

Next Generation Ecommerce for Amazon & Walmart

Standing out from the competition and maximizing profits on
the biggest e-commerce platforms in the world!



20

Years of Profit-Driven Innovation

For 20 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

Marketing Experts 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.

300+ Publications

We are a leading voice in the digital marketing industry as proven by our 300+ Forbes Agency Council publications. From advancements in AI and branding to the value of 1st party data and customer loyalty - we have covered every aspect of the marketing world on Forbes.



**Bloomberg
Radio**

LOS ANGELES
BUSINESS JOURNAL



GEEK OUT

20+ Awards and Certifications

Our marketing impact has been featured worldwide from the stages of Affiliate World to the digital pages of Forbes. As we continue outperforming - the accolades from Google, Meta, and Amazon continue to stream through National Positions doors!



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.



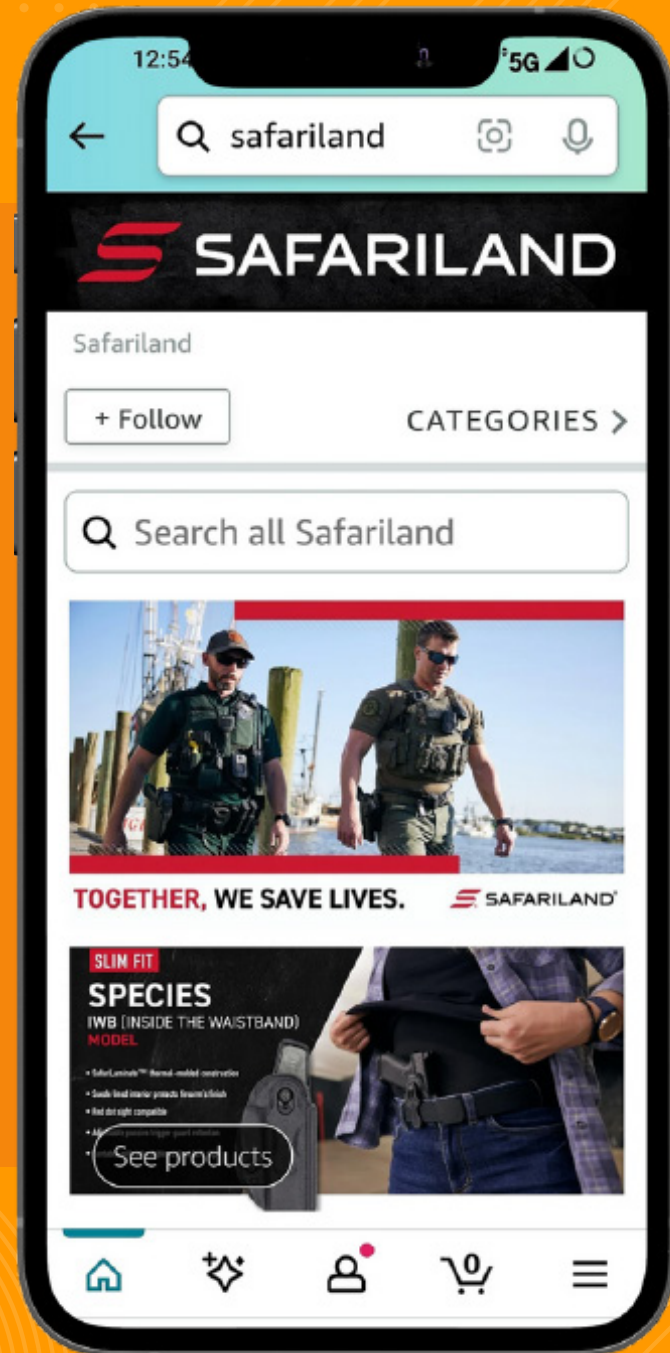
Constantly Innovate

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



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



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

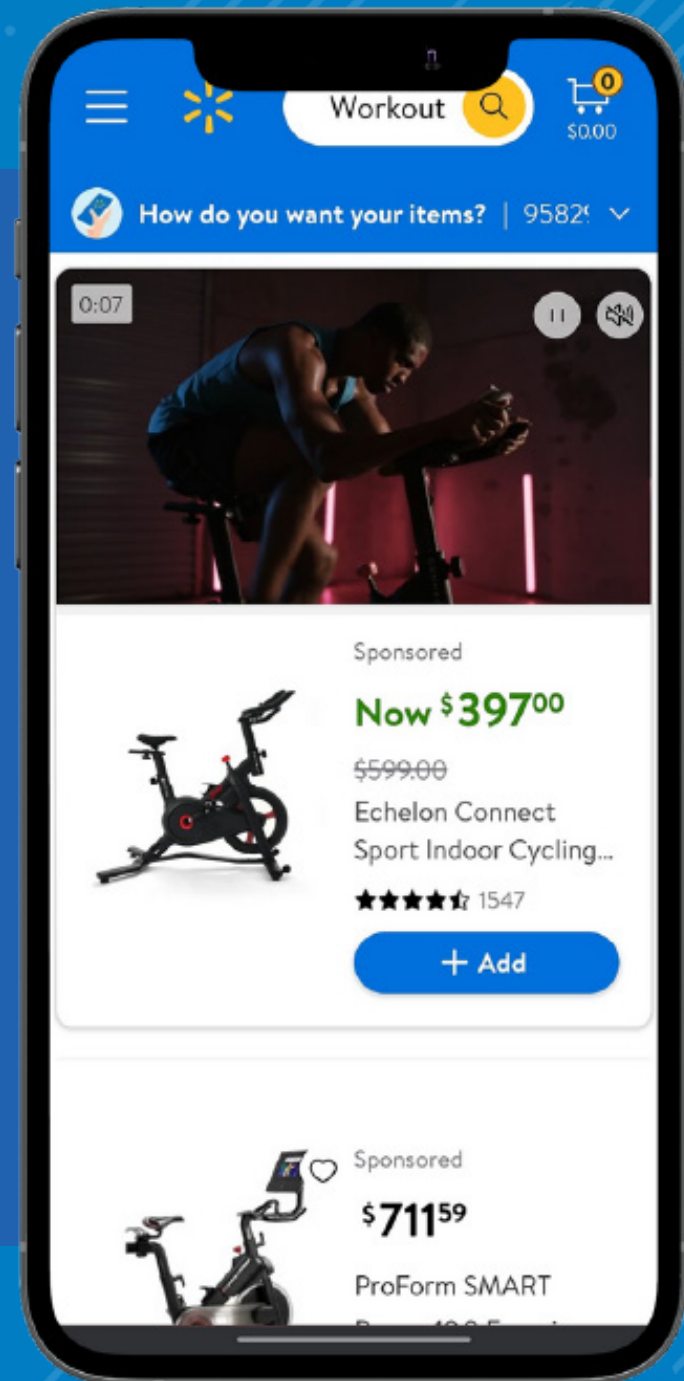
- ▶ Complete campaign setup
- ▶ Ad strategy development
- ▶ Product ad development
- ▶ Keyword bid optimizations
- ▶ Headline ads (as applicable)
- ▶ Lightning deals
- ▶ Product promotions
- ▶ Creatives development
- ▶ Testing and optimizations

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

Walmart 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



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



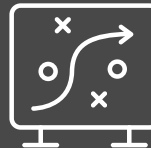
Optimize ad margins



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



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

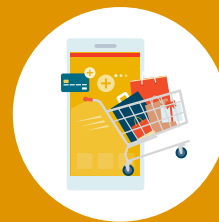
Recognized as a top-performing agency by Google, our team of experts manages over \$20 million of paid media investment annually.



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



Meta Ad Experts

Featured at AdWorld 2022!

Facebook Shops drove \$55 billion in sales in 2022 and 70% of Instagram users discovered new products on the platform. Meta is a visual paradise for shoppers.



