Formulas for the Perfect Product Listing on Amazon

PRESENTED BY:
Chris Rawlings, Founder & CEO, Sophie Society
Sophie Society Formula's for the perfect product listing on Amazon
WELCOME
There is a winning formula that we have tested repeatedly in our quest to craft the perfect Amazon product listing. Implementing this formula can significantly increase your chances of closing a sale.
3-STEP PROCESS TO RESULTS

Strategize  Optimize  Execute

There are many ways to drive growth. Here are our three universal steps for success.
3-STEP PROCESS TO RESULTS

Strategize + Optimize = Execute

Deep keyword research and placement to align with Amazon’s algorithm to begin increasing your listing’s visibility. The RIGHT buyer-relevant keywords are critical to customers finding your products.
<table>
<thead>
<tr>
<th>Customer Search Term</th>
<th>Match Type</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
<th>Spend</th>
<th>Sales (£)</th>
<th>ACoS</th>
</tr>
</thead>
<tbody>
<tr>
<td>black pepper turmeric</td>
<td>BROAD</td>
<td>665</td>
<td>12</td>
<td>1.8045</td>
<td>£ 0.46</td>
<td>£ 5.49</td>
<td>£ 69.93</td>
<td>7.8507%</td>
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<td>£ 0.45</td>
<td>£ 16.32</td>
<td>£ 139.86</td>
<td>11.6688%</td>
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<td>BROAD</td>
<td>1200</td>
<td>16</td>
<td>1.3333%</td>
<td>£ 0.49</td>
<td>£ 7.78</td>
<td>£ 9.99</td>
<td>77.8779%</td>
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<tr>
<td>turmeric black pepper</td>
<td>BROAD</td>
<td>390</td>
<td>11</td>
<td>2.8205%</td>
<td>£ 0.47</td>
<td>£ 5.19</td>
<td>£ 55.78</td>
<td>9.3044%</td>
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<tr>
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<td>BROAD</td>
<td>1097</td>
<td>21</td>
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<td>£ 0.45</td>
<td>£ 9.45</td>
<td>£ 69.93</td>
<td>13.5135%</td>
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<td>BROAD</td>
<td>524</td>
<td>10</td>
<td>1.9084%</td>
<td>£ 0.49</td>
<td>£ 4.86</td>
<td>£ 69.93</td>
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<td>£ 222.28</td>
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<td>turmeric organic</td>
<td>BROAD</td>
<td>2330</td>
<td>20</td>
<td>0.8584%</td>
<td>£ 0.45</td>
<td>£ 8.99</td>
<td>£ 59.94</td>
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<td>BROAD</td>
<td>1179</td>
<td>17</td>
<td>1.4419%</td>
<td>£ 0.47</td>
<td>£ 8.01</td>
<td>£ 39.96</td>
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<td>curcumin and black pepper</td>
<td>BROAD</td>
<td>1236</td>
<td>19</td>
<td>1.5372%</td>
<td>£ 0.47</td>
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<tr>
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<td>BROAD</td>
<td>1278</td>
<td>13</td>
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<td>curcumin ginger</td>
<td>BROAD</td>
<td>863</td>
<td>10</td>
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<tr>
<td>organic curcumin</td>
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<td>474</td>
<td>11</td>
<td>2.3207%</td>
<td>£ 0.50</td>
<td>£ 5.55</td>
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<td>BROAD</td>
<td>416</td>
<td>14</td>
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<td>£ 0.46</td>
<td>£ 6.41</td>
<td>£ 49.95</td>
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<tr>
<td>sash organic turmeric curcumin</td>
<td>BROAD</td>
<td>1558</td>
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<td>25</td>
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<td>£ 0.50</td>
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<td>11</td>
<td>1.6845%</td>
<td>£ 0.52</td>
<td>£ 5.70</td>
<td>£ 29.97</td>
<td>19.0190%</td>
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<tr>
<td>turmeric capsules high strength</td>
<td>EXACT</td>
<td>59948</td>
<td>573</td>
<td>0.9558%</td>
<td>£ 0.78</td>
<td>£ 446.02</td>
<td>£ 2,428.43</td>
<td>18.3666%</td>
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<td>EXACT</td>
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<tr>
<td>turmeric capsules with curcumin and black pepper</td>
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<td>5381</td>
<td>273</td>
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<td>£ 1.05</td>
<td>£ 286.68</td>
<td>£ 1,657.52</td>
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<tr>
<td>curcumin</td>
<td>EXACT</td>
<td>17879</td>
<td>58</td>
<td>0.3244%</td>
<td>£ 0.54</td>
<td>£ 31.37</td>
<td>£ 269.74</td>
<td>11.6297%</td>
</tr>
<tr>
<td>turmeric capsule</td>
<td>EXACT</td>
<td>8100</td>
<td>93</td>
<td>1.1481%</td>
<td>£ 1.05</td>
<td>£ 97.43</td>
<td>£ 359.66</td>
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<tr>
<td>turmeric capsules</td>
<td>EXACT</td>
<td>25258</td>
<td>469</td>
<td>1.8568%</td>
<td>£ 1.34</td>
<td>£ 626.32</td>
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<tr>
<td>turmeric and curcumin</td>
<td>EXACT</td>
<td>1401</td>
<td>17</td>
<td>1.2134%</td>
<td>£ 0.80</td>
<td>£ 13.54</td>
<td>£ 19.98</td>
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<tr>
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<td>EXACT</td>
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<td>£ 0.80</td>
<td>£ 63.47</td>
<td>£ 338.01</td>
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<tr>
<td>curcumin high strength</td>
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<td>214</td>
<td>2.1201%</td>
<td>£ 1.21</td>
<td>£ 258.15</td>
<td>£ 836.67</td>
<td>30.8545%</td>
</tr>
</tbody>
</table>
3-STEP PROCESS TO RESULTS

