BIGCOMMERCE | PROSPER SHOW

# The Amazon sellers' solution provider directory

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# Introduction

Produced by BigCommerce and the founders of the Prosper Show, **James Thomson** and **Joseph Hansen**, the Amazon Sellers' Solution Provider Directory has been a year in the making. Within, you'll find more than 230 companies offering some of the most successful solutions available to alleviate pain points associated with selling on Amazon. These are the solutions used by the highest-selling companies incorporating Amazon as part of their channel strategy.

Each of these solutions will save you time, optimize your operations and ultimately work to increase revenue made from the Amazon marketplace. The directory is organized by vendor category to help you easily find the software and tools most relevant to your business. In each section you will find tips concerning when your company should begin to engage with these solutions as well as a few key issues to consider.

Determining the right channel mix is not an issue unique to the startup or small business community. In 2015, several of the world's largest luxury brands **finally decided to open** owned and operated online storefronts — an about-face after previously attempting to increase sales exclusively through brick-and-mortar channel placement only. That exclusive brick-and-mortar strategy didn't work, not even for the Chanels of the world.

Increasingly, the retail industry is seeing the most successful businesses among them gain an advantage through pursuing intelligent, channel-agnostic strategies. This is why Warby Parker, BirchBox, Nasty Gal and even Amazon itself have all **opened brick-and-mortar shops** to complement their once online-only operations. This is how the most successful retailers grow brand awareness, loyalty and revenue: be everywhere, anywhere new and returning customers are willing to shop.

Today's customers have new and distinct preferences about where, when and how they purchase. In fact, when it comes to the digital channel, **44% of consumers** begin their product search on Amazon. This makes Amazon one of the most important channels for companies seeking significant revenue growth from product discovery and new customers. After all, not everyone is an Amazon fan, but if you aren't on this marketplace, you are losing out on nearly half of all online product searches — and in most cases, those searches and sales are probably going to competitors or resellers of your products.

This directory is intended to help all retailers solve for the Rubik's cube that is the Amazon marketplace. We are here to demystify it, allowing you to use Amazon as a weapon in your distribution and revenue growth arsenal — rather than viewing the marketplace as competition. Eliminating the steep learning curve associated with Amazon selling success will enable you to grow your sales and prepare your business for the future of commerce.

*The Amazon Sellers' Solution Provider Directory is not affiliated or sponsored by Amazon.com LLC or any of its subsidiaries.*

If your company is a solution provider to Amazon sellers, and you believe you should be considered for future solution provider lists, please send your name, contact information and company URL to **solutionprovider@prospershow.com**.

*This icon denotes a BigCommerce Partner.*

CHAPTER 1

# Product research, sourcing and development

## Competitor product sourcing info

**It's time to engage help when:** As you research potential manufacturing partners for your private label business, you can access public import records to see from where your competitors are sourcing their products. Think of this as a shortcut to identifying overseas manufacturing capabilities similar to what you need.

**Key issues to consider:** Just because your competitors are using specific overseas manufacturers doesn't mean you will be able to get cooperation from the manufacturers to make your products. Keep in mind, these manufacturers may not be able to accommodate your custom design needs. But it's a good place to start without having to make a whirlwind trip overseas to identify suitable manufacturers.

| Company | Channel served | Phone | Email | Location |
|---|---|---|---|---|
| Import Genius | Multichannel | (855) 374-1199 | info@importgenius.com | USA |
| Panjiva | Multichannel | (888) 902-3511 | contact@panjiva.com | USA |

## Amazon price tracker

**It's time to engage help when:** Realistically, you should install these free tools immediately upon becoming an Amazon seller. By being able to identify listing activity across other sellers on listings you currently have or are considering adding to your catalog, you can gauge likely types of pricing competition that you will face, as well as understand whether the product has been sold by Amazon itself.

**Key issues to consider:** Remember, it's critical to look at historical pricing information, so you aren't getting a static and potentially misleading picture of competition. For example, you may see the product you're aspiring to sell has very little competition - only to discover a week later that Amazon itself is selling this product and it was only temporarily out of stock, at which point you will be back to competing head-to-head with Amazon — something that may cause you to rethink whether you want to sell that item.

| Company | Channel served | Email | Location |
|---|---|---|---|
| Camel Camel Camel | Amazon | support@camel camelcamel.com | USA |
| Keepa | Amazon | info@keepa.com | USA |

## Inventory scouter

**It's time to engage help when:** If part of your sourcing model includes retail arbitrage, you can save yourself a lot of time by having one of these tools accessible when you walk the aisles of your retail sources. By scanning barcodes to produce instantaneous Amazon product and profitability information, you can quickly establish whether an item makes sense to buy for resale on Amazon.

**Key issues to consider:** Most of these tools look only at Amazon fees and your cost of goods sold. You should factor in any indirect and overhead costs that should weigh into your decision on whether to buy any of these items for resale. You may find that some of the estimated profitable items that you've scanned aren't really profitable if you consider additional expenses and that your time wandering the aisles inspecting product isn't, in fact, free (there is some real opportunity cost to your time).

| Company | Channel served | Phone | Email | Location |
|---|---|---|---|---|
| Neatoscan | Amazon | (651) 905-0995 | info@neatoscan.com | USA |
| Profit Bandit By Seller Engine | Amazon | | sales@seller engine.com | USA |
| Scan Power | Amazon | | sales@scan power.com | USA |
| Scout Pal | Amazon | | support@ scoutpal.com | USA |

## Product research

**It's time to engage help when:** When you go looking for new products to add to your Amazon catalog, you may find yourself scouring through supplier catalogs or staring at spec sheets -- just how are you making your decisions about what to add? Are you able to screen hundreds and thousands of prospective products on criteria like Amazon customer demand, Amazon seller competition, presence of Amazon Retail as one of the competing sellers, margin opportunity, and so on? Without some automated tools, you likely aren't able to do a deep-dive on most prospective products. Fortunately, these Product Research tools can help accelerate this evaluation process significantly, allowing you to become more efficient and data-driven in your sourcing decisions.

