:** we will organize the pick-ups at your warehouse, along with the delivery to Amazon logistics. The product will be then shipped to the end customer.
- ✓ **Zero thoughts:** do not need to have internal employee for the management, we do everything on your behalf.
- ✓ **Extremely simplified accounting management:** we will take care of the laborious management of bureaucracy and taxation related to the B2C / B2B sale on Amazon. The Customer must issue a single sales invoice to BETTERSHOP relating to the products sold on the channel in the previous calendar month.
- ✓ **Sale of products through a HISTORICAL Store in Amazon** (increases the possibility of sale): International visibility and indexing given by a Pro seller account, with a very high Customer Satisfaction and an excellent level of performance.
- ✓ **Partnership with BETTERSHOP** +5 years of experience in Amazon and +10 in online sales (track record) – SPN Amazon Partner



# Contact Info

**BETTERSHOP**

Amazon Partner & Expert

BETTERSHOP is an official **Amazon partner**.  
We have been selected for the excellent performances obtained as salers & we're here to offer you all our experience.

Rely on those who have been managing for years **successfull Stores around the world!**



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