



**BULLSEYE
SELLERS**

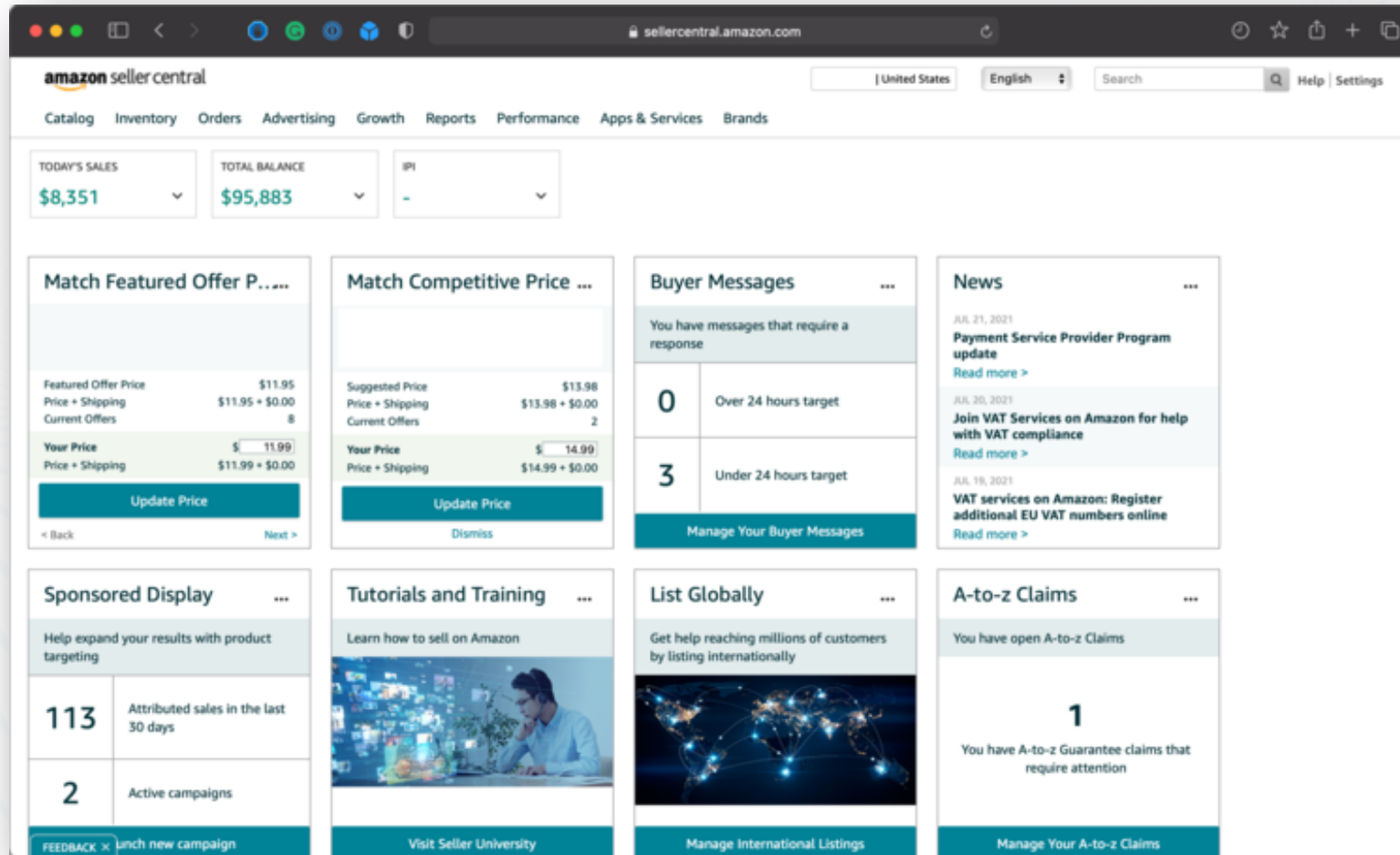
Winning on Amazon



A proven, step-by-step approach to
launching, scaling, and dominating sales
on Amazon FBA



