Amazon Marketing Agency Website Gets Redesigned

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San Diego, California - March 09, 2021 -
Sunken Stone, a digital marketing agency based in San Diego, CA, is pleased to announce the recent re-design of their website. One of the reasons for the website redesign was to emphasize its Amazon brand management services. They want to emphasize that efficiency is vital on Amazon and that better management will lead to a stronger brand. With the competition on Amazon being intense and many competitors attempting to grab a company?s market share, it is imperative to have an efficient and quality-driven strategy for Amazon brand management.

With the Amazon brand management services offered by Sunken Stone, companies selling on Amazon can enjoy several benefits. These include: the possibility of boosting Amazon sales significantly with expert guidance; dominating competitors through a stronger brand presence; and being able to avoid tedious tasks as the Amazon marketing experts do what is required for marketing and sales to increase revenue.

With the services provided by Sunken Stone, clients are able to sell twice as much with half the effort. This is because they get their product listings will be optimized by a team of experts. These experts know the ins and outs of optimization and will help optimize the listing in such a way that separates the client?s business from the competition. Also, they will help the client win the Buy Box by applying the right strategies. And they have a team of review management experts who will assist the client in managing reviews so that the client can

focus on other important activities.

And as an Amazon brand management agency, they also help make inventory management a breeze. They will take advantage of the best inventory management solutions to help the business fulfill customers? needs and save money. Sunken Stone brand management experts will apply proven monitoring tools to protect the brand from unscrupulous people who make counterfeits. And by helping the client streamline inventory management, the business is able to minimize Amazon FBA fees.

A spokesperson for Sunken Stone says, ?We are a top-tier, turnkey, performance-based Amazon brand management agency. We take the reins of your Amazon account, identify areas to optimize based on our proven 4-pillar process, and deliver more sales, higher AOV, higher ROI, and higher all-those-other-3-letter-acronyms that mean more money in your accounts. All while you continue managing the parts of the business that you enjoy way more than Amazon because you just don?t have to worry about it anymore.?

The team of experts from Sunken Stone will apply SEO, which is one of the most valuable customer acquisition strategies on Amazon. SEO will help boost products? online visibility and searchability. In general, organic search is the main source of website traffic, resulting in more engagement of shoppers that lead to more conversions and more sales. Since the client?s product will appear among the first, online shoppers are more likely to click on it and view the product?s details. Once they have been convinced that the product indeed provides a solution for their problem, they are more likely to buy it.

It is important to understand that Amazon SEO and Google SEO are different. This is because the primary purpose for Google is to provide answers to people?s questions. Most of the time, the online searcher will not need to go back to the search engine results page. In contrast, Amazon is for selling products. Thus, when shoppers search for a particular product, they expect that the first result is the perfect match for what they need. And then Amazon will also help shoppers make a buying decision. Amazon also provides buyers with a platform where they can leave reviews about the product they purchased. But while Google SEO and Amazon SEO are different, they also have similarities, such as the use of keywords and the use of click-through rate as the best way to determine relevance.

Those who are interested in learning more about the Amazon brand management services offered by Sunken Stone may want to check out their website at https://www.sunkenstone.com/. They are open from Monday to Friday, from 8:00 am to 4:00 pm PST.

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For more information about Sunken Stone, contact the company here:Sunken Stone2869 Historic Decatur

Road, San Diego, CA 92106

Sunken Stone

Strategic, smart and scalable performance-based Amazon brand management. Our proven, four-pillar process gives sellers the ability to dramatically increase sales and ROI without adding to their workload.

Website: https://www.sunkenstone.com/