Strategize

Optimize

Execute

Fully optimize your listing’s impact with a fine balance of stunning visuals and attractive content to engage and convert new potential customers.
Organic Ultra Pure and Extra Strength (1650 mg) Turmeric Curcumin Extract BioPerine (90 Vegetarian Turmeric Capsules) 95% Curcuminoids | Turmeric Curcumin Capsules | Anti-Inflammatory, Anti-Aging

by ACE NUTRITION
135 customer reviews | 14 answered questions

Amazon's Choice for "turmeric curcumin organic"

Price: $18.95 ($0.21 / count) FREE Shipping on orders over $25 shipped by Amazon or get Fast, Free Shipping with Amazon Prime

In Stock.

Want it tomorrow, Sept. 18? Order within 10 hrs 14 mins and choose One-Day Shipping at checkout. Details

Sold by ACE SP&C and Fulfilled by Amazon.

- Take Back Mobility and an Active Lifestyle – As a natural, organic turmeric curcumin supplement with 1650mg of support in every serving, reducing inflammation and arthritis pain can restore your ability to stay active.
- Advanced Bioavailability – Made with Bioperine black pepper, it can absorb more rapidly into your bloodstream to start working faster almost immediately. It’s also great for promoting brain, memory, nervous, and immune system health.
- Anti-Aging Antioxidants – Fortified with 95% curcuminoids, our Turmeric Curcumin can help supplement cellular health while promoting improved digestion, helping to reduce inflammation, boost natural mood and energy levels, and more.
- Non-GMO, Gluten Free Formula – This vegetarian-friendly daily turmeric supplement is designed to support men and women who want to restore healthy joint health without fillers, binders, or additives.
- Guaranteed Satisfaction – Our advanced 1650mg turmeric curcumin formula with BioPerine is backed by unbeatable quality assurance. Crafted in an FDA-certified and GMP-registered facility, our 3rd-party tested formula offers superior support.
IMAGES

1. Solo shot white background
2. Benefits graphic
3. Features graphic
4. Lifestyle shot
5. Lifestyle shot
6. Multi-panel (Use Cases)
7. Up Close - Product Specific
2019 Product Launch

Turmeric Curcumin with BioPerine®
- 95% CURCUMIN HIGHEST POTENCY
- Supports Joint and Heart Health

Turmeric is a flowering plant from the ginger family. In addition to Curcumin, Turmeric contains over 100 different health components including essential oils and curcuminoids.

