



NOZAMA

Case of success



Type of customer:

Manufacturer

Product category:

Feeding

SERVICES:

Management seller

Advertising-Promotion

Operations management

Objectives:

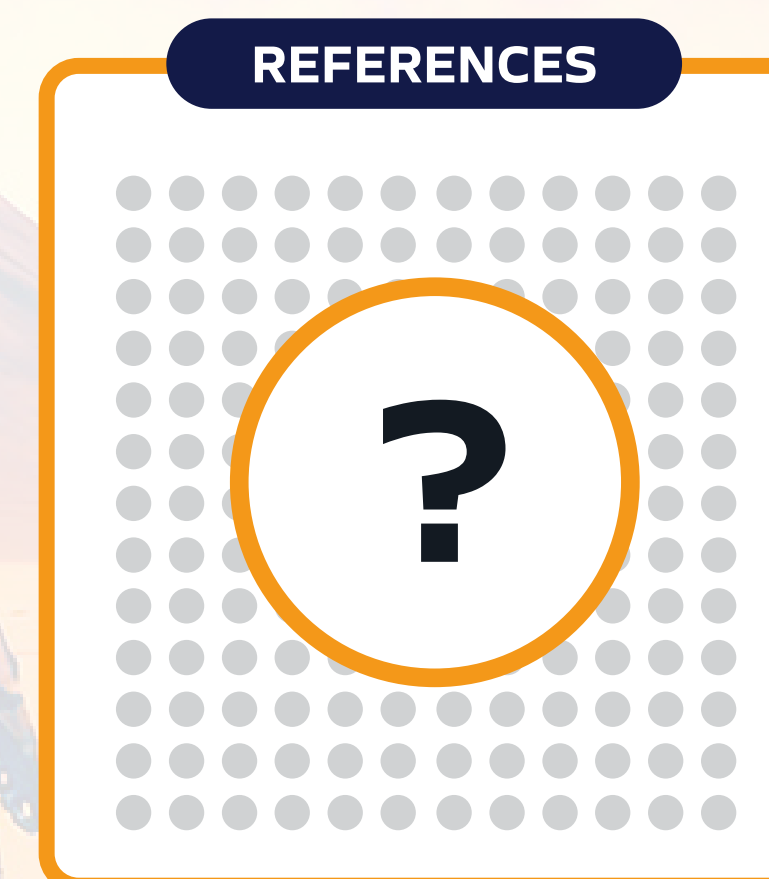
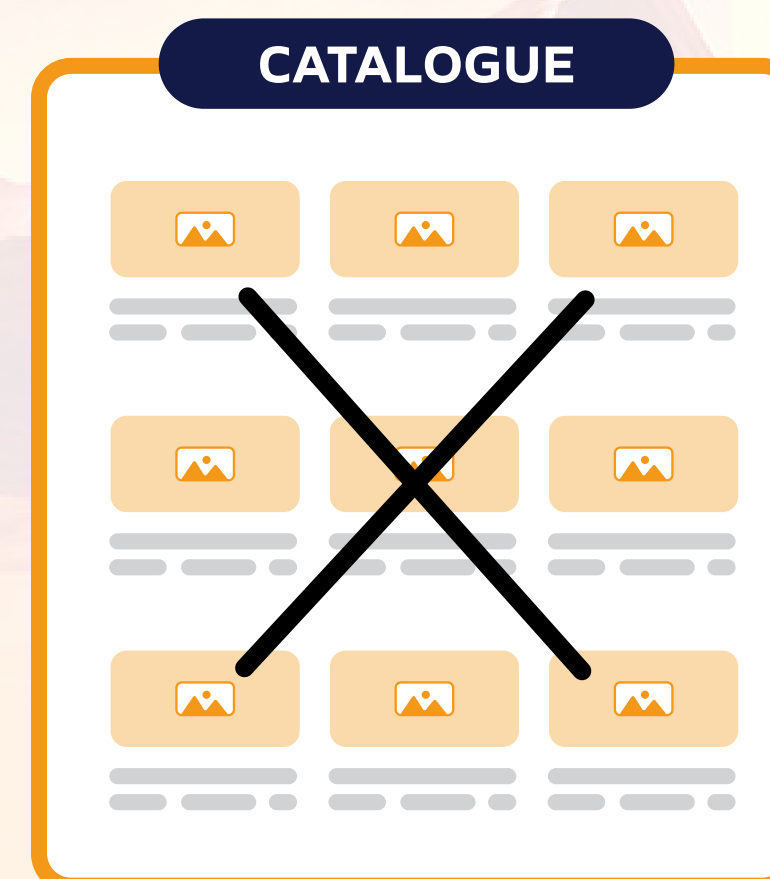
Expand your business on the Amazon Spain platform:

1. Creation of your complete catalogue
2. Generate sales
3. Increasing brand presence

Initial situation:

In this Amazon account management success story, we will delve into how we went about creating a completely new catalogue for the Risso brand, and how Nozama Solutions boosted its presence and performance on this marketplace

We started servicing it in August 2021. It had no previous sales and had no products created, references or reviews



Action plan:

After the first meetings, the action plan to be implemented was communicated to the client, which consisted of the development of the following points:



Market consulting using the Nozama methodology:

This provided us with **crucial information** to know where to focus our efforts and how to optimally capitalize on them, taking into account the market niche in which the client must have a presence **to achieve its objectives**

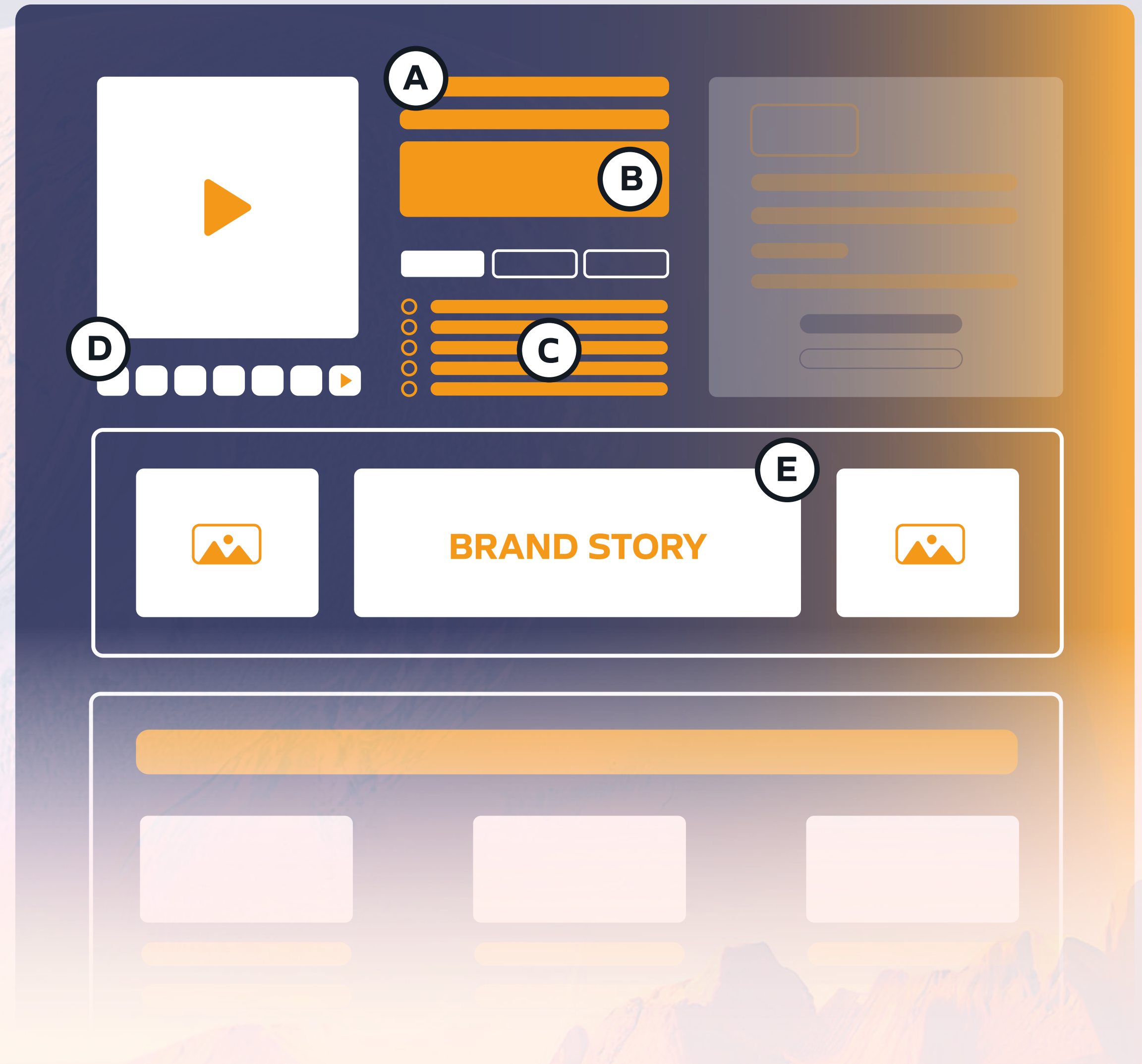


Niche Categorization:

This made it possible to create, enhance, and give visibility to the products in its catalog, through:

1. The analysis and definition of the most relevant **search terms** for each product
2. Complete **listing** creation and optimization
3. The correct categorization of the **catalog** focused on its respective niche

- A Titles:** use of appropriate words and structure
- B Description:** within the texts the keywords defined in the previous market analysis are used
- C Bullet points:** writing according to Amazon specifications
- D Images:** selection of 7 images or 6 images + 1 video
- E Rich content:** highlighting the benefits of both product and brand



Personalized sales strategy:

The strategy was developed with initial emphasis on:

- A** The improvement of the **positioning of the top sellers** of its Off-Amazon channel within the marketplace
- B** The adaptation of **A+ enriched content**
- C** The creation of a **Store** to encourage cross-selling of products



Advertising campaign management:

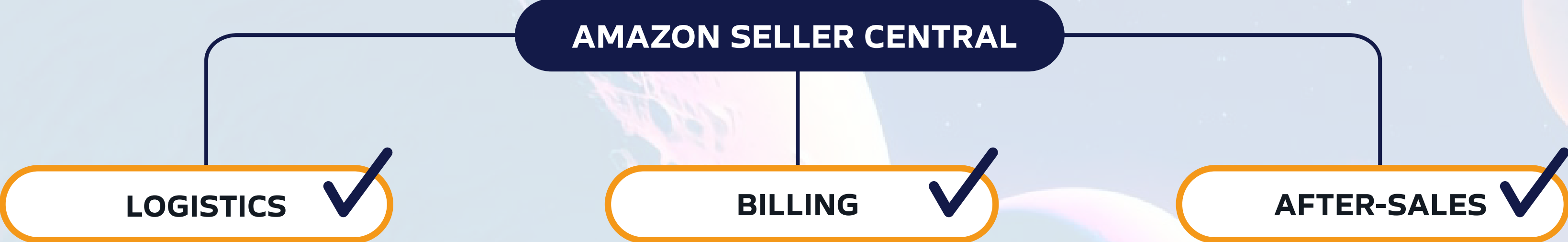
Thanks to the market analysis that was carried out, Nozama developed a strategy with the following actions:

1. As an initial step, we defined the **references to enhance** with the campaigns in the strategy, which were the 5 top sales that covered 80% of the billing
2. Worked on a **discount and promotion scheme**
3. We focus the strategy on generating a campaign architecture based on **niche keywords and categories**
4. Likewise, we develop advertising actions where we focus on brand defense in order to avoid leaks of potential customers during the purchasing process, using **Sponsored Product** (by ASIN, by type of product), **Sponsored Brand** and **Sponsored Display** campaigns



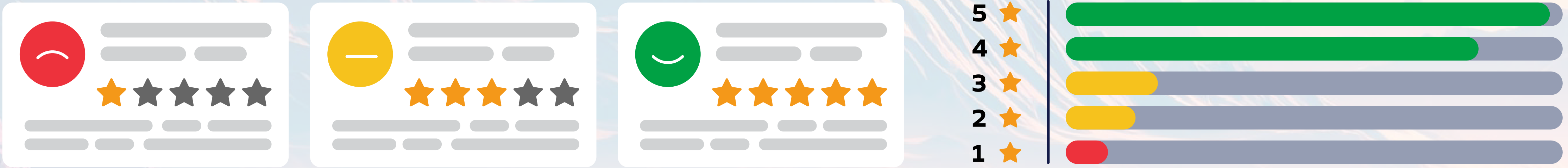
Operations management:

Because the client did not have knowledge of this marketplace, they trusted Nozama to carry out the **full management of their operations** on the Amazon Seller Central Spain platform



Increase in reviews:

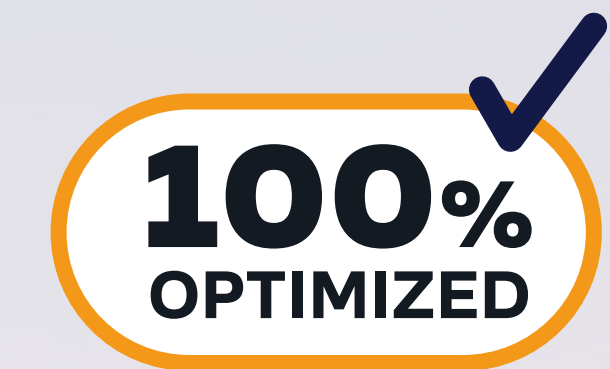
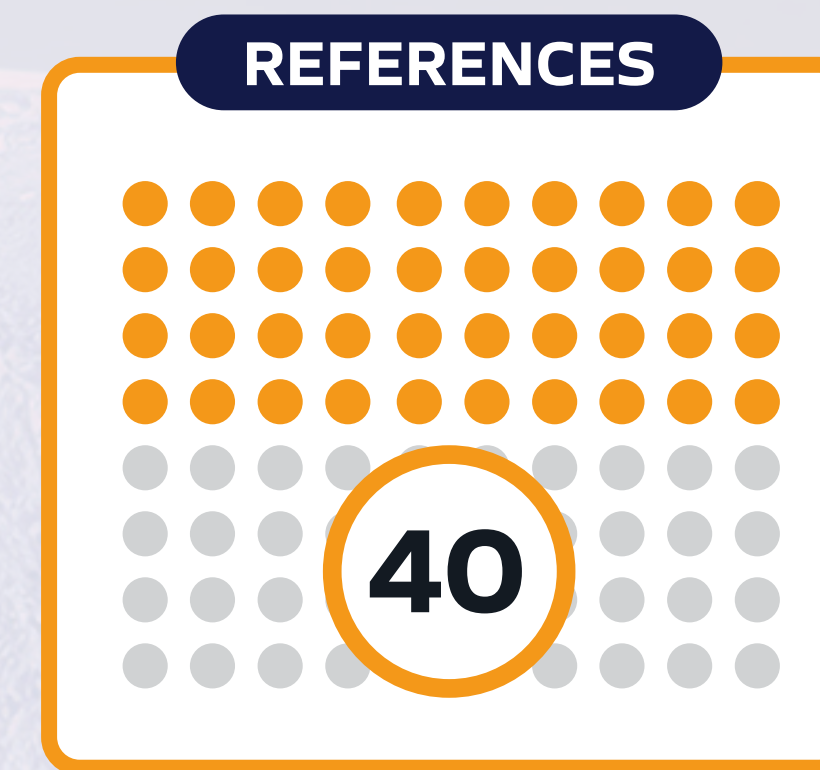
In order to provide **security to the final consumer** and having full confidence in the quality of the product, we worked on planning to **increase reviews** supported by the speed of purchase



Results:

- ★ In relation to the catalog, **40 references** in total were put on sale, and 100% of them were created and optimized by Nozama Solutions

It should be noted that **A+ enriched** content was also created for each of the references, focused on the strategy growth desired by the client



- ★ Regarding advertising and as a consequence of the marketing strategy carried out, results were obtained from the first moment

During the launch phase of the campaigns, **1,326,245 impressions were obtained in less than a month**, starting from scratch, which generated a high level of visibility. In addition, thanks to this strategy and the coupons of up to 60% discounts on some products, customer **sales records** were broken month after month throughout 2022. All of this led to the proposed goal of **3 tons of product** being met sold



★ From an operational point of view, by focusing our distribution strategy on keeping **100% of our catalogue in FBA logistics**, we achieve competitive delivery times and a better positioning in relation to our competitors



★ And finally, the most important thing: all these actions have led to a steady **increase in customer sales**

These are the comparative figures for Q4 2021 (start of our management) compared to the same period in 2022 (customer already established with Amazon):

In Q4 2021:

- 1662 euros in sales
- 152 units sold
- 136 orders

In Q4 2022:

