

How \$10 Bucks and a Whiskey Glass Turned into \$400 Bucks and a Growing Ecommerce Business.

“We were told that the high dollar items would not sell on Amazon, and we have now sold all our high dollar ‘xxx’ sets on Amazon. When we were visiting them, they just completed their shipment to Buckingham Palace, where they sold the ‘xxx’ design. If we can move their product, we can get it made and replaced quicker than the other companies. Great job Todd, I am now confident things will go!”

Mr. Thomas Faini
Thomas James Jewelers



Our Client

This client owns several businesses. We provide digital marketing services to one of their entities through our sister company, Pag1Ranks.com. This opportunity here was for one of their businesses that imports products from another country and has been trying to sell via Ecommerce for a few years, without much luck. Until now.

The Problem

The client had been working really hard to get their business off the ground, but after three years, with few sales and having been given so much incorrect information and investing thousands-upon-thousands of dollars on their website and shopping cart(s) they were really at wits end on how to move forward. They have all the resources and ingredients for a successful Ecommerce business. They have great products. Great staff. Exceptional customer service and the desire to make this work for their business. They just didn't understand how to successfully sell on Amazon and other online outlets. As chance, and destiny had it, we were introduced to each other in late 2018. We shared our experience in digital marketing, Ecommerce, traffic and conversion. Traffic and conversion combined with great product(s) are key to having any success online, or offline, for that matter. Our significant experience working with successful businesses, working in digital marketing and using various e-commerce solutions, including Amazon platform to achieve impressive business growth were what was needed to begin fresh and have optimism for a bright Ecommerce future.

Our Approach

Our secret to success is all about hard work, constant testing and education. Businesses who partner with us benefit from our ecommerce experience and expertise, and as a result they benefit from increased sales and revenue. Working together we deliver a win-win business partnership and an emphasis on return on investment.

For this client we discussed the potential opportunities for their products, and identified the most suitable routes to market, we agreed a retainer and revenue share business model which would work well for both our businesses, and then we started to focus on delivering results for our new partnership. Amazon has been our main focus to begin with. We are also optimizing their Shopify store at the same time.

Our Solution

We started to look over the firm's Amazon account and immediately identified a number of issues:

- No optimization of any Amazon listings
- No keywords used
- Poorly selected product titles
- Incorrect categories used for products
- Poorly constructed listings and no bullet points

In addition, there was also no effort to invest in attracting paid traffic to the listings, but this is essential to growing a successful ecommerce business.

The Results

Within a few weeks of working together we had set up a carefully planned Amazon Sponsored Product advertising campaign, invested around \$10 bucks and immediately sold over \$400 in high-end whiskey glasses. Since then, we have gone on to sell a \$1200.00 item and the future is very bright. The business continues to grow sales, demonstrating the effectiveness of our partnership. The business is now going in the right direction and we share a very bright future together.

"When I look at our daily sales, I never ceased to be amazed and there is absolutely no doubt that they can be directly attributed to Mr. Ramsey's incredible talent"

Mr. Michael Gelskey Sr.
CEO-Lift-It Manufacturing



You have a good product, but maybe aren't selling as much as you like on Amazon or your own web store. We can help solve this problem. Your Products combined with our Ecommerce Skills equal profits for both of us.