1. Amazon Account Setup & Approval



Timeline: 3 Days

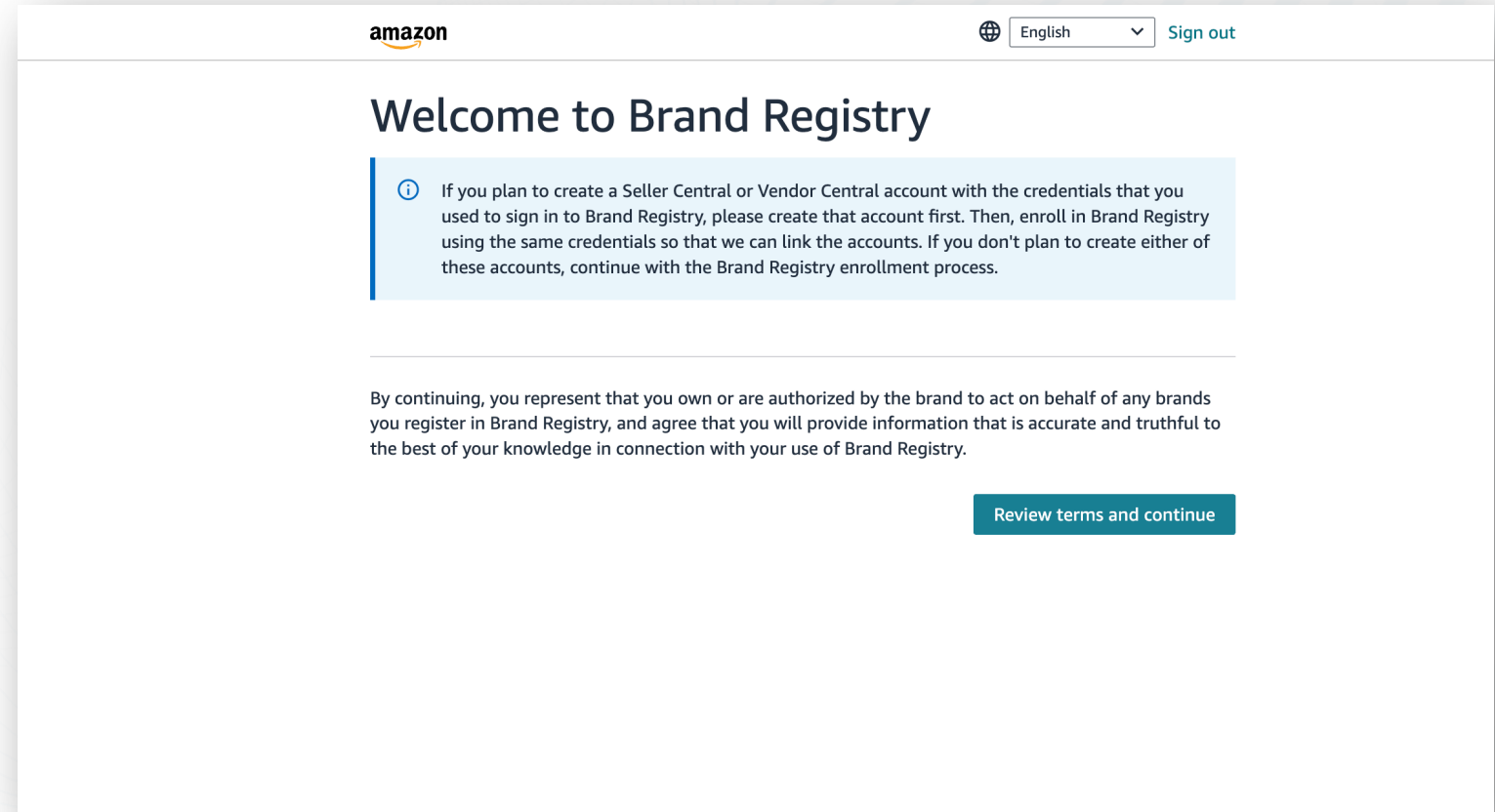
- Account linking and verification
- Category and product approvals
- Shipping setup
- Brand qualification
- Compliance checks

