

National Marker Company **Grows Amazon Revenue 761%** With New Sponsored Products Strategy

Channel:



Marketplaces

Industry:



Signs & Labels

Focus:



Sponsored Products

Goal:



Implement a Winning Amazon Ads Strategy

The Situation

National Marker Company (NMC) has been producing high-quality safety signs and other products since 1934. The company comes from an established traditional marketing background, with catalogs used as a primary marketing method. NMC was facing an industry in flux as competitive landscapes headed more toward digital advertising. They needed to make some aggressive moves to stay ahead. Amazon was the battleground that needed to be won, but they weren't sure where to begin.

Opportunity Identified

With print marketing giving way to digital, NMC wanted to proactively approach their catalog strategy. The brand turned to the trusted Amazon experts at ROI to get ahead and keep up with their unfaltering growth. Some challenges included NMC being a smaller company with a very niche catalog and tight budgets. Specifically, they had a narrow return goal of 10-15%, which didn't leave much room for experimentation.

ROI in Action

The ROI team built granular Amazon Sponsored Products campaigns to ensure coverage for every product in NMC's catalog, each with their own seasonality. The ROI team built 30 active campaigns in the first week and 60 in the first month, and also optimized listings and campaigns for NMC's top revenue-driving products. By utilizing the 80/20 rule and aggressive category targeting, they were able to gain market share in less profitable categories. Along the way, the team discovered and implemented new profitable product opportunities.

Results Achieved

Our traditional slow season for our distributors didn't reflect on Amazon. Amazon has become a much larger contributor to NMC's total revenue package for the upcoming business year.

- Derek Falardeau

Ecommerce Manager, National Marker Company

283% Increase in Impressions

574% Increase in Clicks

761% Increase in Revenue