

# Next Generation Ecommerce for Amazon & Walmart

Giving brands around the world  
the tools and strategies to scale  
quickly and profitability!



# 19+ Years of Innovation

For 19 years National Positions has grown from an SEO-dedicated brand into an omnichannel digital marketing agency. From ecommerce and Amazon to social media and web design—we have experts to scale any type of campaign!

# 150 Team Members and Counting

Marketing talent knows no border. Our commitment to building a team composed of the best minds in marketing has led to creating a truly global team. Results are what matter. And in a digital world, we are breaking through barriers to work with the best.

# 200+ Publications

We don't just lead the way in industry thought leadership—we share it with the world. With articles in such notable publications as Forbes, Bloomberg, and the Los Angeles Business Journal, our strategic insights keep brands current with the latest developments in digital marketing.



**Bloomberg  
Radio**  
LOS ANGELES  
BUSINESS JOURNAL



**GEEK OUT**

# 20+ Awards and Certifications

Not only are we proud of our team's commitment to excellence in digital marketing, but our results have also earned us recognition from the likes of the Inc. 500, The Communicator Awards, and Google. This commitment to results continues to garner attention across the digital marketing industry spectrum.



# Our Values



## Results First

Obtain optimal results for every client. Utilize the best tools and platforms to help our clients scale faster than their competition.



## Deliver WOW Every Time

Establish an unwavering commitment to sustaining a customer experience that exceeds expectations and delivers wow at every interaction.



## Doing What's Right

Working with integrity, honesty, and transparency, producing the right solution for our clients' needs.



## Desire To Be The Best

Sustain a passionate interest in the latest industry insights and have a willingness to learn, share, and implement these insights.



## Constantly Innovate

Embracing out-of-the-box thinking and continually test new concepts to provide our clients with the best scalable solutions as the industry evolves.





# 65%

**65 percent of Amazon online shopping users are also subscribers to the Amazon Prime service.**

## **AMAZON EXPERTISE**

Amazon is by far the largest ecommerce marketplace in the world.

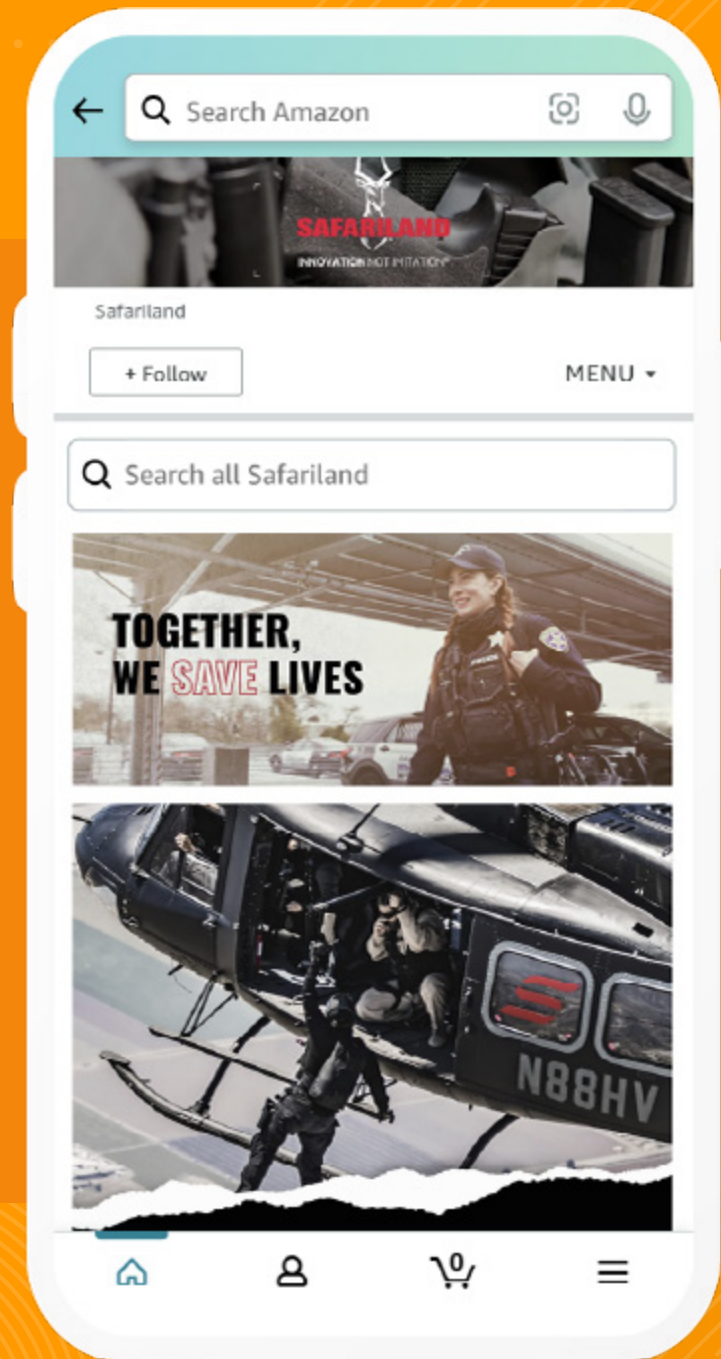
In 2022 ecommerce revenues on Amazon grew to nearly \$130 billion, capturing nearly 40% of all US online retail sales.

