



Case Study | Nutritional supplements

Successful Amazon presence for a nutritional supplement brand

Initial situation

Our client, a manufacturer of high-quality nutritional supplements, faced several challenges in building a successful Amazon business. These included high competition, stricter compliance requirements and the need to gain customer trust in the quality of the products.



Goals

The goal was to establish a strong presence on Amazon and significantly increase sales while ensuring compliance and customer confidence in the products. The specific objectives included:

- Increase sales on Amazon by 50% within 12 months
- Meeting strict compliance requirements for dietary supplements
- Build positive customer reviews on Amazon

Measures

1. Compliance Review: Thoroughly review and ensure compliance with regulatory requirements for dietary supplements on Amazon.

2. Optimized product descriptions: Created informative and trustworthy product descriptions that highlighted the quality and effectiveness of the supplements.

3. Review management: actively manage customer reviews to minimize negative reviews and encourage positive reviews.

4. Marketing campaigns: Execute targeted Amazon PPC campaigns to increase product visibility and persuade customers to trial.

Outcomes

+57% Revenue

growth compared to the previous year, with Amazon becoming a significant sales channel.

Meeting all compliance requirements and maintaining an impeccable product listing on Amazon.

Improve average customer ratings by 1.5 stars and build a positive brand image.

Key takeaway

This case study highlights the importance of thorough preparation and strategy development for dietary supplement manufacturers on Amazon.

1. A detailed review of all compliance requirements for the safe sale of NEM in ecommerce and on Amazon is essential.

2. Confidence-building product descriptions and active evaluation management are critical to success.

3. A thriving Amazon business in the nutritional supplements sector requires additional Amazon Ads to convince customers to make their first purchase.



About eBazaaris

Since 2016, eBazaaris provides brand owners with a comprehensive approach to evaluating, developing and managing ecommerce marketplaces and social media platforms in Europe.

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