



The Digital Strategist Amazon Service Menu

A specialised team of digital marketing strategists, we combine our skills to offer you a variety of projects and services. We understand our deliverables as once-off projects or on-going services.

ONCE-OFF PROJECTS

Strategy and Consultancy

- £ 150 - Strategy Meeting (1 hour)
- £ 435 - Market Research and Competitor Analysis (includes keyword research and share of voice)
- £ 510 - Profitability and Stock Forecast (top 20 listings - scales according to the size of the focus list)

Content, Design and Marketing (includes creation, uploading and troubleshooting)

Title, Bullets, Description, backend keywords

*PDP - Product Detail Page

- £ 75 - PDP* Listing Creation (from scratch)
- £ 45 - PDP* Optimisation - includes Keyword Research

Product Imagery & Brand Assets

Graphics provided by Client

- £ 45 - Product Image Optimisation
- £ 65 - A+ Content (5 modules)
- £ 390 - Brand Store (+£310 per additional store)

Including Graphic Design provided by us

- £ 190 - Product Image Optimisation
- £ 190 - A+ Content (5 modules)
- £ 580 - Brand Store (+ £490 per additional store)

Listing Creation bulk bundles (Images, Content & A+ Content):

- 5-10 (per SKU) ----** £125 excluding Graphic Design | £385 including Graphic Design | £80 excluding A+ Content
- 11-50 (per SKU) ----** £91 excluding Graphic Design | £289 including Graphic Design | £51 excluding A+ Content
- 51-100 (per SKU) ----** £68 excluding Graphic Design | £217 including Graphic Design | £35 excluding A+ Content
- 101+ (per SKU) ----** £51 excluding Graphic Design | £163 including Graphic Design | £29 excluding A+ Content

Variation SKUs with similar images and descriptive content can be reduced by 25% each

ON-GOING SERVICES (billed monthly)

Operational Services - £45 per hour

- Inventory Management & Stock Forecasting
- Shipment Creation and Courier Scheduling
- Buyer Messaging
- Pricing Management (Deals, Vouchers and Promotions included)
- Case Support and Troubleshooting
- Account Health Management
- Account Verification and Brand Registry

Bundles:

- 10 hours per month - £440
- 20 hours per month - £780

Advertising Service

- £ 490 - Strategy and Budget Management Fee (per market)
+ 5% of ad spend
£ 1000 minimum budget
includes the creation, optimisation and management of all campaign types with strategic promotional advice

Campaign Video Creation:

- Basic Video with stills - £95
- Premium Branded Video - £358

All on-going projects include full integration into our review automation, business intelligence and analytics tools

BUILD YOUR OWN FEE STRUCTURE

By choosing a selection of once-off projects for the initial stages and then moving into our on-going services.