Turmeric Curcumin with BioPerine® capsules contain an extra strength dosage of Curcumin that has been standardized to 95% curcuminoids. This ensures you get the expected amount of ingredients in every bottle.

Turmeric & Black Pepper: The Ultimate Combo!

Supports Joint and Heart Health
Turmeric Extract paired with Black Pepper may increase absorption and bioavailability.

6 Key Benefits
- Joint Support
- Natural Antioxidant
- Anti-Inflammatory
- Heart Health
- Cognitive Health
- Anti-Aging Benefits
ACE NUTRITION

TURMERIC CURCUMIN SUPPLEMENT WITH BIOPERINE FOR MAXIMUM ABSORPTION

WHAT MAKES OUR PRODUCT SUPERIOR?

DECIDING WHICH IS THE BEST ONE FOR YOU?

<table>
<thead>
<tr>
<th>Amount of Turmeric Per Serving</th>
<th>1650 MG</th>
<th>500 MG</th>
<th>1500 MG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount of Turmeric Root Extract (95% Curcuminoids)</td>
<td>600 MG</td>
<td>0 MG</td>
<td>150 MG</td>
</tr>
</tbody>
</table>

IMPORTANCE OF TURMERIC ROOT EXTRACT

TURMERIC ROOT EXTRACT is the most potent and absorbable form of turmeric.

ACE Turmeric contains 600 mg of Turmeric Root Extract (95% Curcuminoids) per serving, while most competitors have none or very little.
Powerful, All-Natural Anti-Inflammatory Supplement

An anti-inflammatory powerhouse, turmeric has been shown to support joint health, heart health and brain function. Nature’s Nutrition Turmeric Curcumin anti-inflammatory and antioxidant supplement features high-potency 95% standardized curcuminoids and BioPerine® (black pepper extract) for enhanced turmeric absorption.

Features

- 1,950 mg of turmeric curcumin with 95% curcuminoids
- 15 mg of black pepper extract for enhanced absorption
- All-natural, GMO-free
- Made in the USA
Relieves Joint Pain and Stiffness

Supports Heart Health and Brain Function

Strengthens Immune System

Protects Against Free Radicals

Turmeric with BioPerine is a natural way to alleviate joint pain and stiffness. Curcumin, the most potent compound in turmeric, aids in reducing inflammation throughout the body. Nature’s Nutrition Turmeric Curcumin supplement also contributes to your overall wellness by promoting brain function, heart health and immune support.

These turmeric curcumin capsules with BioPerine black pepper extract provide up to 2,000 times more absorption than consuming turmeric alone. Each serving contains 1,800 mg of turmeric curcumin, 150 mg of turmeric 95% curcuminoids, and 15 mg of BioPerine black pepper extract for enhanced absorption and increased bioavailability.