2. Brand Registry



Timeline: 3 Days

- Collect Documentation
- Submit Application
- Get approved and access brand tools



3. Graphic Design

PURGENX

Benefits	PURGENX	Brand A	Brand B
Vertigo Blend (mg)	1750MG	500mg	200mg
Capsules	180 (2 Pack)	30	30
Made in	USA	Other	USA
Certificates	Vegan No Preservatives GMP & ISO Gluten Free	☒	Non GMO

90 CAPSULES
DIETARY SUPPLEMENT

Ours vs Others

✓ **USA Sterling Silver**

✓ Gold filled (contains 100x more gold alloy)

✓ Thicker and hardwearing

✓ Will keep on shining for years to come

✓ Hypoallergenic and safe for sensitive skin

✓ Made in the USA

✗ **14K USA Gold Filled**

✗ Gold plated (contains less than .05% of gold)

✗ Wears off very quickly

✗ Turns black after some time

✗ Contains nickel, lead and other heavy metals

✗ Made in China

JX vs Other Brands

✓ Stays soft yet firm

✓ Straps keep cushion in place

✓ Wide and larger

✓ Comfortable and ergonomic

✓ Sweat-resistant fabric

✗ Foam loses its shape after a few months

✗ Slides around

✗ Too thin

✗ Uncomfortable

✗ Creates embarrassing back sweat

1250 MG AMINO ACID SERVING

WHY CHOOSE CASPHA?

	1250 mg	<1000 mg
L Arginine	✓	✗
Nitric Oxide Booster	✓	✗
Easy to Swallow	✓	✗
Made in USA	✓	✗
No After Taste	✓	✗

THE BEST QUALITY GINSENG

WHY CHOOSE US?

	3000MG	1000MG	300MG
100% ULTRA PURE	✓	✗	✗
PANAX GINSENG	✓	✓	✗
MADE IN USA	✓	✓	✗
TABLETS	60	30	30

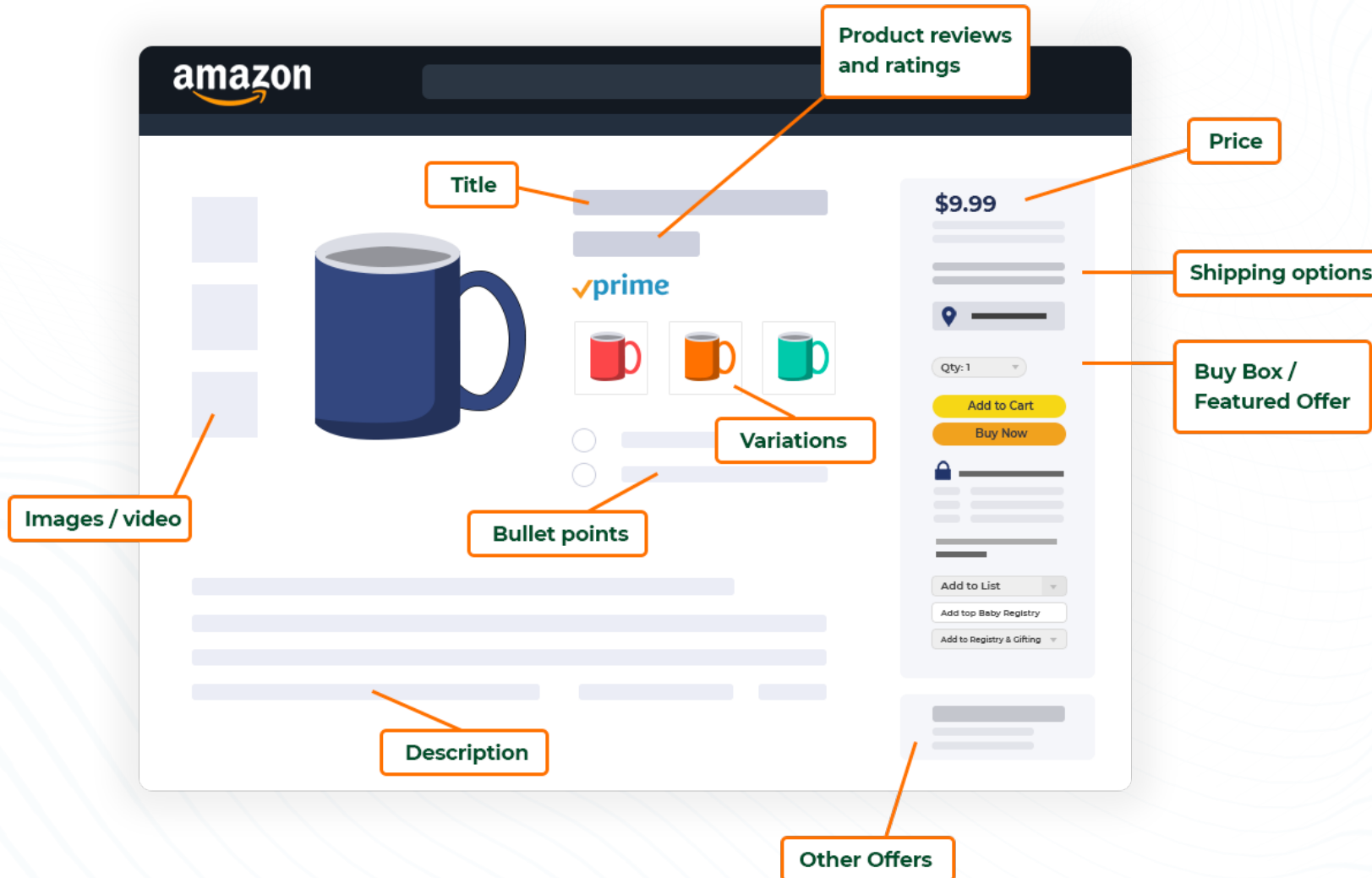
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Timeline: 30 Days