**Key issues to consider:** While the line between inventory scouter software and product research software is closing every day, we typically see more types of data in the product research software. But, you have to figure out how to incorporate these additional data points into your decision on whether to source specific items. Also, keep in mind that product attractiveness can change very quickly by the introduction of a just one lower-cost competitor that single-handedly reduces the attractiveness of a product, so we encourage you to make a habit of revisiting this information on a regular basis.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| AMZShark | Amazon | (651) 905-0995 | hello@amzshark.com | Hong Kong |
| ASIN Tool | Amazon | (651) 905-0995 | support@asintool.com | USA |
| Ecomspy By Ecom Engine (FBA Spy) | Amazon | (800) 757-6840 | ecomengine.com/contact | USA |
| Etail Insights | Multichannel | | etailinsights.com/contact | USA |
| FBA Toolkit | Amazon | | contact@pathfinding.com.ar | Argentina |
| GetAMASuite | Amazon | | amasuite.thgwebmedia.com/support/ | USA |
| INDBL | Amazon | | indbl.com/contact/index | USA |
| Jungle Scout | Amazon | | support@junglescout.com | USA |
| Novel Rank | Amazon | | admin@novelrank.com | USA |
| Rank Tracer | Amazon | (021) 671-6700 | ranktracer.com/contact_us.php | USA |
| Sales Rank Express | Amazon | | salesrankexpress.com/contact.html | USA |
| Scope By Seller Labs | Multichannel | (404) 909-8251 | sellerlabs.com/contact/ | USA |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Seller Metrics | Amazon | | sellermetrics.com | |
| Sellerstoolbox | Amazon | (513) 847-4942 | sellerstoolbox.com/request-a-change/ | USA |
| Seller Engine Plus By Seller Engine | Multichannel | | sales@sellerengine.com | USA |
| Sellics | Amazon | | info@sellics.com | USA |
| Tera Peak | Multichannel | (866) 959-8372 | terapeak.com/company/contact/ | USA |
| Wiser | Multichannel | (855) 469-4737 | info@wiser.com | USA |

CHAPTER 2

# Listings

## Image cleanup

**It's time to engage help when**: If you are building feeds from scratch, or find that the images on a listing to which you are adding your offer are not up to your expectation, it is time to take product photos yourself and prepare them for uploading to Amazon. Unfortunately, even the best product photographers' photos may need some cropping, whitening or other general adjustment to get the image in line with Amazon image requirements. Because this cleanup can take a lot of time when considering the addition of dozens or hundreds of new listings, this sort of task isn't usually the most ideal way for you to invest in your business. Fortunately, these low-cost, quick-turnaround options are available, allowing you to take moderately professional photos and get them cleaned up for primetime on Amazon.

**Key issues to consider**: Only so much cleanup can be done on a bad photo. So it's ideal to get some feedback on a test-run of photos that you take in order to make sure you have provided these companies with adequate quality of photo to modify into something suitable for Amazon listings.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| 3W Image | Multichannel | 49 341 918 7910 | 24@freistellen.de | Germany |
| Clipping Magic | Multichannel | (415) 230-2377 | support@clipping magic.com | USA |
| Deep Etch | Multichannel | | /www.deepetch. com/contact | Australia |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Doopic | Multichannel | | en.doopic.com/contact/ | Germany |
| Pic Monkey | Multichannel | | picmonkey.com/help/support/new | USA |
| Pixelz | Multichannel | (415) 523-7738 | pixelz.com/contact/ | USA |

## Amazon keyword research

**It's time to engage help when:** Whether you are looking to optimize new listings or existing listings onto which you have added your product offers, it's important to understand what keywords Amazon customers are using to find your product or type of product. Otherwise, you may have an amazing product that never gets discovered by Amazon customers or loses out on suitable keyword traffic.

**Key issues to consider:** Customer preferences can change over time, meaning that your keyword selections today may need to be updated later. Consider refreshing your most important listings at least annually. Furthermore, remember that customers may be finding your products through keywords that aren't obvious to you today, so there is significant benefit in referencing the large historical databases that these providers have built to match keywords with products.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| AMZ Tracker (Unicorn Smasher) | Amazon | | amztracker.com/ | Internat'l |
| Keyword Inspector | Amazon | (800) 757-6840 | support@keywordinspector.zendesk.com | |
| Keyword Tool Dominator | Multichannel | | keywordtooldominator.com/contact | USA |
| Merchant Words | Amazon | (855) 551-8222 | contact@merchantwords.com | USA |
| SearchRank by Seller Labs | Amazon | (404) 909-8251 | searchrank.sellerlabs.com/contact | USA |

## UPC barcodes — purchase

**It's time to engage help when:** If you are building a private label business on Amazon, you're going to need UPCs (Universal Product Codes) for each product you list. We also want to mention that you should not be buying UPCs to put onto other companies' existing products – we have seen too many new listings get created that are actually duplicates of existing listings, but the new seller didn't do the necessary work of matching its offers to the existing listings in the Amazon catalog.

**Key issues to consider:** Never ever recycle UPCs onto other products – once a UPC has been entered into Amazon's catalog, it is tied to a specific item. If you decide to stop carrying one private label product, don't use that UPC for some new item, as you will create a mess for yourself that we have seen result in hundreds of cancelled or returned orders and far too much negative feedback related to the product received by the customer not matching the product detail page.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Instant UPC Codes | Multichannel | (877) UPC-3099 | instantupccodes.com/contact-us/contact.php | USA |
| Speedy Barcodes | Multichannel | (888) 511-0266 | speedybarcodes.com/page/contact | USA |
| UPC Barcodes | Multichannel | (775) 376-1770 | info@upcbarcodes.com | USA |

## Data feed management/integration

**IIt's time to engage help when:** As you increase the number of new listings in your catalog or you consider adding new marketplaces (beyond Amazon) to your overall business, it will quickly get very complicated to keep track of all the columns of data that are needed for your listings (whether on Amazon or other marketplaces). By working with a company that specializes in keeping up with what columns of data are needed in each category of each marketplace, you can save yourself a lot of time building and maintaining your product feeds.

**Key issues to consider:** Some inventory/order management solution providers indicate that they offer listings functionality in their tools. But you need to be sure that your categories of products on the marketplaces of interest to you are all covered by your inventory/order management solution provider, as we have seen companies pick an apparent "all-in-one" inventory/order management partner only to discover that not all listings templates needed are currently available – thereby requiring the seller to work with a data feed provider anyways. It is also worth mentioning that if your business is all-Amazon, and focused exclusively on adding offers to existing listings that someone has created, your need for a data feed provider is going to be low, as you aren't likely contributing new data or editing existing data on your listings.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Aten Software | Multichannel | (248) 629-7958 | https://www.atensoftware.com/p9.php | USA |
| Datafeedwatch | Multichannel | (888) 885-5074 | support@datafeedwatch.com | USA |
| Go Data Feed | Multichannel | (866) 340-6619 | contact@godatafeed.com | USA |
| Listtee | Amazon | | help@listtee.com | USA |
| CommerceHub (Mercent) | Multichannel | (206) 832 3900 and PRESS 2 for direct access to the CommerceHub team supporting Mercent Retail | support@mercent.com | USA |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| NChannel | Multichannel | (800) 714-0882 | www.nchannel.com/contact/ | USA |
| Salsify | Multichannel | (844) 725-7439 | info@salsify.com | USA |
| Xtento | Magento | | info@xtento.com | Germany |

## Get Amazon product reviews

**It's time to engage help when:** If you sell private label product, you should be immediately looking for ways to get legitimate product reviews on your items from the get-go. The presences of a minimum 5-10 product reviews per private label product helps to reduce a customer's hesitancy to try out your new product, as the customer can read what others have written about your product. Furthermore, listings with product reviews are much more likely to get better search results on Amazon than products with no sales history.

