

## CASE STUDY

# RECLAIMING BRAND CONTROL

### BACKGROUND

Dissatisfied with their lack of brand control while selling through Amazon Retail, PureFit partnered with Kaspien Agency to help them sell directly through their own seller account. PureFit named two leading objectives for the partnership: become independent from Amazon Retail, then create and grow a profitable seller account.

### OUR STRATEGY

First, we helped PureFit set up their logistics channel independent from Amazon Retail. Then, we began creating a robust marketing presence.

PureFit's website had fantastic copy for each of their nutrition bars, so we used it as a starting point for optimizing their Amazon listings. We revised the copy to comply with best practices and added additional keywords to improve PureFit's SERP placement.

With a distinct and immediately likable brand voice, social media marketing was a natural fit. We hired relevant influencers who shared PureFit's products with over 45,000 of their followers.

### RESULTS

PureFit has regained control of their Amazon presence with the creation of a strong seller account, and we've helped them grow a far more efficient and profitable Amazon business.

**605%**

*increase in sales from Seller Central since start*

**\$4K/mo.**

*recovered from Amazon inventory reconciliation*

**2.7M+**

*impressions from sponsored ads*