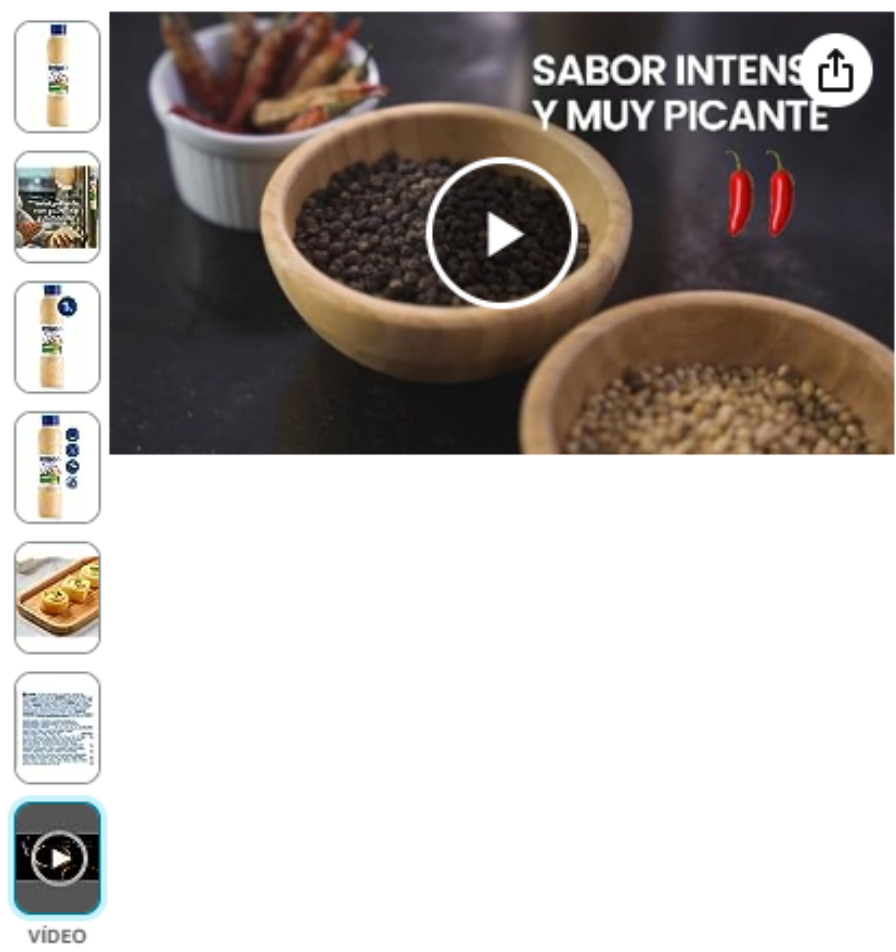
- 9312 euros in sales **(+460%)**
- 859 units sold **(+465%)**
- 711 orders **(+422%)**

BILLING

	Q1	Q2	Q3	Q4	
2021	0 orders			136 orders	----->
	0 units			152 units	----->
	0,000€			€1,662	----->
2022	----->			711 orders	+460% ↑
	----->			859 units	+465% ↑
	----->			€9,312	+422% ↑
* Q1-Q4 2022: 3 tons of product sold					



Product



Samurai - Salsa Picante - Bote de 1 L - Delicioso e Intenso Sabor - Producto Vegetariano y Sin Gluten - Potencia el Sabor de tus Platos - Sabor y Textura Inmejorables - Risso

[Visita la tienda de risso](#)

4,5 ★★★★★ 70 valoraciones

Opción Amazon de "samurai"

Precio: **11,59€** (11,59€ / unidad)
Los precios incluyen IVA.

Ahorra 5 % en cada 4 o más [Comprar artículos seleccionados](#)

Tamaño: 1 l (Paquete de 1)

1 l (Paquete de 1) 11,59 € (11,59 € / unidad)	Pack x 6 51,73 € (8,62 € / unidad)
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Ingredientes

Acerca de este producto

Reviews

Principales reseñas de España

Juan Manuel

★★★★★ **La mejor salsa picante que he probado.**

Revisado en España el 6 de octubre de 2023

Tamaño: 1 l (Paquete de 1) | **Compra verificada**

Va bien con todo tipo de comidas increíble.
Se me ha hecho indispensable en mi cocina.
La recomiendo

Útil | Denunciar

Carlos Aguilera

★★★★★ **Salsa deliciosa**

Revisado en España el 13 de septiembre de 2023

Tamaño: Pack x 6 | **Compra verificada**

Esta bien las salsas

Útil | Denunciar

Cliente Amazon

★★★★★ **Estupenda**

Revisado en España el 30 de junio de 2023

Tamaño: 1 l (Paquete de 1) | **Compra verificada**

Me encanta este producto.

Útil | Denunciar

APPROACH FOR 2023:

The work carried out during the year 2022 will allow us to aspire to **double the sales** achieved during the year 2023, due to the customer growth forecasts within Amazon



B2C - B2B

Change of business model thanks to our own Vendor accounts



SALES

Expansion of sales to international markets



ADS

Creating a new personalized marketing strategy



REVIEWS

Further increase the generation of positive 4 and 5 star reviews



NOZAMA

MAKES AMAZON WORK

We are your strategic partner

This is just one example of the help we can provide to
manufacturers, wholesalers or distributors
who want to be successful on Amazon

Thanks to our **more than 12 years of experience** managing
accounts, our **team of experienced professionals** and the
proprietary tools and methodology we have at our disposal,
we are the **strategic partner** to consider for any seller who
wants to meet their goals within the marketplace

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