**Key issues to consider:** There are unfortunately a few sites that offer illegitimate product reviews where the reviewer has never seen the product, but just writes product reviews blindly for cash. After recent crackdowns at Amazon on such reviews, there are much more strict rules about how product reviews need to be sourced, and Amazon is now watching more carefully than ever before to make sure reviews are legitimate. "Verified purchase" reviews are much more valuable than reviews that haven't come from "verified" purchases, raising the importance of not only getting product reviews on new listings but also getting some initial sales on those items, which will then lead to

"verified" product reviews. Most of the solution providers mentioned here will help you get sales on your new products, coupled with verified purchase product reviews – a powerful duo for new product launches.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Amazon Reviewer Network | Amazon | | amazonreviewernetwork.com/kick-start-program.html | USA |
| AmzTracker Amazon Review Club | Amazon | | amztracker.com/ | Multiple |
| Bqoo | Amazon | (650) 396-2777 | www.bqool.com/contact-us/ | Hong Kong |
| Flashbuz | Amazon | | info@flashbuz.com | USA |
| GiveAwayService | Amazon | | giveawayservice.com/register | USA |
| Ilovetoreview.com | Amazon | (855) 699-7337 | info@iloveto review.com | USA |
| Product Elf | Amazon | | productelf.com/contact/ | USA |
| Product Rocket | Amazon | | productrocket.io/contact/ | Hong Kong |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Review Kick | Amazon | | support@review kick.com | USA |
| Sales Backer | Amazon | | salesbacker.com/ contact | USA |
| Snag Shout by Seller Labs | Amazon | (404) 909-8251 | snagshout.com/ contact | USA |
| Tomoson | Multichannel | | tomoson.com/ contact | USA |
| Viral Launch | Amazon | | service@ viral-launch.com | USA |
| Zonblast | Amazon | | zonblast.com/ support/ | USA |

## Get Amazon feedback

**It's time to engage help when:** Feedback is one of the critical measures used by Amazon to evaluate sellers, while also providing prospective customers with guidance on how effectively you have historically provided high-quality product on time to other Amazon customers. From the first Amazon sale you make, Amazon tracks how you are doing both in terms of average feedback as well as overall feedback count. Your feedback score will be used in evaluating if you quality for the Buy Box –– ideally you should aim for an average feedback score above 98%, while below 90% is likely to result in a loss of your Buy Box privileges. In fact, for brand new sellers (not using FBA), it is common for you to have to wait at least a month building up the number of feedback before Amazon will allow you to become "Buy Box eligible". So, feedback matters from day one on Amazon, and you need to collect feedback from your customers.

**Key issues to consider:** Many sellers choose to manually solicit customers directly for feedback through Seller Support. While that is allowed according to Amazon's Terms of Service, the process can get rather unscalable as your business grows, and the number of customers needing these feedback solicitation emails. Fortunately, there are software providers that can make this feedback request process an automated process, complete with easy-to-use templates.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Feedback By Bqool | Amazon | (650) 396-2777 | support@bqool.com | USA |
| Feedback Five By Ecom Engine | Amazon | (800) 518-1706 | info@feedbackfive.com | USA |
| Feedback Genius By Seller Labs | Amazon | (404) 909-8251 | sellerlabs.com/contact/ | USA |
| Feedbackz | Amazon | | help@feedbackz.com | USA |
| Kibly | Amazon | | | USA |
| Mr Feedback | Amazon | (850) 888-8341 | mrfeedback.com/contact | USA |
| Reseller Ratings | Multichannel | (888) 882-2838 | resellerratings.com/contact-us | USA |
| Sales Backer | Amazon | | salesbacker.com/contact | USA |

## Re-pricing

**It's time to engage help when:** If you are competing head-to-head with other sellers on your listings, it's likely you are fighting it out over price. And as another seller reduces its price, that makes your product less interesting to customers and less visible to customers as a result of losing the Buy Box, unless you are able to reduce your price too, ensuring your ability to remain competitive for the Amazon Buy Box. As you know, products that appear in the Amazon Buy Box sell 4x more than those that don't ever make it in, and an estimated 90% of new product sales come from products in the Buy Box.

**Key issues to consider:** When you sign up for a re-pricing tool, you will need to identify your floor price for each item, and to do that effectively, it is best to have a strong grasp of your all-in costs by SKU (including indirect and overhead costs). That way, you aren't inadvertently setting a floor price that is actually underwater for you, all in the name of getting the sale at all cost. Yes, let's focus on remaining profitable, at all cost (no pun intended)!

Also, keep in mind that pricing alone does not determine if you will win the Buy Box. Without strong performance metrics across the board (related to customer service, late shipment rate, cancellation rate, negative feedback, etc.), your ability to match your competitor on price and get your fair share of the buybox will be hampered significantly. Next, remember that not all of your competitors are equal, even if their prices are equal – keep an eye out for Amazon Retail offers and FBA sellers' offers – with those in place, it will be harder to use a re-pricer to match price alone and get your fair share of the Buy Box.

The list below includes standalone re-pricing tools. It's worth noting that many of the inventory management / order management solution providers offer integrated re-pricing tools as part of their software.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Appeagle | Amazon | (201) 488-1141 | info@appeagle.com | USA |
| Bqool | Amazon | (650) 396-2777 | bqool.com/ contact-us/ | Hong Kong |
| Channelmax | Multichannel | (262) 536-0057 | sales@ecatalog services.com | USA |
| Feedvisor | Amazon | (917) 338-4800 | info@feedvisor.com | USA |
| Logicsale | Multichannel | 44 845 591 9199 | service@logicsale.en | UK |
| Mean Pricer | Amazon | | meanrepricer.com/ Home/Support | UK |
| Repriceit | Amazon | (855) 791-8966 | repriceit.com/ contact.do | USA |
| Repricer Express | Amazon | (028) 7136-3727 | repricerexpress.com/ contact-us/ | UK |
| Seller Vision Pro | Amazon | | info@seller visionpro.com | USA |
| Sellery By Seller Engine | Amazon | | sales@seller engine.com | USA |
| Smart Price By Ecom Engine | Amazon | (800) 757-6840 | ecomengine.com/ contact | USA |
| Teikametrics | Amazon | (855) 846-2677 | info@teika metrics.com | USA |
| Wiser | Multichannel | (855) 469-4737 | info@wiser.com | USA |

# Translation

**It's time to engage help when:** If you are looking to expand your business into other marketplaces, you may need to get your listings data translated. In most Amazon marketplaces, the listings must be in-language for the local country.

