



Igniting Sustainable Growth and Market Expansion

Scaling from \$27K to \$21.5M With Strategic Consulting

Overview

A large East Coast-based chemical company teamed up with Awesome Dynamic to boost visibility and sales on their commercial-grade cleaning products. Already established on Amazon and their direct-to-consumer (DTC) website, they recognized the need to amplify their presence and profit potential in the competitive market. Embracing our expertise with an open mind, they eagerly sought our guidance to implement strategies for expansion and growth.

Obstacles

- Unwarranted Amazon listing removals impacted visibility and performance
- Current marketing strategies didn't maximize commercial and residential opportunities
- Creative content lacked professionalism and cohesion
- A relatable brand identity had not been established
- Website, product listings, and trade show materials needed improvement
- Top-selling products were flagged as restricted, hindering sales

Solutions

- + Combated flagged listings and removals as well as managed Amazon appeals.
- + Introduced new product sizes and bundles for cross-selling and wider appeal
- + Increased unique product offerings from 8 to 19
- + Enhanced brand reputation through Brand Registry enrollment and branded content development
- + Developed professional, relatable content for listings, website, and trade show materials
- + Managed new accounts as they expanded to Walmart, Lowe's, Home Depot, and eBay
- + Created Brand Store, A+ copy, videos, and listing content for cohesive branding
- + Upgraded to Premium A+ Content to utilize larger images and extra modules
- + Developed effective Amazon Posts to reach 100K+ shoppers monthly
- + Provided tools and training for managing customer service

Results

With the support of our e-commerce consulting team since 2016, the seller has seen remarkable growth. **Revenue skyrocketed from \$27K to \$21.5 million. Virtual bundles helped increase the average selling price from \$21.23 to \$24.63 over six months.**

■ Spend ■ Sales ■ ACoS



After thorough research and forecasting from our team, RMR Brands expanded its product catalog by 275% and established its brand presence on Walmart, Lowe’s, Home Depot, and eBay. Additionally, they secured retail partnerships with Menards, Meijer, Tractor Supply, and gained placement in the Orgill warehouse.

We strengthened their brand reputation through strategic marketing efforts by utilizing compelling content and sharing it on Amazon Posts. Each month this has accounted for 300+ additional clicks to the product listings.

Lastly, we’ve trained and empowered them to effectively manage their customer service in-house - ensuring continued success in the competitive ecommerce space.