Additionally, over 80% of U.S. adults aged 18-34 are Amazon Prime Members!



# Amazon Experts

- Campaign setup
- Sales management on Seller or Vendor Central
- Advertising management
- Brand management
- Performance modeling
- Brand protection
- Logistics, operational, and strategic excellence
- Monitoring, consulting, and reporting



# Amazon Experts

## Streamlined Brand Setup

- ▶ Amazon application assistance
- ▶ Amazon account setup assistance
- ▶ Fulfillment strategy consultation
- ▶ Amazon feed setup and optimization
- ▶ Keyword analysis
- ▶ Competitive analysis
- ▶ Pricing analysis and recommendation
- ▶ Title and description optimization
- ▶ Product listing optimization
- ▶ Transition 1P to 3P

## \*Managed Operational Excellence\*

- ▶ Inventory forecasting
- ▶ Reseller control
- ▶ Product performance review
- ▶ Operational excellence
- ▶ Address invoice and PO concerns
- ▶ Logistics and shipping consulting
- ▶ Chargebacks and claims management
- ▶ FBA logistics recommendations
- ▶ Amazon account health reporting
- ▶ Inventory management



**amazonadvertising**  
Sponsored Ads Accreditation

## Strategic Amazon SEO

- ▶ Keyword review and analysis
- ▶ Catalog upload and optimization
- ▶ Existing catalog cleanup
- ▶ Variation management
- ▶ Content creation and optimization
- ▶ A+ page creation (if applicable)
- ▶ Brand store page creation
- ▶ Brand management
- ▶ Ongoing competitive review
- ▶ Amazon posts (if applicable)

## Paid Media Management

- ▶ Complete campaign setup
- ▶ Ad strategy development
- ▶ Product ad development
- ▶ Keyword bid optimizations
- ▶ Headline ads (as applicable)
- ▶ Lightning deals
- ▶ Product promotions
- ▶ Creatives development
- ▶ Testing and optimizations

## Monitoring and Consulting

- ▶ Monthly reporting
- ▶ Strategic planning
- ▶ Ongoing telephone support
- ▶ Unlimited email support
- ▶ Dedicated team member
- ▶ Direct Amazon support
- ▶ Review escalation
- ▶ Product listing issue escalation



# 69%

**Walmart saw growth across all eCommerce channels in 2022. In the eCommerce world, Walmart holds the #2 spot!**

## **EXPANDING WITH WALMART**

Walmart's US eCommerce sales grew to nearly \$50 billion in 2022, a 16% year-over-year increase.