- Amazon Image Stack
- A+ Content & Brand Story
- Amazon Storefront Design
- Cross-Platform Creative

4. Listing Setup / Optimization



Timeline: 30 Days

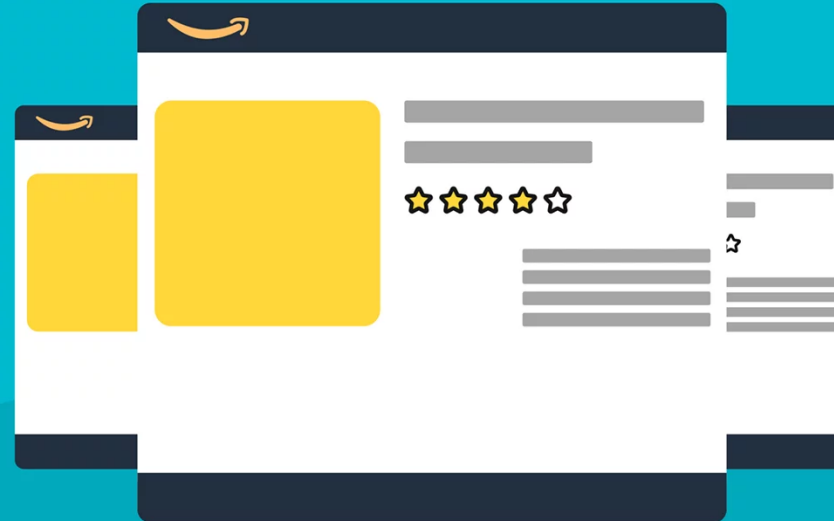
- Flat file buildout
- Keyword research and integration
- Image Stack & A+ Content
- Ongoing testing & Refinement

4. Product Launch Strategy

Timeline: 60 Days

- Honeymoon Optimization
- Compliant Order Velocity
- Review Acquisition
- Advertising Strategy

Successful Product Launch



5. Sponsored Ads for Scale

Choose your campaign type

Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

Continue

[Explore Sponsored Products](#)

Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

Continue

[Explore Sponsored Brands](#)

Sponsored Display



Grow your business by reaching relevant audiences on and off Amazon.

