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AMAZON VENDOR CASE STUDY– OPTIMISED PRODUCT PAGE

[Title, key features, description and images]

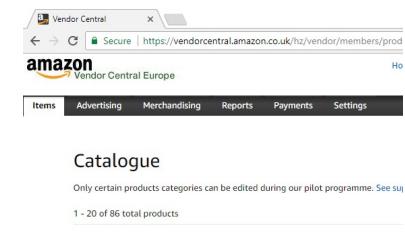


Selling on Amazon is an attractive proposition for many brands. It is interesting to see the change in this landscape where manufacturers and wholesalers can directly reach consumers cutting out all distribution channels. This opportunity was not as easily available a few years ago as much as it is now. For this very reason manufactures are realising it is important to ensure their brand identity is correctly represented on Amazon. We were approached by an Amazon Vendor - “Menrock” a few months ago to audit their Amazon account which helped us to identify strengths and weaknesses of the product listings and competitor analysis.

Account audit is our unique process to investigate what has been done in the past and how we can improve performance including competitor analysis. An Account Audit can be a stand alone service [\[find out more\]](#)

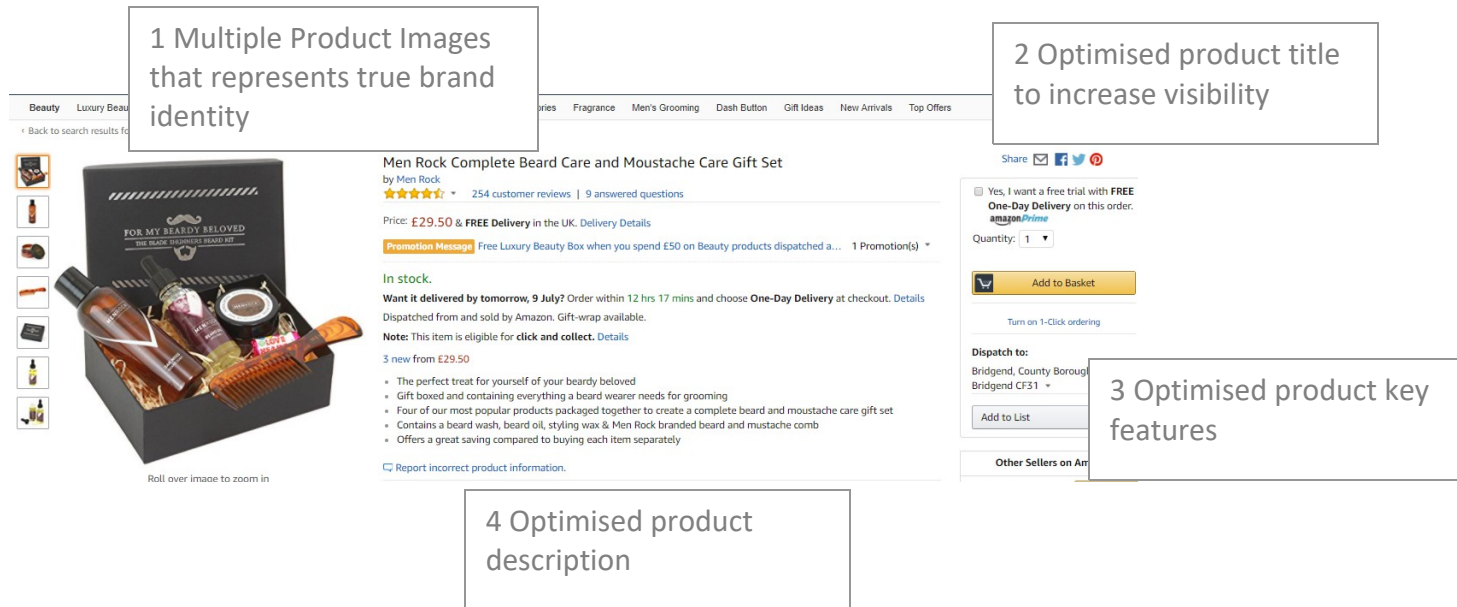
What we did?

