

CASE STUDY: New Private Label Product Launch on Amazon.com



Turnkey Listing and Launch Campaign: Outdoor Camping Brand

Amazon Private Label company already producing 6 figures per month in revenue, diversifying with a new brand.

“BSR Marketing took my new product line from launch to ranking less than 1,000 in a major category resulting in several thousand dollars a day in sales”

Executive Summary

Based in Colorado Springs, Colorado, this manufacturer had achieved success in the Office, Home and Aviation categories. When the time came to launch a new brand in the Outdoor camping category, the brand owner was facing a time crunch and needed a team they could trust to create the listing, research the keywords and launch a review campaign.

Once the project commenced, we heavily researched the niche along with competitor reviews, to identify the buying triggers and the common product issues to be addressed in the description.

The fully optimized listing emphasized the superior product features and went live in July 2016. A review acquisition campaign commenced shortly after with reviewers receiving sample products over the following 2 weeks.

Over the next 30 days the product had achieved:

- BSR rank in the mid 600's for a highly competitive category
- #1 New Release badge on the listing throughout August

Challenges

This particular product was late to market due to shipping delays, resulting in a market launch that had missed peak season.

However, with an aggressive review budget in place along with a listing that converted upwards of 40%, the client was able to rapidly climb the best seller rankings.

Although the product did stock out after 6 weeks, rankings were quickly recovered once inventory had been received at Amazon FBA.

“...They provide easy forms to input your product data, great copywriting, superior keyword research, and reasonable cost. They have earned my business, my respect, and my recommendation!”
- Dan F, - Brand Owner

Pre and Post Campaign - Amazon Best Sellers



57 customer reviews | 3 answered questions

#1 New Release in Tents & Shelters

Price: ~~\$145.00~~

Sale: **\$39.98** & **FREE Shipping** on orders over \$49. [Details](#)

Top Customer Reviews

★★★★★ Like it so much we're going to buy a second one!

By Sunny SD on July 2, 2016

Color: Blue

We live in San Diego, so obviously there's a lot of going to the beach. Usually, we have to drag an umbrella or heavy S the chance to purchase this lightweight alternative, I jumped on the opportunity. Definitely, the best pop-up tent we've e my 4 year old son, immediately claimed it as his. I can see our family taking it on trips or even setting it up inside for back together. Very impressed and will recommend to anyone looking for something similar.



Trusted Working Relationship

BSR Marketing has been able to provide more than listing services to the client in the form of brand building, social strategy and suggested product improvements. We are now working on our 4th product from the client, and look forward to a long track-record of growing their sales on Amazon.