Continue

[Explore Sponsored Display](#)

Want help from an Amazon Advertising specialist to create your first campaign? [Request a call](#)

Timeline: Ongoing

- Campaign Architecture
- Keyword Harvesting & Negation
- Bid Optimization
- Reporting & Strategy Refinement

Success Stories

Brands Winning with Bullseye

Case Study 1: Men's Skincare Brand



Challenge:

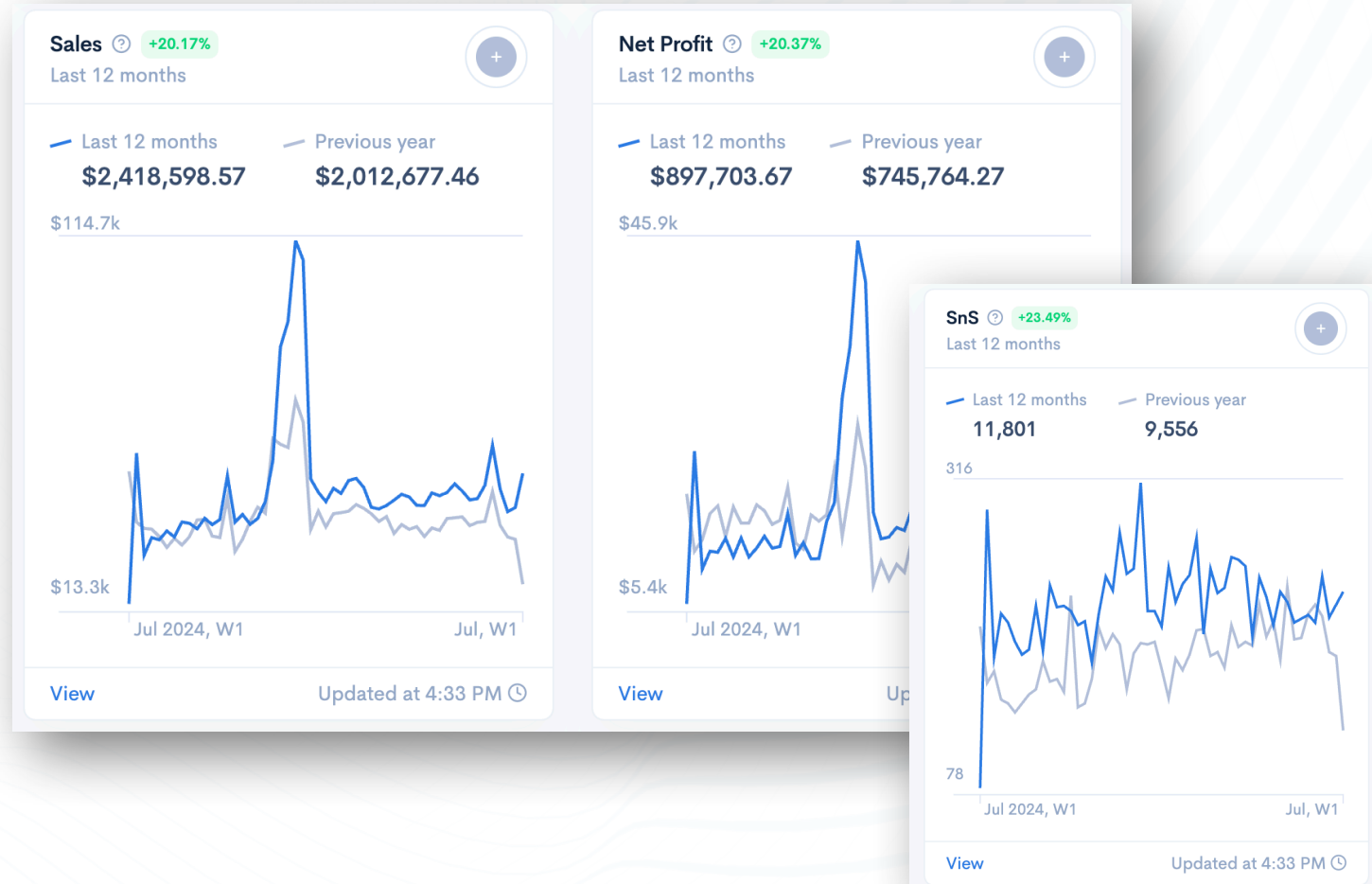
- Less than \$10K per month in sales
- High priced products
- Little to no reviews