**Key issues to consider:** While free tools like Google Translate are useful for simple translation of common phrases, they are not yet anywhere near the level of accuracy to capture marketing nuance or technical product explanations that are common in product descriptions, bullet points and titles.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Akorbi | Multichannel | (877) 425-6724 | akorbi.com/contact/ | USA |
| Intercultural Elements | Multichannel | (857) 284-8840 | info@ intercultural-elements.eu | Germany |
| Interpro Translation Solutions | Multichannel | (630) 245-7150 | interproinc.com/ contact-interpro | USA |
| Jonckers | Multichannel | | jonckers.com/ get-in-touch/contact/ | Belgium |
| JR Language | Multichannel | (866) 389-5036 | info@jrlanguage.com | USA |
| Lionbridge | Multichannel | | ondemand. lionbridge.com/ accounts/register/ | USA |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Straker Translations | Multichannel | | strakertranslations.com/translation-quote.cfm | Multiple countries |
| Translations.com | Multichannel | (212) 689-1616 | translations.com/about/contact-us.html | USA |
| Web Interpret | Amazon | | sales@webinterpret.com | UK |

CHAPTER 3

# Inventory, orders & warehousing

## Inventory management/order management

**It's time to engage help when:** If you sell in more than one marketplace (including your own website), keeping track of your overall inventory levels can get very tricky very quickly. If you oversell inventory, you upset customers and are on the fast track to getting your Amazon account suspended. And if you undersell, you have lost out on sales. So you need to have real-time inventory numbers to manage inventory by channel, giving you the ability to replenish FBA quickly (if needed) or place new product orders with your suppliers if you are running out on critical selection.

**Key issues to consider:** There is much variation across inventory/order management companies: some charge a percentage of sales, while others charge on a basis of the number of orders processed. Some incorporate sophisticated analytics and purchase order management tools, while others incorporate some listings functionality, repricers, accounting software integration and shipping rate optimization tools. Furthermore, not all marketplaces can be handled by each inventory/order management tool today, so careful due diligence on such centrally critical software is necessary for the individual business owner: what's included, what's not? How much automation of which steps can the software do? How much flexibility do you have to roll into or out of the software? How long is the on-boarding process, and what "house-in-order" steps are required of you to get started?

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| BalanceMaxx | Amazon | (262) 536-0057 | sales@ecatalog services.com | USA |
| Brightpearl | Multichannel | (888) 320-5069 | brightpearl.com/ contact-us | USA |
| Browntape | Multichannel | (+91) 95954 62102 | contact@brown tape.com | India |
| Ecomdash | Multichannel | (704) 687–8067 | support@ecom dash.com | USA |
| Etailsolutions | Multichannel | (855) 840-8400 | info@etail solutions.com | USA |
| Fillz | Multichannel | (855) 655-6441 | sales@fillz.com | USA |
| Getcarta | Multichannel | (800) 377-9202 | info@getcarta.com | USA |
| Linnworks | Multichannel | (+4420) 3651-7045 | info@linn systems.com | UK |
| Monsoon Commerce | Multichannel | (800) 520-2294 | monsooncommerce. com/contact-us | USA |
| NChannel | Multichannel | (800) 714-0882 | nchannel.com/ contact/ | USA |
| Orderhive | Multichannel | (888) 878-5538 | support@order hive.com | USA |
| Ordoro | Multichannel | (512) 271-9453 | info@ordoro.com | USA |
| Retailops | Multichannel | (855) 294-8383 | info@retailops.com | USA |
| Salesdash | FBA only | | salesdash.com | |
| Selleractive | Multichannel | (800) 545-7385 | support@seller active.com | USA |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Sellercloud | Multichannel | (888) 315-6652 | info@seller cloud.com | USA |
| Sellerexpress | Multichannel | (028) 7136-3727 | sellerexpress.com/ about-us/contact-us/ | USA |
| Skubana | Multichannel | (917) 769-3260 | info@skubana.com | USA |
| Solid Commerce | Multichannel | | contact@solid commerce.com | USA |
| Stitchlabs | Multichannel | (800) 750-7617 | support@ stitchlabs.com | USA |
| Volo | Multichannel | 44(0) 207 268 3045 | volocommerce.com/ contact/ | UK |

## Multichannel sales solutions

**It's time to engage help when:** For a seller looking to build and house its listings data in one place, as well as to coordinate inventory across multiple marketplaces, the Multichannel Sales Solution providers offer a suitable solution.

**Key issues to consider:** While the combined use of a listing solution and an Inventory Management / Order Management solution may be appropriate for some sellers, other sellers solve the listing-inventory-order issue using one company to handle listings and inventory, while also working with an order processing partner.For sellers using this second option, the companies below offer support to multi-channel sellers, getting their listings and inventory organized and pushed out to various sales channels.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| ChannelAdvisor | Multichannel | (866) 264-8594 | channeladvisor.com/request-a-demo | USA |
| Channel Unity | Multichannel | (855) 870-8118 | channelunity.com/contact-us/ | UK |
| M2E Pro | Multichannel | | support@m2epro.com | |
| Retail Tower | Multichannel | (323) 547-4834 | support@retailtower.com | USA |
| Sellbrite | Multichannel | | | USA |
| SureDone | Multichannel | (877) 773-6755 | suredone.com/contact | USA |

## Shipping solution providers

**It's time to engage help when:** While many Amazon sellers are 100% FBA sellers, using Amazon's UPS Ground program for inbound shipping to Amazon's fulfillment centers, anything beyond that model will require shopping for shipping solutions.

