

# Naturally Boulder

Amazon



**amplio**  
DIGITAL

# About Amplio

- Help companies grow online, mainly through paid advertising and helping companies sell on Amazon
- Our goal is to help companies grow
- DR and Ecomm focused

# Ways to Sell on Amazon

- Sell to Amazon (Vendor Central)
- Sell on Amazon's Marketplace (Seller Central)
- Fulfillment options
  - Ship from your warehouse (or 3PL)
  - Have Amazon store and ship





# Ways to Sell on Amazon

Quinn Popcorn: Microwave Popcorn Butter and Sea Salt - Great Snack Food for Movie Night {Butter & Sea Salt, 3 Boxes} from Quinn Popcorn

★★★★★ 517 customer reviews | 5 answered questions



6 flavors:  
Butter & Sea Salt

2 sizes:  
3 Pack

## About the Product

- MICROWAVE POPCORN REINVENTED - With our reinvented microwave popcorn approach, we are changing how you snack, one kernel at a time. Pure Pop Bag - Real ingredients - Crazy delicious!
- NON-GMO POPCORN - Snack smarter with just the best, real ingredients: gluten-free, GMO-free popcorn grown in the USA, and cultivated Atlantic sea salt.
- PURE POP BAG - Made of compostable and recyclable paper with NO CHEMICAL COATINGS or plastic, our pure pop bag is unlike any other microwave popcorn bag.

# Ways to Sell on Amazon

The screenshot shows a list of dresses on Amazon. The first three items are organic search results, while the last two are sponsored. A red box highlights the sponsored products section. Below the products, a 'Sponsored Links' section is also highlighted with a red box. The page includes navigation links like 'Previous Page' and 'Next Page'.

**Women Sexy Backless Lace Crochet Chiffon Summer Beach Mini Dress**  
by E-Shine  
\$1.20 - \$10.58  
★★★★★ \* 3  
Product Features  
Type: Women Sexy Cocktail Party Beach Dress  
Clothing, Shoes & Jewelry: See all 131,138 items

**G2 Chic Women's Crazy Fun Neon Lights Zig Zag Maxi Dress**  
by G2 Chic  
\$14.39 - \$15.91 Prime  
Some sizes/colors are Prime eligible  
★★★★☆ \* 16  
FREE Shipping on orders over \$35  
Product Features  
... casual styles to look your fabulous best this spring and summer ...  
Clothing, Shoes & Jewelry: See all 131,138 items

**Simplicity Women Striped Summer Mini Tank Dress**  
by Simplicity  
\$6.99 - \$10.99 Prime  
Some colors are Prime eligible  
★★★★☆ \* 30  
FREE Shipping on orders over \$35  
Product Features  
Spring Summer Women Evening Party Sleeveless Striped Dress  
Sports & Outdoors: See all 26,563 items

**Sponsored**  
**Women's Vintage Saxy Casual Print Cute Round Swing Party Summer Dress**  
by Generic  
\$34.90 ~~\$63.66~~  
★★★★★ \* 4  
FREE Shipping

**Sponsored**  
**Finejo Sexy Women Summer Casual Sleeveless Evening Party Cocktail Mini Dress**  
by Finejo  
\$13.35 ~~\$33.00~~  
FREE Shipping

**Sponsored Links (What's this?)**

- [Fashion Clearance Sale](#)
- [summer dresses -80%](#)
- [Chico's® Dresses](#)
- [Cheap Women Dresses](#)
- [\\$8 Women Summer Clothes](#)
- [Women's Fashion Dresses](#)

Fast Free 2 Day Shipping Login with Your Amazon ID Shopbop.com/Amazon-Prime  
2015 New Trend, Free Duty & Tax Tailor-Made, High Quality & Service www.newsdress.com/Dresses  
Shop Flattering **Women's Dresses** Chico's® **Dresses** for Every Occasion www.chicos.com/Dresses  
High quality & cheap **women dresses** 1000+New styles 85% Off, Shop Now! www.tbdress.com/  
Wholesale Shop Online, 2015 Trend Global Ship, 10%Off On New Register www.rosewholesale.com/  
10,000+ Fashion Dress for **Women**. Elegant&Chic.Free Shipping.Shop Now www.zaful.com/

# Why Sell on Amazon?

- Customers are ready to buy
- Find new customers
- Incremental revenue growth
- International expansion/fulfillment



# Opportunities for Natural Food

- Consumers more health conscious
- Natural foods represent growing market
- National distribution

# What We Do

- Product page optimizations
- Identify and align with Amazon trending queries
- Efficiency and volume gains



Thank you!