Strategy:

- High quality image stack and product listing design
- Aggressive product launch strategy
- Focus on Subscribe & Save high LTV customers

Results After 48 Months

- **\$900K** in annual profit
- **20%** in YoY growth
- Achieved almost **12,000** SnS Customers



Case Study 2: Home Appliances Brand



Challenge:

- Banned to sell in large revenue states
- Poor product reviews
- Premium price point

Strategy:

- Achieved approval to sell in all 50 states
- Repaired review problem through expert customer support
- Optimized all product listings for conversions

Results After 18 Months

- **\$2X** Increase in annual sales
- **80%** increase in annual Net Profit



Case Study 3: Electrolyte Brand



Challenge:

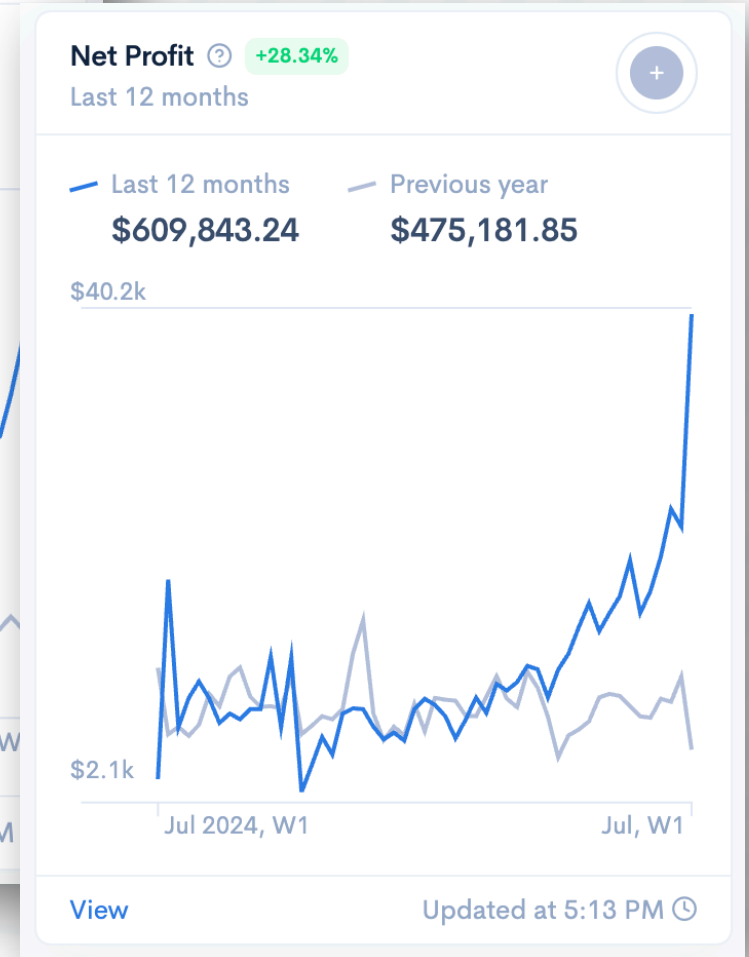
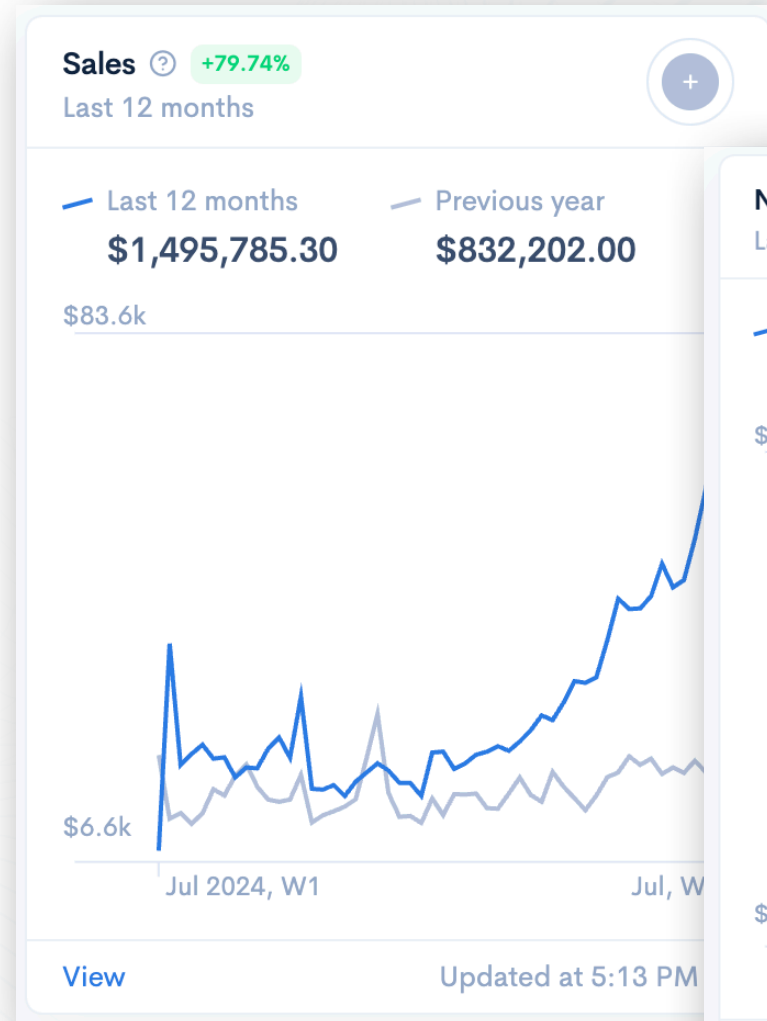
- Sales stagnant at \$70K / month
- Product reviews dipped below 4.5
- Tons of wasted ad budget

