



Dominate Amazon with EHP

20%

Increase in Buyer Engagement and recurring purchases

24%

Increase in CTR from Product Listing Ads

30%

Increase in Positive Product Reviews

Brand Development

EHP’s Brand Development process will help your business gain more loyal customers, increase recurring purchases, increase positive reviews, and broaden overall sales. Utilizing both paid and organic search results will assist with overall Brand Development. The 5 methods below help us develop your brand into a long-term success story.



GRAPHIC DESIGN

Type of Work: Imagery and Color Scheme
Type of Result: Organic Sales

More than just imagery and color, a good design is the summary of multiple elements that flows harmoniously into one visual image. Having good design that effectively resonates with a large pool of customers can easily translate into long-term sales.

PRODUCT COPYWRITER

Type of Work: Amazon Copy
Type of Result: Organic Sales

Bullet points, Title, Description, back-end terms are all apart of ranking on Amazon. Product listings refer to the selling points or “sale’s pitch” of the seller’s product. It highlights the product by making it readable and easier to spot by the customer, through bullet points as well as ranking on Amazons Algorithm.



BRAND CREATION

Type of Work: Product Development
Type of Result: Organic Sales

Branding is all about standing out and convincing buyers as to why they should choose your company over the others. It’s the different facets of a business all working synergistically with one another in order to create a lasting impression to your customers – creating “Repeat Buyers” for long-term sales.

AMAZON ADVERTISING

Type of Work: Pay Per Click Optimization
Type of Result: Paid Sales

With Amazon Ads, you can increase conversion, sales, and traffic quickly. Amazon’s large user base and wide array of product offerings is the go-to place for businesses and companies looking to expand their customer base, launch a new product and create a digital space for your brands.



AMAZON REVIEW GENERATION

Type of Work: Generating Authentic Reviews
Type of Result: Organic Sales

Reviews can influence a buyer’s decision making. It’s also a reflection of a company’s credibility and customer engagement. Customers are more likely to purchase a product from a seller with a higher rating and a positive customer experience.

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” There was a direct correlation between implementing rich graphic designs and an increase in traffic on Amazon. We work to organically move listings up in rank, create stellar designs, and focus on developing the brand in order to drive traffic to the Amazon listing.”

Josh Hackett
EHP Consulting Group