**Key issues to consider:** The price of shipping the same 1-pound package can vary widely across the major carriers, so it's ideal to incorporate some sort of rate shopping to make sure that package is inexpensive to ship, yet arrives within the expected delivery window. Furthermore, it's useful to evaluate if some of your products can be packaged differently in order to qualify for lower-priced shipping options.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| ABOL | Multichannel | (877) 847-2265 | iabol.com/contact/ | USA |
| Deliv.Co | Multichannel | | deliv.co/contact/ | USA |
| Endicia | Multichannel | (800) 576-3279 | endicia.com/about-us/contact-us/product-information-form | USA |
| Moogento | Multichannel | | moo@moogento.com | USA |
| Ordercup | Multichannel | (877) 240-3545 | info@ordercup.com | USA |
| Ordoro | Multichannel | (512) 271-9453 | info@ordoro.com | USA |
| Parcel Hub | Multichannel | 0808 168 6013 | parcelhub.co.uk/enquiry-courier-parcel-service/ | UK |
| Shiphero | Multichannel | (877) 671-6011 | hello@shiphero.com | USA |
| Shiplark | Multichannel | (877) 753-5373 | shiplark.com/contact2.php | USA |
| ShipperHQ | Multichannel | (614) 526-9534 | sales@shipperhq.com | USA |
| ShippingEasy | Multichannel | (855) 202-2275 | shippingeasy.com/contact-us/ | USA |
| Shippo | Multichannel | | support.goshippo.com/hc/en-us/requests/new | USA |
| Shiprobot | Multichannel | (888) 750-8286 | shiprobot.com/contact | USA |
| Shiprush | Multichannel | (206) 812-7874 | info@zfirmllc.com | USA |
| ShipStation | Multichannel | (512) 485-4282 | shipstation.com/contact-us/ | USA |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Shipworks | Multichannel | (800) 952-7784 | support.shipworks.com/support/tickets/new | USA |
| Shyp | Multichannel | | biz@shyp.com | USA |
| Stamps.com | Multichannel | (855) 889-7867 | stamps.com/enterprise/contact-us/ | USA |
| Teapplix | Multichannel | (650) 516-6058 | teapplix.com/contact.html | USA |
| Trueship (Ready Shipper) | Multichannel | (877) 818-7447 | trueship.com/contact-us/ | USA |
| Trulycommerce | Multichannel | (888) 864-8151 | info@trulycommerce.com | USA |

## 3PL

**It's time to engage help when:** Do you pride yourself on moving into bigger warehouses every couple of years, all because your business keeps growing? Are you spending more and more of your time managing your warehouse (staff, equipment, operations), rather than building your business? You probably didn't become an entrepreneur in order to become an expert on the intricacies of managing a warehouse.

**Key issues to consider:** While competitively-priced 3PLs can be more expensive than the out-of-pocket costs of running your own warehouse, your most precious asset is your time to spend on building your business. So be prepared to spend a little more on warehousing through a 3PL in order to free yourself up from all of the headaches a warehouse often brings a small business owner.

Not all 3PLs are equally experienced at FBA prep, polybagging, bundling and kitting – so do your research carefully, and talk with case study clients that the 3PL provides. Also expect some transition period up front as you train the 3PL employees on exactly the process you want for your order processing.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Central Wisconsin Prep Pack and Ship | Multichannel | (855) 397-4587 | info@centralwiprepackandship.com | WI |
| DCL Corp | Multichannel | (510) 651-5100 | info@dclcorp.com | CA, PA |
| DM Fulfillment | Multichannel | (800) 405-4745 | dmfulfillment.com/contact-us/ | CA, MO, PA, TX |
| Efulfillment Service | Multichannel | (866) 922-6783 | efulfillmentservice.com/contact-us/ | MI |
| FBA Inspection | FBA only | (707) 961-0343 | support@fbainspection.com | CA |
| FBA Prep and Ship | FBA only | (541) 543-4309 | monica@fbaprepandship.com | OR |
| Fulfillment Butler | FBA only | (217) 652-1846 | fulfillmentbutler.com/contact.html | IL |
| Fulfillment.com | Multichannel | (800) 277-6096 | smagnes@fulfillment.com | GA, London (UK), Toronto (CDN) |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Fulfillrite | Multichannel | (732) 961-7766 | info@fulfillrite.com | NJ |
| GDW Inc | Multichannel | (832) 463-0988 | gdwinc.com/create-a-new-work-order/ | TX |
| IFS 360 | Multichannel | (888) 993-8534 | ifs360.com/contact/ | CA, NC |
| Leman USA Inc | Multichannel | (262) 884-4700 | management@lemanusa.com | WI |
| Lynx Fulfillment | Multichannel | (866) 344-8591 | prandolph@lynxfulfillment.com | NY |
| Mochila Fulfillment | Multichannel | (844) MOCHILA | information@mochilafulfillment.com | PA, CA |
| My Fulfillment Team | Multichannel | (731) 364-9881 | myfulfillmentteam.com/contact/ | TN |
| Newgistics | Multichannel | (877) 860-5997 | contact@newgistics.com | USA |
| PBD Worldwide | Multichannel | (866) 998-4PBD | info.pbd.com/request-more-information | DC, IL, GA, PA, Hong Kong |
| Pnpline | Multichannel | (201) 580-2681 | cs@pnpline.com | NJ |
| Prep It Pack It Ship It | FBA only | (760) 576-4404 | west@PrepItPackItShipIt.com | CA |
| Prep Label Box | FBA only | (866) 964-2867 | preplabelbox@yahoo.com | CA |
| Prime Zero Prep | FBA only | | primezeroprep.com/contact-us.html | NH |
| SellTecPrep | FBA only | (406) 320-0079 | Info@SelltecPREP.com | MT |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Shipwire | Multichannel | (650) 561-4800 | shipwire.com/how-it-works/store-your-product/ | IL, CA, PA and many international |
| SM Operators | Multichannel | (866) 757-1377 | sales@smoperators.com | IL |
| Storefeeder | Multichannel | (0843) 523-6610 | hello@StoreFeeder.com | UK |
| Swan Packaging Fulfillment | Multichannel | (973) 790-8417 | tim@swanpackaging.com | NJ |
| Transtrade | Multichannel | (800) 880-8173 | experts@transtrade.com | WA, TX |
| Ukfulfilment.co.uk | Multichannel | (0843) 523-6520 | ukfulfilment.co.uk/Contact-UK-Fulfilment.aspx | UK |
| Wiseloads | Multichannel | | wiseloads.com/contact.php | Ireland |

CHAPTER 4

# Post sales

## Reverse logistics

**It's time to engage help when:** As the number of orders increases, so too will your number of returns. And those returns can be rather annoying to manage – the inspection, grading / testing, upgrading, repackaging, etc. And given that customers rarely send back all of the product, warranty, instruction manual and packaging, there is likely to be work needed to attempt to convert a returned item to a re-sellable item (hopefully in "new" form again). If you have more than an FTE working just on returns, it's time to be asking questions to these solution providers to see if they can streamline this headache for you.

**Key issues to consider:** Returns can cost your money in return fees and repackaging, but they also cost a disproportionate amount of time to repair versus selling a unit newly sourced from your supplier. There is a sizeable opportunity cost to managing returns, both in terms of time, and potentially lack of expertise on how to maximize recovery rates on those returns. These solution providers know the in's and out's on how to make the returns process less painful and costly for you.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Genco Marketplace | Multichannel | (800) 224-3141, ext. 3687 | support@GencoMarketplace.com | USA |
| Newgistics | Multichannel | (877) 860-5997 | contact@newgistics.com | USA |
| Opened Box Returns.com | Amazon | (718) 687-2973 | info@openedboxreturns.com | USA |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Optoro | Multichannel | (301) 760-7003 | inquiries@optoro.com | USA |
| Rebound Returns Management | Multichannel International | 01952 293028 | info@tsbsupplychain.com | UK |
| Tradeport | Multichannel | (603) 692-2900 | info@tradeportusa.com | USA |

## Accounting

**It's time to engage help when:** Every company needs to keep track of its financial position, including expenses (including payroll, insurance), purchase orders, inventory value, and margins. The following software programs are commonly used by online sellers to track these numbers.

