# Amazing.com Teams Up with Brand Specialists for a Training Video on Maximizing Content to Increase Amazon Traffic, Just as Amazon Teams Up with Lennar Homes to Create the Ultimate Smart Home

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Amazing.com recently released a training video to show sellers how to increase traffic to Amazon. Brands specialist Shane Oglow and Norm Farrar teamed up to share their insights through a step by step guide on maximizing content marketing. The duo reveals how to maximize content exposure by leveraging things like social media, influencers, and press releases. Just as these brand specialists team up with Amazing.com to show Amazon sellers how to maximize content exposure via press releases, Amazon releases a press release revealing their partnership with Lennar for create the ultimate smart home.

Amazon recently released a press release revealing their plans to team up with Lennar to open ?experience showrooms?. New Lennar homes are Wi-Fi certified, with internet built into the walls and floors, making them the perfect showroom for Amazon?s smart home products. The general manager of Amazon Services shared, ?We wanted customers to experience a real home environment that showcases the convenience of the Alexa smart home experience, great entertainment available with Prime, and Home Services.? Amazon

has a wide variety of smart home devices, from the smart assistant Alexa to the smart doorbell Ring. The Amazon Experience Centers come equipped with Alexa, Prime Music, Dash Buttons, Fire TV and more. Lennar is offering 90 days of Amazon tech services to all home buyers.

Shane Osglow and Norm Farrar teamed up in an Amazing.com training video to reveal the importance of maximizing content. They share their insider tips to help sellers avoid getting stuck in the never-ending process of content creation. Through a step by step guide they explain how sellers can minimize their content creation efforts, while driving traffic and sales. During the video Jason Katzenback shares an opportunity to learn more from the two brand specialists during an exclusive Brand Authority workshop. The workshop will reveal how sellers can use one strategy to turn a business into a traffic and customer magnet. The Brand Authority Magnet Workshop will take place today, Thursday May 24, 2018.

Amazon was founded by Jeff Bezos in 1994. The company was initially named Cadabra, Inc. before becoming Amazon. It was first operated out of Bezos? garage. Amazon has pioneered serves like 1-Click shipping, Prime, Fulfillment by Amazon, Fire TV, Alexa, and Amazon Echo. Amazon?s four guiding principles include customer obsession rather than competitor focus, commitment to operational excellence, long-term thinking, and passion for invention.

Amazing Selling Machine (ASM) is a training course provided by Amazing.com for beginning Amazon sellers. The 8-week web course teaches sellers how to launch their own Amazon business selling physical products. The step-by-step guide on how to build and sustain an Amazon business comes with tools and resources to help those with no prior experience selling on Amazon.

Amazing.com offers a membership that allows Amazon sellers to take 1 off, desired courses. This membership is geared towards helping established sellers grow their Amazon business, run it efficiently, and maximize profit.

SellerConnect is an upcoming, hands-on networking event and workshop hosted by Amazing.com. The event will be in Amsterdam. The event is a way for Amazon sellers to connect with one another, learn from each other, as well as make lasting friendships, partnerships, and mentorships.

Amazing.com was founded by Matt Clark and Jason Katzenback in Texas. The company is headquartered in Austin, Texas. Through online courses and live instruction, the company teaches entrepreneurs how to create their own private label Amazon business. Their mission is to help entrepreneurs find financial freedom through the success of their own Amazon business.

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*Amazing.com helps people build successful businesses and achieve the financial freedom to do what they want, when they want, wherever in the world they want.*

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