



# amazon

## GROWTH PLAN

### *Amazon Success & Growth*

For Consumer Packaged Goods  
specialty food brands



# ABOUT US

Founded in 2011, LM&S helps grow e-commerce for consumer packaged goods brands in specialty food, gourmet, natural foods, and supplements. With over 30 years experience in marketing & sales, we deliver strategies to **improve sales, enhance/protect branding, & grow audience**. Our focus is helping clients launch and grow on Amazon, Walmart Marketplace, & Shopify. We have helped drive over \$300M in e-commerce sales for dozens of specialty clients. LM&S donates a portion of its gross profits to **No Kid Hungry** to help end hunger for children in America.



# LET'S GET DOWN TO IT



- 30+ years experience in CPG Specialty Food
- \$300M+ GSV generated in GSV for 50+ Clients
- Passionate foodies with years of platform expertise
- Nimble, communicative, hands-on growth-driven approach
- Personalized service, easy to work with, no gimmicks
- Trusted by specialty food brands worldwide
- Compliant with Amazon TOS & Best Practices
- Proven 4-Pillar Service creates results (see our case studies)

# WHY WORK WITH US?



- Increase Amazon sales
- Enhance & protect brand
- Grow your audience
- We work at virtually no risk
- No up-front fees or retainers
- No long-term contracts
- We charge 2 fees only
- Pay us a % on gain we create

# AMAZON WORK



- **SETUP & FOUNDATIONAL**
- **4 PILLAR SIGNATURE SERVICE**
- **PPC ADVERTISING**
- **ACCOUNT MAINTENANCE**

# SETUP & FOUNDATIONAL SERVICES

*Start the right way – for new or existing 3<sup>rd</sup> Party Pro Sellers (Seller Central).*



**30-Minute Strategy Call.** Regardless if you plan to go in-house or work with an Agency, you'll get insights just from speaking with us that could save you time, money, & hassle.



**Hourly Consulting and/or Work.** All issues. A great place to start! Book as little or as much as you'll need for as long as it takes to fix issues, improve sales, address pressing technical or creative problems, enhance content, or get the right keyword strategy.



**Approval & Account Setup.** Amazon Grocery & Gourmet Food is a gated category requiring a properly-completed application and docs for 3<sup>rd</sup> Party Sellers. We escalate this via our Amazon contact(s) and help you setup your Seller Central account.



**Category & Product Analysis, Keyword Reports, & Playbooks.** We'll use our platform tools and CPG experience to research and gather insights on your category, competitors, SEO keywords, and more – to help you position your brand correctly.

# 4 PILLAR SIGNATURE SERVICE

*Build a solid strategy & growth plan – designed for new or existing sellers.*



**1 MARKETability.** Helping create your Amazon-specific plan – whether you're a new or existing seller. Includes product positioning, pricing, parentage, planning and more.



**2 DISCOVERability.** Strengthening how shoppers discover your storefront and products through search. Includes your custom Amazon keyword and SEO strategic plan.



**3 BUYability.** Increasing sales conversions by creating optimized product page content. Includes creating titles, bullets, product descriptions, A+ Content, Stores Page, and pictures and info-graphics. Tell your unique brand story with benefits that sell!



**4 RANKability.** Boosting the value your products offer long-term to Amazon customers. Includes reviews, Amazon promotions, building strong seller health, your Buy Box authority, shipping fulfillment planning, off-Amazon marketing support, and more.

# PPC ADVERTISING SERVICES



Setup & manage Sponsored Products, Brands, Display ads for long-term growth.  
You pay us a % of the gain we create from running these campaigns.



**Amazon Advertising Console Setup.** Research & plan campaign effectiveness strategies. This will include setting up your ad spend budget, ACoS, TACoS, and ROAS, targets, keyword bids, and more.



**Advertising Console Management.** Monitor and consistently adjust your auto & manual Sponsored Products/Brands/Display ads, negative keywords, competitor & product targeting ads.



**Reporting.** Get insights to learn what keywords are converting and to help drive your ongoing strategy & optimize future campaigns. Apply keywords Amazon has yielded from auto campaigns. Monthly reporting with strategy call.

*Amazon PPC Advertising Fees. Recommended minimum monthly PPC ad spend is paid to Amazon by Client (via credit card or deducted from seller payments).*

*~\$500+ /mo.  
paid to Amazon*



# ACCOUNT MAINTENANCE SERVICES

*We'll help keep your Amazon store thriving, compliant, & profitable.*



**Inventory.** We'll help you deal with stock issues for your Fulfilled By Merchant (FBM) and Fulfilled By Amazon (FBA Prime) product listings. IPI score monitoring – FBA.



**Violations.** We'll help you resolve store listing suppressions, tickets, flags, suspensions, and other seller issues, and related communications support.



**Content.** We'll help keep your product content optimized. Includes light assistance with product titles, bullets, pictures, info-graphics, A+ Content, and Stores Page.



**Profitability.** We do Amazon cost monitoring, analysis, support, and reporting for overall product profitability using platform tools that tie into your Seller Central account.

## 1. Monthly Service Fee

Setup, onboarding, product launch & storefront maintenance:

- Up to 10 SKUs                      **\$297/mo.**
- 11-20 SKUs                         **\$497/mo.**
- 20+ SKUs                            **\$697/mo.**

## 2. Monthly Pay Per Click (PPC) Ad Performance Fee

Pay on sales ONLY from PPC ad performance each month. Month-to-month basis. LM&S fees **based on gain we create** from average of your last 3-months PPC sales from ad campaigns.

<u>LM&amp;S fee</u>	<u>Gained Sales from Amazon PPC Ad Campaigns</u>
• 12% GSV	\$0 - \$5k/mo.
• 10% GSV	\$5k - \$10k/mo.
• 8% GSV*	\$10k - \$70k/mo.

\***LM&S Monthly PPC Ad Performance Fees** capped at \$5,600/month when you reach \$70k/mo. in gained sales from PPC Ad Campaigns on Amazon. All profits exceeding capped point are yours to keep.

# Thank You!

I'd love to hear from you.



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