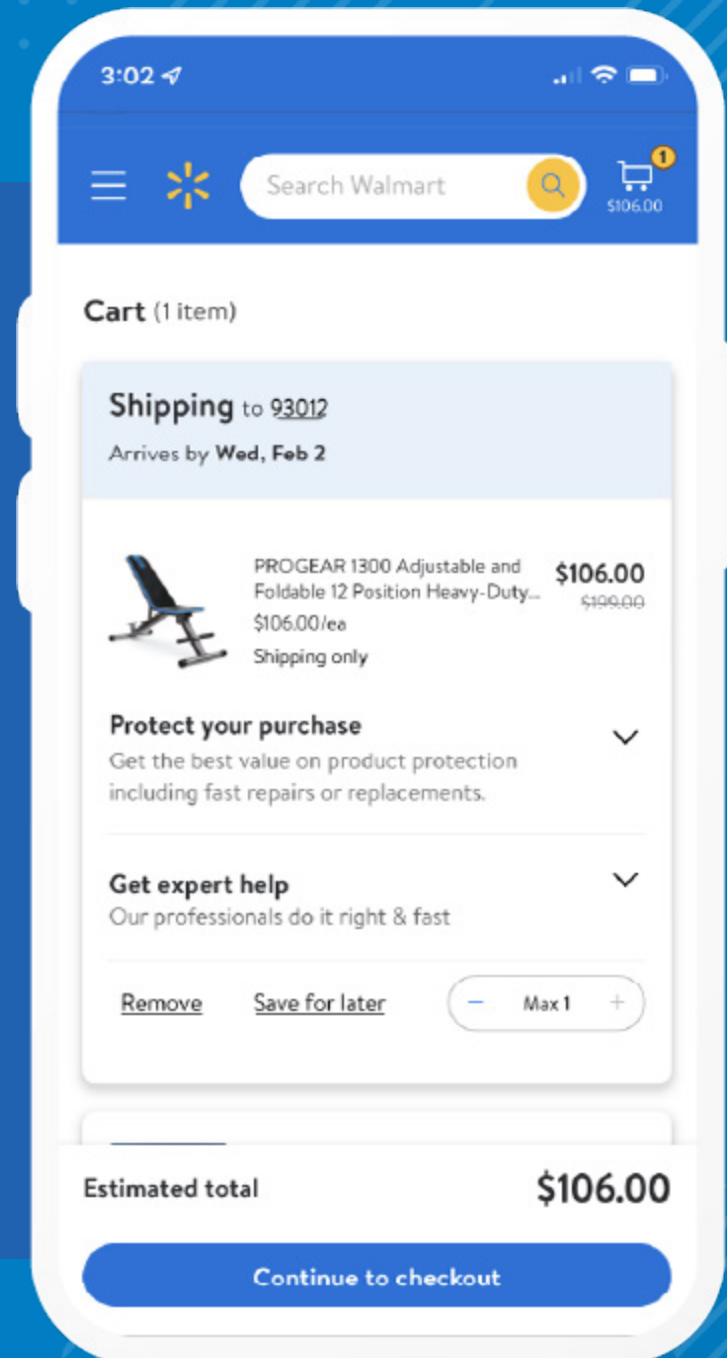
Throughout a record-breaking 2022, the rapidly growing ecommerce arm of Walmart raked in over \$73 billion in global sales as they continue to push into Amazon's territory.



# Walmart Experts

Walmart has added 21 million more SKUs to its online assortment (a 15% increase) and an estimated 32 million U.S. consumers belong to Walmart+.

- Campaign setup
- Sales management on Seller or Vendor Central
- Advertising management
- Brand management
- Performance modeling
- Brand protection
- Logistics, operational, and strategic excellence
- Monitoring, consulting, and reporting



# Walmart Experts

## Walmart Brand Setup

- ▶ Walmart application assistance
- ▶ Walmart account setup assistance
- ▶ Fulfillment strategy consultation
- ▶ Walmart feed setup and optimization
- ▶ Keyword analysis
- ▶ Competitive analysis
- ▶ Pricing analysis and recommendation
- ▶ Title and description optimization
- ▶ Product listing optimization

## Walmart Brand Management

- ▶ Keyword review and analysis
- ▶ Catalog upload and optimization
- ▶ Existing catalog cleanup
- ▶ Variation management
- ▶ Content creation and optimization
- ▶ Ongoing competitive review
- ▶ Monitoring and consulting
- ▶ Performance modeling
- ▶ Inventory management

## Walmart Operational Excellence

- ▶ Inventory forecasting
- ▶ Reseller control (if applicable)
- ▶ Product performance review
- ▶ Operational excellence
- ▶ Address invoice and PO concerns
- ▶ Logistics and shipping consulting
- ▶ Chargebacks and claims management
- ▶ Fulfillment services recommendations
- ▶ Walmart account health reporting

## Walmart Paid Media Management

- ▶ Ad strategy development
- ▶ Walmart sponsored ads
- ▶ Keyword bid optimizations
- ▶ Headline ads (as applicable)
- ▶ Testing and optimization
- ▶ Strategic planning recommendations
- ▶ Monthly and quarterly reporting
- ▶ Custom reporting (as needed)
- ▶ Ongoing monitoring and consulting

# Our Technology

Fueling smarter ecommerce decisions



**Listing optimizer**



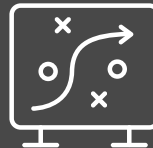
**Optimize ad margins**



**Improve ad  
performance**



**Perform product and  
market research**



**Reverse engineer the  
competition**



**Identify reason for  
ranking for key terms**



**Monitor and benchmark  
performance details**



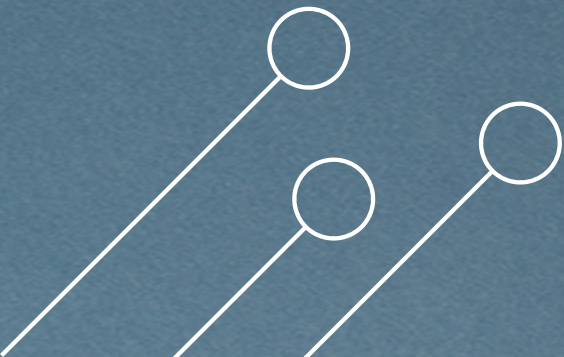
**Track and increase organic  
keyword performance**



**Sales analytics, rank trackers,  
and KPI metric dashboards**

# Omnichannel Ecommerce Solutions

Supercharging Ecommerce  
Impact and Profitability





# Omnichannel Ecommerce



## Shopify Experts

### *Streamlining Ecommerce UX*

Selling your product line directly to your customers means having a flawless ecommerce experience—from product pages and checkouts.