These all-natural, GMO-free turmeric curcumin capsules are manufactured in the USA in a FDA inspected facility and are third-party certified for purity and potency. This supplement includes 60 vegetarian capsules that are free of gluten, soy, milk, egg, shellfish, corn, wheat, and peanuts.
<table>
<thead>
<tr>
<th>Other Products that Support Joint Health:</th>
<th>Turmeric Curcumin Max Potency 95% Curcuminoids 1,950mg BioPerine Black Pepper</th>
<th>Turmeric Curcumin with Ginger 95% Curcuminoids 1,850mg BioPerine Black Pepper</th>
<th>Turmeric Curcumin 100% Extract 95% Curcuminoids</th>
<th>Turmeric Curcumin with BioPerine 1,300mg Highest Potency, Joint Pain Relief</th>
<th>Turmeric Curcumin Max Potency 95% Curcuminoids 1,950mg with Black Pepper</th>
<th>Glucosamine Chondroitin with Turmeric MSM Triple Strength 1,500mg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intended Use(s)</td>
<td>Joint and Heart Health Support, with Black Pepper for Max Absorption</td>
<td>Joint and Heart Health Support, Anti-Inflammatory Support</td>
<td>Joint and Heart Health Support, Anti-Inflammatory Support</td>
<td>Joint and Heart Health Support, Supports Brain Function</td>
<td>Joint and Heart Health Support, Promotes Healthy Immune System</td>
<td>Triple Strength Joint Protection, Supports Joint Flexibility</td>
</tr>
<tr>
<td>Dosage</td>
<td>1950mg</td>
<td>1965mg</td>
<td>1500mg</td>
<td>1310mg</td>
<td>1965mg</td>
<td>2100mg</td>
</tr>
<tr>
<td>Serving Size</td>
<td>3 Capsules Per Day</td>
<td>3 Capsules Per Day</td>
<td>2 Capsules Per Day</td>
<td>2 Capsules Per Day</td>
<td>3 Capsules Per Day</td>
<td>3 Capsules Per Day</td>
</tr>
<tr>
<td>Total Servings Per Bottle</td>
<td>60</td>
<td>40</td>
<td>25</td>
<td>60</td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>Active Ingredients</td>
<td>Turmeric, Black Pepper Extract</td>
<td>Turmeric, Ginger Extract</td>
<td>Turmeric Extract, Ginger Root Powder</td>
<td>Turmeric, BioPerine</td>
<td>Turmeric, Turmeric 95% Curcuminoids</td>
<td>Glucosamine Sulfate, Chondroitin Sulfate</td>
</tr>
<tr>
<td>Made in USA</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>All Natural Ingredients</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Let me begin with that I have a degree in biology and I also took a lot of courses in college about nutrition, biology of weight loss and obesity, and etc. One of the topics we had was about turmeric (curcumin). The benefits were enormous. We went over a few studies which showed that it is a natural fat blocker which can help with weight loss by decreasing inflammation in the body. Recently I started to research the best affordable "curcumin product" on the market since I was diagnosed with sacroiliitis. It doesn't really matter what brand you buy, but it is important to look at the ingredients and the amount of the product. So I am very pleased with the ingredients and the amount of the curcumin (keep in mind you can buy turmeric for $2, one tablespoon of turmeric contains about 140 mg of curcumin, but I hate the powder). I haven't finished the bottle yet, but I am feeling less inflammation and pain. BUT I'm also following a strict eating which means I eliminate all pro-inflammatory foods such as bread, flour, sweets, sugars and etc.

So far so good. Keep everybody posted.
Frequently bought together

- Turmeric Curcumin 95% Curcuminoids Highest Potency 1950mg with Bioperine Black Pepper for Best Absorption - $8.42 ($0.14 / Count)
- Nature's Bounty Fish Oil 1200 mg Omega-3, 200 Rapid Release Softgels - $11.92 ($0.06 / Count)
- Puritans Pride Odorless Garlic 1000 mg Rapid Release Softgels, 250 Count - $9.99 ($0.04 / Count)

These items are shipped from and sold by different sellers. Show details
Special offers and product promotions

