

Case Study: EBC and Storefront

Challenge

Client deals in Health & Household items and Pet Supplies products on Amazon and wants to drive brand awareness and target more audience through Amazon store front. They want a shop that has all of their ASINs and a variety of product kinds, and they're seeking for a great team to help them create a professional and appealing storefront.

Solution

- Had meeting with client to understand client expectation for store creation.
- Checkout the store eligibility and review the available inventory to target in store.
- Reviewed the product feedback to know the customers experience, understanding customer requirement for the products.
- Decide custom design using amazon store templates & manage the store page according to product category.
- Apply best graphic design – banners, images and infographics & compile the content policy following the store creation guidelines
- Created a customized and multi-page store as per the category need.

Result

We ultimately developed a traditional and elegant Amazon Store that defined products very well after all the cooperation with the client regarding his expectations and reviewing all of the available product's detail in account to use the photographs and describe their products on storefront effectively. Our work was well received by the client, and we met their expectations.

We had a great time working on this Store, and the best part was that we were given more possibilities and jobs for the same client because they were pleased with our work and provided us with A+ content jobs as well.