**Key issues to consider:** While Amazon is not known for providing sales and revenue data that can be easily incorporated into Accounting software, some of the companies below have developed API and conversion tools to absorb existing Amazon data into their tools. We encourage sellers to further simplify their lives by looking for Accounting software that integrates into Amazon's Seller Central.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Intuit's Quickbooks | Multichannel | (800) 446-8848 | intuit.com/company/contact/ | USA |
| Sage | Multichannel | (866) 996-7243 | na.sage.com/us/about-us/contact-us | USA |
| Wave Apps | Multichannel | | waveapps.com/contact-us/ | USA |
| Xero | Multichannel | | sales@xero.com | USA |

## Accounting/bookkeeping support

**It's time to engage help when:** Long before you have a mountain of shoeboxes full of receipts, it is important to be tracking all of your revenues and costs, so you can maintain a macro view of your financial position at any given moment, rather than waiting until year end when taxes are due. Face it – (almost) no one likes recording all of the financial data, but it's necessary in order to know where you are doing well, and where improvements are immediately needed. So rather than put unnecessary lags between paperwork coming in and you understanding how that paperwork reflects your true financial position, these solution providers offer you the ability to keep an eye on your financials without having to deal with the laborious task of sporadic, manual data entry.

**Key issues to consider:** These companies can offer basic book-keeping, or full-scale accounting (including income tax preparation and inventory reconciliation support). Depending on how complex your inventory and channels are, you may want to outsource more and more of this in order to focus on your skills sourcing profitable product.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Bench.co | Multichannel | (888) 760-1940 | help@bench.co | Canada |
| Catching Clouds | Multichannel | (720) 414-1444 | info@catching clouds.net | USA |
| TechFinance | Multichannel | (212) 518-6835 | techfinancecfo.com/ contact/ | USA |

## Tax calculation and remittance

**It's time to engage help when:** As an online seller, in which states do you owe sales tax? Are you collecting enough sales tax in enough states? If you can't answer these questions today, it's time to look for support. And if you can answer these questions, and you're required to pay in more than 2-3 states each quarter, you probably could benefit from the streamlined processes these companies will be able to provide you. No more manually filing papers to each required state – these companies will streamline all of that for you, and keep on top of ever-changing tax rules for each tax jurisdiction (state, county, city, etc.) in which you have tax nexus.

**Key issues to consider:** Whether you collect state tax or not on your online sales, you almost certainly are liability for paying the state taxes. Work with your tax attorney to confirm where you owe state taxes, and then consider using Amazon's tax collection services to streamline the collection process, while using any of these solution providers to support the tax remittance process.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Avalara / Trustfile | Multichannel | (855) 669-5116 | avalara.com/ contact-us/ | USA |
| Meridian Global Services | Amazon | (415) 419-5668 | meridianglobal services.us/contact/ | USA, International |
| Taxify | Multichannel | (860) 532-0829 | taxify.co/contact-us/ | USA |
| Taxjar | Multichannel | (855) 800-6681 | taxjar.com/social-contact-form/ | USA |
| Vertex | Multichannel | (855) 221-5885 | info@vertexSMB.com | USA |

## Profitability analysis

**It's time to engage help when:** If you understand your all-in-costs by SKU, you can figure out your profitability by SKU, which will guide your actions on inventory management, vendor negotiations, sourcing of new products and pricing. If you keep your total sales revenue and total gross margin each aggregated, then you have no visibility on specific product issues or opportunities which ultimately drive your overall profitability. Most sellers realize they need more granular profitability analysis when they experience YOY sales growth that is not matched by at least the same growth in YOY gross margins.

**Key issues to consider:** Rarely do all products in a seller's catalog generate positive margins, once consideration for indirect and overhead costs are made. Only at the point that all costs have been allocated down to the individual SKU level can a seller take immediate necessary action to course-correct on product selection.

Please note that many of the Inventory Management / Order Management tools have incorporated profitability analysis tools integrated into their overall structure. These companies below are stand-alone applications.

Please note that many of the Inventory Management / Order Management tools have incorporated profitability analysis tools integrated into their overall structure. These companies below are stand-alone applications.

| Company | Channel served | Contact | Location |
|---|---|---|---|
| Amazonworks | Amazon | amazoworks@ amazoworks.com | USA |
| Daily Source Tools | Amazon | james@daily sourcetools.com | USA |
| Sales Calc | Multichannel | | USA |

CHAPTER 5

# All other support

## Amazon account management

**It's time to engage help when:** Selling on Amazon is difficult, even for the largest, more experienced sellers on Amazon. To stay on top of best practices and make sure that those longer-term "backburner" projects get properly addressed, it is sometimes necessary to bring in an account management consultant to provide short-term or medium-term support. Given that an account management consultant is working typically with multiple sellers, this person will have seen a lot of behaviors – good and bad – that can be used as benchmarks to give you a richer perspective of where you can improve. Furthermore, the consultant is likely to provide a valuable perspective, removed from your heavily invested day-to-day view of everything you are doing to run your business today.

**Key issues to consider:** With no certification needed to become an Amazon consultant, anyone could declare himself or herself as such a consultant, resulting in a wide range of skills and capabilities. It is critical for sellers to do due diligence to authenticate the quality and expertise of a consultant. We encourage every seller to start with the assumption that there are no silver bullets to being a successful seller on Amazon – it takes operational discipline and relevant data to do this well, so look for consultants who can help with operations and data.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| All Industry Consulting | Multichannel | (972) 885-9262 | steve@allindustryconsulting.com | USA |
| Amazon Consulting Experts | Amazon | (732) 695-6355 | | USA |
| Buybox Experts | Multichannel | (801) 900-4723 | info@buyboxexperts.com | USA |
| CPC Strategy | Multichannel | (619) 677-2453 | contact@cpcstrategy.com | USA |
| Deniz Olmez | Multichannel | (646) 431-0151 | olmezd@gmail.com | USA |
| Digital Brand Works | Multichannel | (855) 464-4019 | hello@digitalbrandworks.com | USA |
| Elemerce | Multichannel | (801) 742-1640 | ty@elemerce.com | USA |
| FitForCommerce | Multichannel | (973) 379-7399 | info@fitforcommerce.com | USA |
| Lance Pettit Consulting | Multichannel | | lancepettit.com/?page_id=2 | USA |
| Lisa Suttora Ecommerce Marketing Strategies | Amazon | (206) 579-1263 | lisa@whatdoisell.com | USA |
| Marketplace Ignition | Multichannel | (866) 241-0090 | infomarketplaceignition.com | USA |
| Simply Sales Solutions | Amazon | (407) 697-1705 | kellysimplysalessolutions.com | USA |
| Velocity Marketing | Amazon | (888) 293-2689 | lance@velocity-mktg.com | USA |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Vostok Partners | Amazon | (206) 661-3496 | vostokpartners.com/contact-us/ | USA |
| Whitebox | Multichannel | (410) 929-7608 | support@whitebox.co | USA |
| Zanoma | Multichannel | (888) 293-2689 | zanoma.com/ | USA |