Strategy:

- Optimize ads for high converting keywords
- Drive traffic to Amazon from Social Media
- Focus on acquiring SnS customers through coupon strategy

Results After 12 Months

- **80% increase** in sales
- **3X increase** in net profit



Case Study 4: Supplement Brand



Challenge:

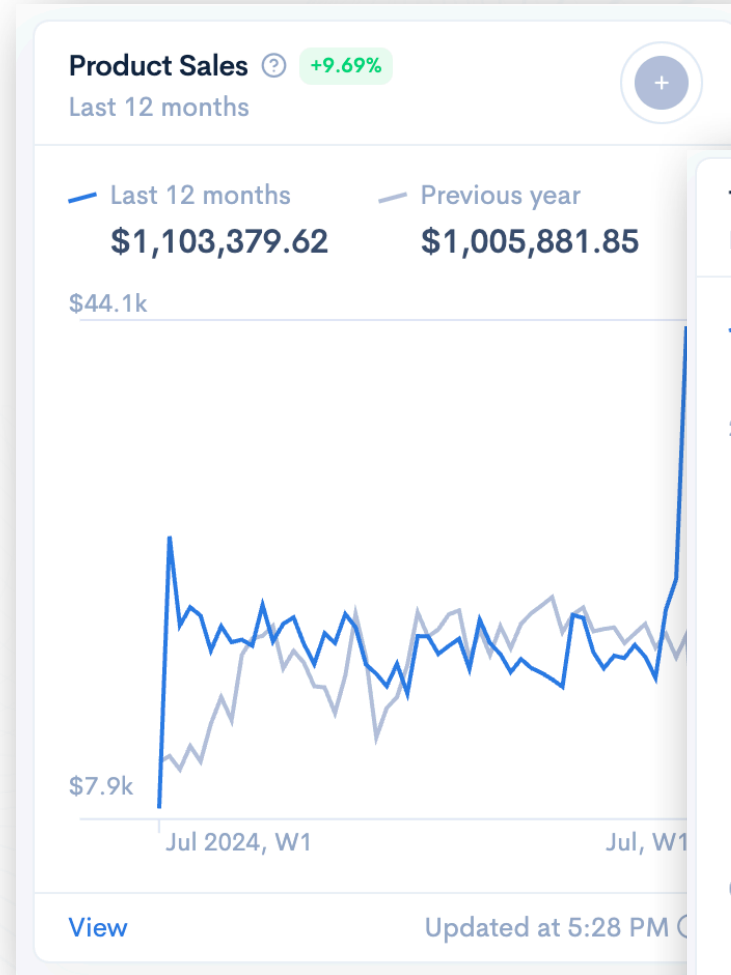
- Client experiencing low profit margins
- Stagnant growth
- Highly competitive category with high CPC's

