



Attention Grabbing Media is a full-service marketing agency that offers everything from social media marketing and branding to Google Ads and Amazon PPC, and everything in between!

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Case Study

In this case study, you'll see how AGM was able to help a health brand expand their product line onto Amazon and generate an additional \$300K in revenue every month as a result!

Brand Overview

Company Name:

Livingood Daily / Dr. Livingood

Industry:

Health & Wellness

Services/Products:

Health Supplements

Dr. Livingood is a Doctor of Natural Medicine, DC, and Amazon Best Selling Author. He is the founder of Livingood Daily and specializes in helping people find real health solutions that eliminate the need for medications.

Goals & Challenges

Livingood Daily's primary goal was to have their products available on Amazon.

Prior to hiring AGM to help build their Amazon store, their supplement products were only available on their eCommerce website.

Although sales were doing well, the client knew that they were missing out on hundreds of thousands of sales by not also having their products on Amazon.

The primary challenge was (1) having a lot of incorrect information about the Amazon platform and (2) not knowing where to start when it came to selling products on Amazon.

Solutions

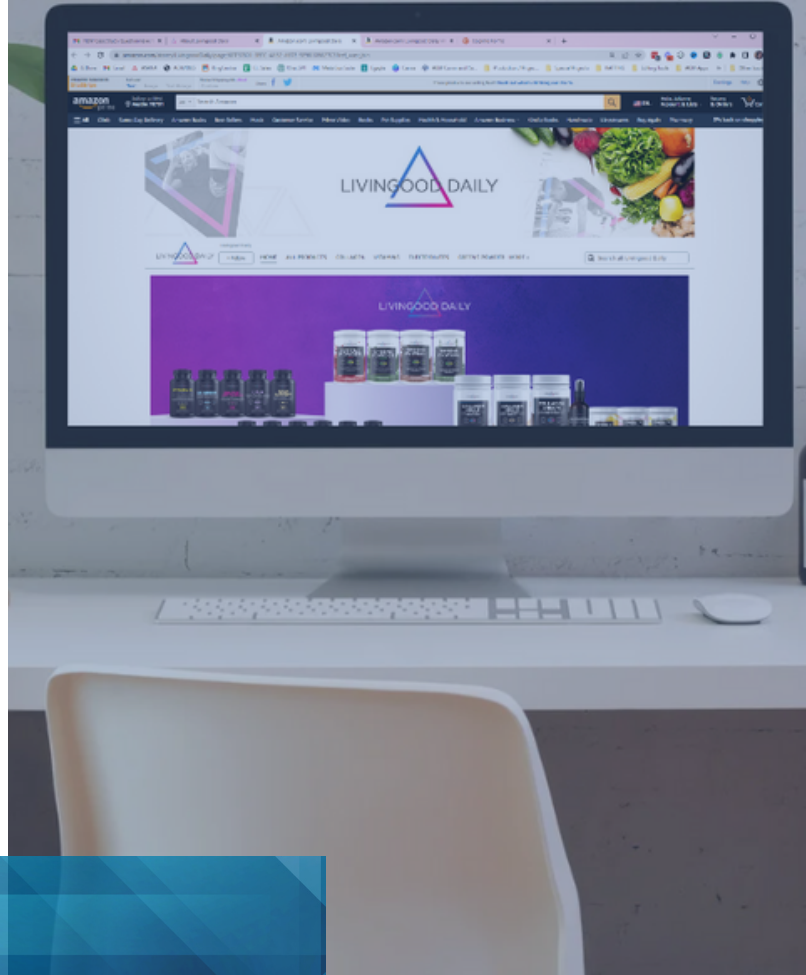
We began by doing in-depth research on the overall market and competition, as well as review and keyword research.

Once we knew how to correctly position Livingood Daily's products, we quickly launched 25 products, as well as various bundles to cross-sell and increase overall profitability.

As soon as FBA inventory was available, we signed up for Vine reviews. When enough reviews were received, we turned on PPC ads for each listing.

Split testing and optimization continued throughout in order to constantly improve conversion rates.

Multiple Catapult Systems (AGM's Amazon ranking service) were also run in order to help with overall ranking and sales.



Results

Below is what we accomplished as a result of the strategy we implemented.

- **Livingood Daily now has their own fully-optimized Amazon storefront.**
- **28 of their products are now available for sale on Amazon.**
- **After 6 months of working with us, they were able to generate over \$300K/month in additional revenue from Amazon alone.**

This resulted in \$1,000,000 in total Amazon sales in only 6.5 months.

Future Plans

First, we will continue scaling our existing product listings with more A/B testing and other Amazon optimizations.

We just launched the brand on Walmart.com and we're in the process of making them available on Amazon UK.

In the near future, we will be launching an entirely new line of supplements at lower price points to reach a broader audience.

Catapult systems will continue to be utilized for new and existing products to assist with overall ranking and sales.



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