- **Clipped coupon** to save 5% on this product when you buy from SilverOnyx. [Here's how](#) (restrictions apply)
- **SAVE 20% ON YOUR ORDER WHEN YOU BUY 6 OR MORE NATURE'S NUTRITION PRODUCTS.** Enter code NNSAVE20 at checkout. Offered by SilverOnyx. [See more products in this promotion](#)
- **SAVE 15% ON YOUR ORDER WHEN YOU BUY 4 OR MORE NATURE'S NUTRITION PRODUCTS.** Enter code NNSAVE15 at checkout. Offered by SilverOnyx. [See more products in this promotion](#)
- **SAVE 10% ON YOUR ORDER WHEN YOU BUY 2 OR MORE NATURE'S NUTRITION PRODUCTS.** Enter code NNSAVE10 at checkout. Offered by SilverOnyx. [See more products in this promotion](#)
- Save 30% on [Turmeric Curcumin with Ginger 95% Curcuminoids 1950mg](#) when you purchase 1 or more Qualifying items offered by SilverOnyx. [Here's how](#) (restrictions apply)
- Save 30% on [Green Tea Extract 98% for Weight Loss](#) when you purchase 1 or more Qualifying items offered by SilverOnyx. [Here's how](#) (restrictions apply)
- Save 30% on [Horny Goat Weed Extract with Maca for Men](#) when you purchase 1 or more Qualifying Items offered by SilverOnyx. [Here's how](#) (restrictions apply)
- Save 30% on [Nitric Oxide Supplement for Men & Women](#) when you purchase 1 or more Qualifying items offered by SilverOnyx. [Here's how](#) (restrictions apply)
- Save 30% on [Liver Cleanse Detox & Repair Formula](#) when you purchase 1 or more Qualifying items offered by SilverOnyx. [Here's how](#) (restrictions apply)
- Save 30% on [Ceylon Cinnamon Organic Capsules](#) **LIMITED TIME OFFER!** when you purchase 1 or more Qualifying items offered by SilverOnyx. [Here's how](#) (restrictions apply)

- **Your cost could be $0.00 instead of $8.42!** Get a [50$ Amazon.com Gift Card](#) instantly upon approval for the [Amazon Rewards Visa Card](#) [Apply now](#)
3-STEP PROCESS TO RESULTS

Execute strategic PPC campaigns and visibility launches to increase your product rankings and ensure you’re maximizing your return on investment potential.
OUR FORMULA to optimize conversion rate and increase traction & visibility

1. Title, Bullets & Description
2. Product Photo, Video & EBC
3. Storefront
4. Customer Engagement
5. PPC Optimization
6. Launches
3 KEY ASPECTS

Science

Art

Human Connection
Mastering the keywords to drive **VISIBILITY** to take the competitive edge.
The use of images and text to drive the **DESIRE TO OWN** your products.
HUMAN CONNECTION

Customer Engagement
Reviews

People buy from people, and deep customer engagement comes with GREAT REWARDS (e.g. reviews).
IMPACT YOUR BRAND’S SALES

**Product photo, video & EBC**
Allow customers to feel your product so they want to buy.

**Storefront**
Promote your products together and tell your brand’s story.

**Customer Engagement (Reviews)**
Receive feedback and build your fan base to accelerate sales.

**PPC**
Claim your market share using Amazon’s most powerful promotion tool.

**Launches**
Use aggressive market penetration by driving your products to a top ranking.

**Titles, Bullets & Descriptions**
Create a highly appealing, SEO and compliant listing to grow conversion rates.
10 FREE CERTIFIED CUSTOM PPC AUDITS
FIRST COME FIRST SERVED

$349
$0

Send an email with your Brand Name and “PPC Audit” as email subject to: info@sophiesociety.com

Note: These Audits are for Brands with an active Amazon presence.

- 3 Immediate actions to increase profitability of account.
- Product by product recommendations on how to reallocate ad spend.
- Product placement ad search for 1 product.
5 FREE AMAZON MARKET ANALYSIS REPORTS
FIRST COME FIRST SERVED

$995

$0

Send an email with your Brand Name and “Market Analysis” as email subject to: info@sophiesociety.com

Note: These Reports can be produced for Brands without an Amazon presence as well.