Strategy:

- Optimize ads for lower cost, high converting keywords only
- Optimize all product listings to increase CVR
- Focus on acquiring SnS customers through coupon strategy

Results After 12 Months

- **10% increase** in sales
- **3% decrease** in tacos



Scope of Work



Account Setup & Approval

Register, verify, and ensure compliance for Amazon FBA approval.

Product Listing & Optimization

Optimize product listings with high-converting titles, descriptions, images, and A+ Content.

Flat File & Variation Management

Use flat files to efficiently upload products in bulk, manage parent-child variations, and troubleshoot suppressed or stranded listings.

Product Launch Strategy

Source, direct, and optimize high-quality video content for ads and organic reach.

Sponsored Ads & Paid Campaign Management

Create, launch, and manage Amazon SP, SB & DSP ad campaigns with A/B testing and performance tracking.

Order Fulfillment & Shipping Management

Streamline order processing, inventory management, and compliance with Amazon so you never run out of stock.

Customer Support, Case Management & Brand Protection

Handle inquiries, refunds, disputes, and maintain a high seller rating. Monitor unauthorized sellers, handle IP complaints

Promotions & Campaign Execution

Run discounts, coupons, and participate in Prime Day events for maximum exposure.

Performance Tracking & Reporting

Analyze sales, ad performance, and market trends with regular reporting and strategy updates.


Deliverables & Timeline

Complete setup in weeks with ongoing daily management and monthly optimization.

Bullseye Sellers Marketplace Agency


5.0 ★★★★★ 50 Google reviews



**Leta Deley**
12 reviews • 4 photos


★★★★★ Jan 29, 2024

Working with Bullseye has been a really great experience. We didn't realize how many areas of our ecommerce business needed changing/improving. Not only did you point them out, you handled them. As a small business we were so caught up in the day to day that we didn't keep up with the changes in the marketplace, and the stagnant areas of our business. You have taken what we started and are making it better. We are a small company but you don't treat us like one. Ian, Michael and your team give us their full attention and are helping us to see our potential. Thanks for helping us fulfill our dreams and making our lives easier too.

**Cesar Vargas**
10 reviews • 1 photo


★★★★★ 17 hours ago **NEW**

I have been working with Bullseye for sometime now and I feel compelled to write a review about their agency. When Ryan and his team took over my account it was in disarray and was not performing as expected due to many technical variables that were discovered as part of the set up. This actually took months to find out and why sales had stagnated or declined. In all my years I had never had an agency take a super deep dive into my account and actually fix fundamental issues that were preventing my growth. I continued to be impressed as Ryan and team are never satisfied and are always testing strategies to keep my company growing.

**Baily Weber**
3 reviews • 0 photos

★★★★★ 3 days ago **NEW**

Bullseye has been a fantastic partner to help grow our brand! They have an amazing dedicated team and it's a pleasure working together with them.

**Sasha Levitsky**
4 reviews • 0 photos

★★★★★ Mar 28, 2024

Bullseye and especially Isabelle in this case are rockstars! I had a listing issue on Amazon with almost 10,000 units go into unfulfillable inventory which put one of my best sellers completely out of stock. Amazon was saying I had to remove all the inventory and have it sent back. After dozens of personal attempts and hours of being on the phone without any success I requested assistance from Bullseye Sellers. Isabelle created a fully detailed response with evidence and tons of information showing the product's authenticity which was then sent to multiple departments and in less than 24 hours the inventory started going back into stock. Within about 24 hrs all of the inventory was back and the listing was completely active again. I can't recommend you enough! Thank you so much!



Ready to Dominate Amazon?

\$4000/month + 4% of Growth

"Less than the cost of one in-house employee,
you get a seasoned team that delivers proven
results!"