## Cross-border currency management

**It's time to engage help when:** If you are selling product on an international Amazon marketplace, you are paying Amazon upwards of 3.5%-4.0% transaction fee to handle currency exchange and wiring of your funds back to the US. That sort of hidden fee is sizeable on otherwise low-margin products. Fortunately, these solution providers streamline the process for you and allow you to cut that cost in half, allowing you to recapture margin you didn't realize you were losing!

**Key issues to consider:** These solution providers are able to streamline the process because they set up foreign bank accounts for you, and those bank accounts require a bunch of paperwork initially by you. So prepare to invest several hours reviewing legal paperwork to get set up in each foreign country – but once you are setup, you are good to go.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Currencies Direct | Multichannel | (407) 900-2174 | usa@currencies direct.com | UK |
| Payoneer | Multichannel | (800) 251-2521 x2 | payoneer.custhelp.com/app/login_form/redirect/ask | USA |
| Worldfirst | Multichannel | (844) 571-2682 | enquiries @worldfirst.com | USA/UK |

## Automate messaging

**It's time to engage help when:** Unless you plan on signing into your Seller Central account every 24 hours of every day of the year, you leave yourself exposed to the possibility that a new inquiry from a customer goes unanswered within the required 24 hour period. These solution providers help to meet Amazon's requirement of a 24-hour timeframe for responding to Amazon customers, while letting you enjoy your weekend or brief holiday without 24x7x365 human coverage of customer inquiries.

**Key issues to consider:** Even if these automated messaging services send customers a generic response, you should still plan to provide the customer a more expansive response within a couple of business days, as customers want their questions properly answered before buying your product or filing a negative feedback against you.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| ChannelReply | Multichannel | | channelreply.com/contact-us | USA |
| Fusion By Xsellco | Multichannel | (+4420) 3322-4848 | info@xsellco.com | UK |
| Reply Manager | Multichannel | (877) 848-1310 | info@replymanager.com | USA |

## Customer email support

**It's time to engage help when:** So what happens when you are starting getting dozens of customer emails a day, asking the same types of questions over and over? Each email must be answered quickly and accurately so as to keep the customer happy. If you're looking to streamline the process of answering these emails, good customer email support software will help to semi-automate your responses. The same way that Amazon's Seller Support has created standard responses for certain commonly asked questions, these software programs can help you streamline answers to your most common customer inquiries.

**Key issues to consider:** Most multi-channel sellers find that the level of customer emails they get from Amazon customers is far lower than other marketplaces. And often the questions will be related to some sort of shipping-related issue – so if a seller is predominantly using FBA for its Amazon catalog, it's likely such software won't be needed for the Amazon portion of the seller's overall business.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Desk.com | Multichannel | (877) 226-9212 | sales@desk.com | USA |
| Freshdesk | Multichannel | (866) 832-3090 | support@freshdesk.com | USA |
| Helpscout | Multichannel | | helpscout.net/contact/ | USA |
| Zendesk | Multichannel | (888) 670-4887 | support@zendesk.com | USA |

## Minimum advertised price (MAP) violation monitoring

**It's time to engage help when:** This software is usually relevant only for brand owners, rather than resellers, as it is the brand owner that wants to identify MAP-violating resellers. So if you are a private label manufacturer / brand owner supplying Amazon resellers with product that is supposed to be sold at MAP levels, these software packages can provide you with accurate, real-time data on which sellers are violating MAP by how much at times of day or the week. That then allows you to have a data-driven discussion with specific resellers about these issues.

**Key issues to consider:** Amazon doesn't monitor MAP levels on products for brand owners. So it's up to the brand owner to do this itself, and work with its own distribution channels to address these issues.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Channel IQ | Multichannel | (312) 585-3900 | channeliq.com/contact-us/ | USA |
| Competera | Multichannel | (888) 387-2818 | info@competera.net | USA |
| Itelligence | Multichannel | (949) 625-6132 | support@iTelligence.com | USA |
| Marketplace Repricing | Amazon | (408) 874-6835 | sales@marketplacerepricing.com | USA |
| MarketTrack (Newmo) | Multichannel | (415) 524-8300 | newmo.com/contact/ | USA |
| Oris Intel | Multichannel | (614) 401-6310 | orisintel.com/contact-us/ | USA |
| Price Grid | Multichannel | | sales@pricegrid.com | USA |
| Price Manager | Multichannel | (800) 574-0130 | info@pricemanager.com | USA |
| Price Spectre | Multichannel | | pricespectre.com/contact.shtml | USA |
| Profitero | Multichannel | (844) 342-7464 | sales@profitero.com | USA |
| Teikametrics | Amazon | (855) 846-2677 | info@teikametrics.com | USA |
| Upstream Commerce | Multichannel | (800) 815-1842 | sales@upstreamcommerce.com | USA |
| Wisemapper By Wiser | Multichannel | (855) 469-4737 | info@wiser.com | USA |

## Virtual assistants

**It's time to engage help when:** If you are spending far too much time on trainable, repetitive or administrative tasks that someone else could handle, consider seriously getting yourself a virtual assistant to support you. Maybe it's setting up phone calls with your suppliers, or answering emails for you, or basic book-keeping or reporting generation work that you need to do regularly but find that you don't have enough time to stay on top of such tasks. With the development of a whole industry of skilled, English-speaking assistants, you can free yourself up to work on the highest-value activities only you can accomplish for your business.

**Key issues to consider:** No one ever does work as well as you do! Well actually, that may not be always true, but it does take time to get comfortable delegating responsibilities to someone else, especially someone based remotely whom you have never met in person. But with technologies like Skype, instant messaging and phone available, it takes only a little discipline to remain in regular communication with your assistant. Furthermore, you will likely find that your virtual assistant is better organized on the tasks you assign to him/her, as they have fewer tasks to manage for you than you have to manage across your whole business.