## Paid Media Ad Experts

### *Google & Microsoft Ads*

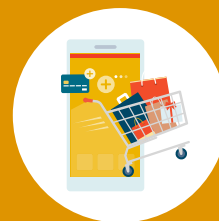
Recognized as a top-performing agency by Google, our team of experts manages over \$20 million of paid media investment annually.



## Google Shopping

### *Sell Directly from Search*

For those customers that are ready to make a purchase, Google Shopping can be invaluable for streamlining the process and giving customers what they want faster.



## Product Data Feeds

### *It's Not Just About Amazon*

There are over 1000+ ecommerce sites online—and every one of them is an opportunity to capture another customer. We handle the hard stuff so you can fulfill orders.





# Social Commerce Impact



## Facebook Ad Experts

### *Featured at AdWorld 2022!*

With the ability to advertise and sell directly from social media, campaign flexibility continues to expand. Our results were even featured at Ad World and Affiliate World!



## TikTok Ad Experts

### *It's Not for "Kids" Anymore*

TikTok is an untapped opportunity—with 75% of TikTok accounts held by those aged 20-50+, and adoption of the platform continues to rapidly expand.



## Influencer Marketing

### *Award-Winning Results*

If you have a niche product that must be seen to be believed, influencer marketing might be the strategy you need.



## Creative Powerhouse

### *Award-Winning Design*

Our team of in-house writers, designers, video editors, animators, and voice-over artists are ready to give your campaigns the creative and personalized touch they need.



ADWORLD



**TikTok** For Business

# Ecommerce Data & CRO



## Custom Reporting

### *Your Data. Your Decision.*

We approach reporting data with a "results-first" mindset. You need to know how your investment is performing—the ROI, ROAS, conversion rates.



## Conversion Experts

### *Unlocking Opportunity*

It is not about the site traffic or click volume you get—what matters is how well your attention is converting!



## "Offline" Conversion Data

### *Enriching Online with Offline*

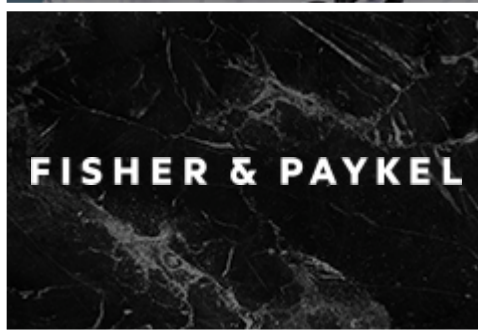
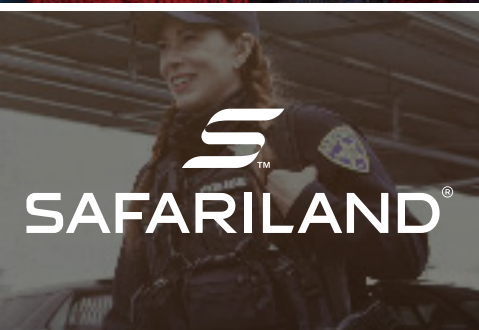
We want our clients to have every advantage possible to capture greater ROI and maximize conversions. So why limit yourself to a single set of metrics?



## AI-Fueled Ad Performance

### *Our Game-Changing Tech*

New for 2022 is our custom first-party data tracking and automated ad optimization platform. We are unlocking the holy grail of digital marketing—accurate success attribution!



# Hundreds of Success Stories!



**540%** Return On Ad Spend (Social)

**22,000%** Greater Conversion Volume

**17,000%** Higher Amazon Sales Revenues

**1200%** Higher Conversion Rates



**760%** Return on Ad Spend (Social)

**450%** Higher Social Commerce Revenues

**870%** Return on Ad Spend (Google)

**\$1M +** In Assisted Revenues (Monthly Avg.)





# Upgrading Your Ecommerce Strategy

There you have it! Now that you know all about us, we're excited to get to know you and your brand.

Contact your Digital Marketing Strategist to set up a complimentary ecommerce profit analysis. Act now if you are serious about taking your ecommerce growth to the next level.



**Local:** (818) 852-0600

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