We were then tasked to improve product copy and implement them on Amazon Vendor account. It took us a few weeks to learn about the products and understand the competitor’s positioning on Amazon. We then wrote product copy for all their products including product title, key features and product description. We also added more product images and changed existing images through their vendor central.



The Result

The final product was really good - optimised product copy with better title, images, key features and description which truly represents the brand.



The screenshot shows an Amazon product page for the 'Men Rock Complete Beard Care and Moustache Care Gift Set'. The page is annotated with four callout boxes:

- 1 Multiple Product Images that represents true brand identity:** A box pointing to the main product image and a vertical strip of smaller thumbnail images on the left.
- 2 Optimised product title to increase visibility:** A box pointing to the product title 'Men Rock Complete Beard Care and Moustache Care Gift Set'.
- 3 Optimised product key features:** A box pointing to the bulleted list of product features.
- 4 Optimised product description:** A box pointing to the detailed product description text.

The product page includes a navigation bar with categories like 'Beauty', 'Luxury Beauty', 'Skincare', 'Fragrance', 'Men's Grooming', 'Dash Button', 'Gift Ideas', 'New Arrivals', and 'Top Offers'. The product details section shows a price of £29.50, a 4.5-star rating from 254 reviews, and a 'FREE Delivery' badge. The description highlights that the kit is gift-wrapped and includes beard soap, beard balm, styling wax, and a mustache comb.

Growing stubble is easy, you just dodge the razor. However, maintaining your beard is a different story. This ace gift boxed beard kit that contains everything to you or your beard friend needs to keep his beard in tip-top shape. The kit includes 100 ml (3.4 fl.oz) of Men Rock beard soap, 100 ml (3.4 fl.oz) of Men Rock beard balm. Some gorgeous Men Rock oak styling wax and very own beard, mustache comb to finish with. This set of top quality grooming products, gently fragrances with oak moss come boxed up to make the perfect gift.

Oak moss beard soap, You will know the hair on your chin is very different to that on your head and as such it needs a gentle beard soap to leave your beard completely clean and free from all the dead skin and food it collects during the day. It can also remove any stubborn styling products such as wax grooming products. Featuring an enticing, masculine oak moss fragrance which will remain subtle yet pleasurable throughout the day. Apply a small squirt of this liquid soap to a wet beard, lather, rinse and hellish.

Oak moss beard balm, this blend of oak moss is suitable to use in the morning to get your chin looking its best. The scent is fresh and masculine and is guaranteed to provide a subtle fragrance that will remain with you all day. This leave in conditioner is designed like a creamy moisturiser so will not feel waxy or oily or be difficult to wash away, simply use it like a moisturiser to soften and moisturise your facial hair and the skin below and eliminate any unwanted itching.

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Getting a product listed on Amazon is just the start. It is important for brands to come across well on product listings so that their brand is truly represented so that consumers get a better feel for the brand and it is also the best way to get found and increase your conversions.

OUR SERVICES

Product Descriptions: We create descriptions to highlight your product's most important features and give the customer the right details to make a buying decision. We do our background research and implement SEO-friendly keywords to draw organic search traffic.

Product Feature bullets: Most of the customers make purchase decisions whilst on the upper half of the product page. A good set of bullet points / key features are easy to view, easy to understand and helps customer to relate to their product. We write feature bullets to inform, convince, and help the sales process. Every bullet has the conversion goal in mind.

Product Specifications: Accurate specifications explain the unique attributes associated with a product. We can help gather specification of your product catalogue.

Update Existing Content: We can work with previous product copy. Our team are able to enhance it and make it more SEO attractive. We will ensure that existing and new product content is consistent in style and appearance.



In a crowded Amazon marketplace, we can help position your true brand identity on Amazon. Please [get in touch](#) with Prabhat today to discuss more. We promise no sales pitch on discussion.