If you go down the path of using a virtual assistant, keep in mind that you need to keep these people motivated and feeling valued. We suggest reading a book like "Virtual Freedom" by Chris Ducker to get yourself up to speed on what it realistically takes to get set up in an effective virtual assistant relationship.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| 20Four7VA | Multichannel | (443) 856-4882 | info@20four7va.com | USA |
| 247virtual assistants.com | Multichannel | (267) 632-6605 | 247virtualassistants.com/contact-virtual-assistant.php | USA |
| Hire My Mom | Multichannel | (281) 757-2207 | hiremymom.com/contact-us | USA |
| longerdays.com | Multichannel | (800) 507-1622 | longerdays.com/contact-us/ | USA |
| mytasker.com | Multichannel | (212) 913-9208 | info@mytasker.com | India |
| Time Etc | Multichannel | (800) 297-8540 | web.timeetc.com/powerful/contact | USA |
| uassist.me | Multichannel | (305) 507-8406 | info@uassist.me | USA |
| Virtual Staff Finder | Multichannel | | virtualstafffinder.com/contact/ | Philippines |
| virtual employee.com | Multichannel | (877) 697-8006 | virtualemployee.com/contactus | India |
| Zirtual | Multichannel | (800) 997-9714 | info.zirtual.com/request-a-consultation | USA |

CHAPTER 6

# Beyond Amazon

## Landing pages

**It's time to engage help when:** Common situations include you are building a shopping site using your own domain, or you are creating a temporary flash site – in both situations, you probably don't want to waste a bunch of time figuring out how to get your site operational and looking decent for customers. Fortunately, these providers offer you easy-to-use, inexpensive tools so you can focus on selling, rather than becoming a frustrated web designer.

**Key issues to consider:** Speed vs. bell-and-whistles functionality is the major tradeoff. While you may need a more permanent site, the tools of these providers are meant to get you up and running quickly. If you want much more advanced functionality, it will take time and likely the help of a web designer to get just the perfect look and feel for your long-term site.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Launchrock | Multichannel | (866) 832-3090 | launchrock.com/support | USA |
| Prefinery | Multichannel | (512) 850-4277 | prefinery.com/contact | USA |

# Logo design

**It's time to engage help when:** If you are building your own website or your own brand, you will likely want to build a logo for these assets. And you most likely aren't as artistic as you are entrepreneurial, so we encourage you to look at these solution providers – some offer a single design, while others use a competitive approach to getting you many options from which to pick your preferred.

**Key issues to consider:** Some of these sites allow you to enforce an NDA with your designers, so as not to publicize pre-launch that your website or product is coming. While it's good to give designers some information on what the website or product is meant to do and targeted towards, you have the constant trade off of what do you share with designers versus how much back-and-forth are you willing to accept because they don't have a full flavor of what you are intending to do with the logo.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| 48 Hours Logo | Multichannel | | 48hourslogo.com/contacts.php | USA |
| 99 Designs | Multichannel | (800) 513-1678 | 99designs.com/design-consultation | USA |
| Crowd Studio | Multichannel | | | India |
| Crowdsite | Multichannel | (646) 741-2098 | crowdsite.com/contact/ | EU |

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Design Contest | Multichannel | (888) 906-1888 | designcontest.com/contact-us/ | USA |
| Design Crowd | Multichannel | (800) 377-6955 | designcrowd.com/contact | Australia |
| Design Hill | Multichannel | (877) 777-6575 | designhill.com/contact | India |
| DigiServed | Multichannel | | digiserved.com/ | USA |

## Social media & SEO

**It's time to engage help when:** If you have your own site or brand, it can be beneficial to bring in an expert – even for just a few months – to build exposure of your assets quickly, with the careful expertise of someone who does this sort of thing over and over. They can provide bandwidth creating new marketing content that is used to spread the word on your product / site, or they can manage the distribution of any existing content you already have.

**Key issues to consider:** While no directory could possibly include all of the skilled social media marketing people out there, we have included a few to get you started. There are many skilled people in this space, so if you are looking at improving awareness in a local geographic area, you should be comfortable asking around to other companies who might have had direct experience with local providers.

| Company | Channel served | Phone | Contact | Location |
|---|---|---|---|---|
| Big Leap | Multichannel | (801) 436-3003 | bigleap.com/contact/ | USA |
| Foxwell Digital | Multichannel | | foxwelldigital.com/lets-talk/ | USA |
| Micro Media Marketing | Multichannel | (347) 878-6696 | micromedia marketing.com/#contact | USA |
| Rumor Advertising | Multichannel | (801) 355-5510 | rumoradvertising.com/contact.php | USA |
| SEO National | Multichannel | (855) 736-6285 | seonational.com/seo-company/ | USA |

## Task outsourcing

**It's time to engage help when:** Let's face it - you don't have enough time to get everything done! There is literally a whole world of talented freelancers out there that can handle all sorts of projects for you. If you're running short on time or specific expertise to complete specific types of tasks, these companies organize freelancers to make it easier for you to find people who will help you with specific tasks, ranging from consulting, designing, writing, creating listings, improving marketing materials, building websites or software, to handling repetitive data look-up tasks. Chances are some other Amazon sellers have already defined Amazon-seller tasks for these freelancers to handle. It's definitely worth exploring what talented help might be out there to support your business today.

**Key issues to consider:** Some tasks may involve sharing confidential or semi-confidential information, so be careful about what you choose to outsource. Check to see that your work is being done by the person you're talking with on these sites -- sometimes work gets farmed out again, and you don't actually know who's doing the work. Interview multiple people and give them small test projects to see if you have good communications and work well together on getting expected results back within the expected timeframe.

| Company | Channel served | Contact | Location |
|---|---|---|---|
| Freelancer | Multichannel | sign up on the site | Worldwide |
| Upwork | Multichannel | sign up on the site | Worldwide |
| Fiverr | Multichannel | sign up on the site | Worldwide |

# Sell more effectively and efficiently

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**http://prospershow.com/**

# About the authors

**James Thomson** is Partner of Buybox Experts, a consultancy supporting brands selling on Amazon and other marketplaces. He is also president of PROSPER Show, a continuing education conference focused on developing training and best-practice materials for early-stage online sellers. In previous roles, James was the former head of Amazon Services (that part of Amazon that recruits 100,000 new sellers to the Amazon marketplace each year), the first FBA account manager, a banker and management consultant. He earned an MBA from Vanderbilt University and Ph.D. in Marketing from the Kellogg School at Northwestern University. He is a regular contributor to Practical E-Commerce and Web Retailer.

**Joseph Hansen** is the founder of Buy Box Experts, a marketing agency for medium to large scale online sellers. Buy Box Experts helps management teams to improve their approach to product acquisition and distribution on Amazon and eBay, while also providing training and technical expertise for their staffing needs.  He is also the co-founder of the PROSPER Show. As a seasoned entrepreneur, Hansen has also co-founded three online companies that he later went on to sell - Flirty Aprons, Lullabibs, and Sentrik. He holds a Bachelor's degree in Exercise Science from Brigham Young University.

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