TikTok Ad Experts

Untapped Purchasing Power

78% of small businesses report a positive ROI from TikTok ads and nearly 80% of users have purchased a product after seeing it in action on TikTok. Buyers are on TikTok!



Snapchat Ad Experts

Over 360 Million Daily Users

Facebook Shops drove \$55 billion in sales in 2022 and 70% of Instagram users discovered new products on the platform. Meta is a visual paradise for shoppers.



Pinterest Ad Experts

More Users than Snapchat? Yup!

With 465 million monthly active users 85% of Pinners turn to the platform in the planning stage of purchases. Pinterest is a gateway to e-commerce profits!



ADWORLD



The Communicator Awards

TikTok For Business

Ecommerce Data & CRO



Superior 1st-Party Data

More Accurate. More Profitable

78% of small businesses report a positive ROI from TikTok ads and nearly 80% of users have purchased a product after seeing it in action on TikTok. Buyers are on TikTok!



Conversion Experts

Converting Attention Into Profits

Grabbing attention is the first but converting that attention into sales, profits, and revenues is what matters. We make purchasing simple!



"Offline" Conversion Data

Overcoming Google's Limits

We apply your first-party data conversion data into your paid media campaigns to supercharge your targeting and scale up profitability.



AdBeacon Tech Advantage

Unmatched Optimization Tech

We find your most profitable audiences, best products, and highest-performing campaigns with accuracy no agency can match!

JazzUpCo

BLATT BILLIARDS
New York City, Est. 1923

Hundreds of Success Stories!

SAFARILAND®

FORESIGHT SPORTS



SAFARILAND™

- 540% Return On Ad Spend (Social)
- 22,000% Greater Conversion Volume
- 17,000% Higher Amazon Sales Revenues
- 1200% Higher Conversion Rates



Sullen

ARRANMORE
LIGHTING & FANS



BRIXTON

- 760% Return on Ad Spend (Social)
- 450% Higher Social Commerce Revenues
- 870% Return on Ad Spend (Google)
- \$1M + In Assisted Revenues (Monthly Avg.)



SAYN

CallonDoc

WINE RACKS AMERICA

FISHER & PAYKEL

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

Toll Free: 1 (877) 866-6699



Los Angeles Headquarters

31280 Oak Crest Dr Suite #1

Westlake Village, CA 91361

