

SCOPE OF SERVICE

Amazon Management

Advertising, SEO, creative, listing optimization, storefront design, and brand operations to turn Amazon into your most profitable sales channel.

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OVERVIEW

What We Do

Your eCom Team provides full-stack Amazon management for brands that want profitable growth, not just higher top-line revenue. We manage every lever: Sponsored Products, Brands, Display campaigns, organic ranking, creative, and day-to-day account operations.

Amazon is where products get validated at scale. Best-seller data, review velocity, and search intent tell you exactly what works. We turn that signal into margin. Our approach is margin-first: we optimize for profit per sale, build organic traffic that compounds, and eliminate the account disruptions that stall growth.

From day one, you work with a senior team that has managed over \$100M in ad spend across 200+ brands. No junior account managers. No rotating staff. One strategy, one execution, one outcome: growth that compounds month over month.

SERVICES

Scope of Engagement

#	SERVICE AREA	WHAT WE DO	KEY DELIVERABLES
01	Advertising / PPC	We build and manage Sponsored Products, Brands, and Display campaigns that scale profitably. Every dollar of spend is optimized for margin, not just volume.	Campaign strategy and buildout; Sponsored Products, Brands, and Display management; bid optimization and budget allocation; TACoS and ACoS reporting; competitive conquering
02	SEO	We optimize indexing, keyword targeting, and organic velocity so you stop paying for traffic you could earn. Organic rank that reduces ad dependency over time.	Keyword research and mapping; backend search term optimization; organic rank tracking; indexing audits; organic velocity strategies
03	Creative	Scroll-stopping main images, A+ Content that converts, and brand storytelling that makes shoppers choose you over the next listing.	Main image design and testing; A+ Content creation; infographic and lifestyle imagery; brand story development; creative performance analysis
0	Listing	Titles, bullets, backend search	Title and bullet copywriting;

4	Optimization	terms, and pricing strategy, all informed by real search data and conversion metrics rather than guesswork.	backend search term optimization; pricing strategy analysis; conversion rate benchmarking; ongoing copy iteration
05	Storefront Design	Custom brand stores that turn browsers into repeat buyers and give your catalog a home that reflects your brand identity.	Custom storefront design and build; category page structure; cross-sell and upsell layout; storefront traffic and conversion reporting
06	Brand Operations	Case management, inventory forecasting, compliance, and the day-to-day firefighting that keeps your account healthy and growing.	Case management and escalation; inventory forecasting support; compliance monitoring; account health reporting; listing reinstatement

R E S U L T S

Expected Outcomes

Our engagement is designed to deliver the following measurable outcomes for your brand:

- ✓ Profit-focused growth that compounds month over month
- ✓ Lower acquisition costs with higher profit per sale
- ✓ Organic rank growth that reduces long-term ad dependency
- ✓ Zero account disruptions through proactive operations
- ✓ Higher click-through and conversion rates from optimized creative
- ✓ Increased average order value through storefront cross-selling

P R O C E S S

Our Approach

Amazon rewards brands that get the fundamentals right: strong listings, profitable ads, organic rank, and an account that never goes down. We build all four simultaneously and optimize across them.

Every engagement follows a proven three-step process:

- 1. Strategy Session** A complimentary consultation to understand your brand, catalog, and growth targets. We map the highest-ROI levers on Amazon.
- 2. Brand Audit** We analyze your current ad performance, organic rank, listing quality, and competitive landscape. Every opportunity is identified and prioritized.
- 3. Execute** A custom growth plan with real execution and measurable results within 90 days. Ads, SEO, creative, and operations handled end to end.

D I F F E R E N T I A T O R S

Why Your eCom Team

Senior Operators

No junior reps learning on your budget. You work directly with strategists who have managed eight-figure ad budgets across 200+ brands.

Custom Plans

Every plan is scoped around your margins, audience, and growth stage. If it does not fit your business, we do not run it.

One Team, Full Stack

Strategy, creative, ads, and operations from one team. No agency hand-offs, no gaps in execution.

TERMS

Engagement Details

Onboarding	Full brand audit and strategy within the first two weeks
Contracts	No long-term contracts required
Strategy Session	Complimentary initial consultation and brand audit
Response Time	Within 24 hours of inquiry
Results Timeline	Measurable results within 90 days of execution

NEXT STEPS

Ready to turn Amazon into your most profitable channel? Schedule your free strategy session today.

yourecomteam.co/contact