- Latest Subcategory snapshot And Revenue Data Of Your Top 4 Competitors.
- Sales And Demand Trend Graphs Outlining Your Opportunities Across 2 Keywords.
- Keyword Insights, Market observations and our 4 step process to success.
# An Introduction To Your Market Analysis

This Market Analysis is an in-depth study of your competitors across 2 Ranges of Keywords and is aimed at providing you with valuable information on the differences in their listings, revenue generated, demand patterns and the solutions offered by Sophie to stay ahead of the pack. Here’s a detailed look at what’s included in our Market Analysis:

<table>
<thead>
<tr>
<th>Subcategory Snapshot</th>
<th>Market share is calculated via a percentage calculation of the revenue generated by your brand / the revenue of the top 54 sellers in a related subcategory.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword Data</td>
<td>2 Keywords of Mid and Low volume are chosen and inspected for top competitors (Highest revenue earners), trending competitors (Rising trend line/sales), search volumes, Page 1 total revenue, Top 5 competitors combined revenue and 1st page average revenue.</td>
</tr>
<tr>
<td>Demand trend / Revenue Trend and Competitor Sales Graphs</td>
<td>Graphs depicting how demand on average, changes in the category when price changes + Graphs showcasing trending/notable competitor’s sales trend lines, 7 day Moving averages &amp; Overall sales volume per day are shown in comparison to your brand’s sales graphs.</td>
</tr>
<tr>
<td>Keyword Insights and Market Observations</td>
<td>Detail observations are made by our research team in regard to the sales volume and revenue generated by competitors, price sensitivity of the keywords, buying patterns of consumers, key listing optimization differences and areas for improvement.</td>
</tr>
<tr>
<td>Strategy &amp; Solutions</td>
<td>A brief introduction to Sophie’s 4 Step formula for success and the various solutions we have in place to drive conversions and visibility to your brand.</td>
</tr>
</tbody>
</table>
Mid Volume Keyword 1: “Dark Circles Under Eye Treatment”

- **21,800 +/- searches per month**
  - This keyword’s estimated volume last 30 days.

- **$2,300,000 +/- per month**
  - Total revenue of all 1st page Sellers.

- **$1,488,000 +/- per month**
  - Top 5 Competitor revenue from 1st page Sellers.

- **$49,000 +/- per month**
  - Average est. revenue of all 1st page Sellers.

- **LA PURE**
  - $440K+ estimated in last 30 days
  - Top competitor.

- **Pure Biology**
  - (see slide 11 for graph)
  - Top trending competitor last 30 days.
Notable Competitor / 1 Year Sales Graph: **Brickell**

**Chart** Brickell Men's Revitalizing Anti-Aging Cream For Men, Natural and Organic Anti Wrinkle Night Face Cream, 1.7 oz (50 ml) Week Chart

- Sales: 79.05
- 7-Day Moving Average: 75.7

**Dates**
- Nov 1, 2018 to Sep 1, 2019

**Legend**
- Sales
- Trend Line
- 7-Day Moving Average
This graph shows the number of units sold at each price point. It presents data points on the top-25 sellers in this category. The trendline illustrates the average effect of a price change on units sold in this category. It shows medium price elasticity (significant demand changes with a price increase) and an upward trend. This is a product category where premium priced items are prefered, most likely as customers here focus on quality over price.
Three Solutions to Impact Your Brand’s Sales Trend Lines

**Amazon Strategy**
To always be ahead of competition, in every Amazon area, using the best growth strategies.

**Visual Branding**
To make customers feel your products, through photos, videos, FBC and a custom storefront.

**Promotions**
To ensure your products are always at the top of the rankings, through PPC and Launches.

**Account Maintenance**
To maintain the best relations with customers and receive the healthiest support from Amazon.

**Optimization**
To make all 1% add up to the highest conversion rate, optimizing listings, front- and back-end.

**Global Expansion**
To jump on opportunity costs, entering & winning the most attractive Amazon markets.