

MEET THE TEAM



JASON STREIFF
President

With a 14-year background in Sales and Marketing, Jason is a very self-motivated, success-driven individual. Since 2011, he has helped many brands dramatically increase sales and grow their business through the Amazon channel. He has taken multiple lines from \$0 to \$100k/month in COGS and has grown other lines by over 250% in as short as a 6-month timeframe.



JOSH COWAN
Account Manager
(Former Amazon.com Buyer)

Josh joins Streiff Marketing with four years of experience working in both marketing and vendor management at Amazon where he managed hundreds of brands across Sports and Hunting categories. He has an extensive knowledge of Amazon's protocols and systems and is well-equipped to manage brands' strategic-level marketing aspirations, pricing considerations and operational tactics.



KYLE DEAN
Account Manager & Supply Chain
(Former Amazon.com Buyer)

Prior to joining Streiff Marketing, Kyle gained two years of eCommerce experience working for Amazon.com where he managed entire subcategories for Hunting as well as Boating and Fishing. His time at Amazon taught him what drives success on the platform and how to comply with Amazon's ever-changing supply chain requirements.



MICHAEL HARRISON
Account Manager

Michael joins Streiff Marketing with 6 years of experience working with both Seller Central and Vendor Central. He knows what it takes to maximize sales and profits on the Amazon platform and has an extensive knowledge of all things Seller Central, including advertising and optimization.

From Left to Right:
Emily Clayton - Executive Assistant
Thayne Ence - AMS and Promotions Manager
Dane Evans - Seller Central Manager
Jonathan Ferguson - Catalog Manager
Jason Streiff - President
Kevin Meza - Catalog Assistant



CONTACT US TODAY FOR A FREE EVALUATION OF YOUR AMAZON ACCOUNT.



Streiff
MARKETING
THE AMAZON MARKETING EXPERTS

LET US HELP YOU REACH YOUR AMAZON GOALS

- VENDOR CENTRAL**
- ✓ OWN YOUR OWN BRAND?
 - ✓ SELL OVER \$5 MILLION OR SELL ON VENDOR CENTRAL?
 - ✓ WANT TO MAXIMIZE SALES AND GROWTH?

- SELLER CENTRAL**
- ✓ NEED HELP WITH DAY-TO-DAY MANAGEMENT & AUTOMATION?
 - ✓ WANT TO MAXIMIZE SALES?
 - ✓ NEED HELP WITH ADVERTISING AND LISTING OPTIMIZATION?

MAXIMIZE YOUR amazon SALES

We're marketing experts who know Amazon inside and out. We'll help you reach new customers and maximize your Amazon sales.



Marketing and Advertising

Get the most value for your marketing dollars. We'll build your Amazon Storefront, show you how to reach more customers using lightning deals, Deals of the Day, and other promotional events. We also help you choose marketing campaigns and services that deliver the best results and we utilize our software suite to optimize ads.

Forecasting & Reporting

Make sure you have enough stock and production capacity to meet demand. Our experts help you forecast Amazon's future demand and purchase orders more accurately. We send you custom reports, forecasts and graphs showing sales growth and trends, so you can plan your manufacturing accordingly and make your business more efficient. We'll even consult with you on potential items you could be selling and other strategy.

Content, Images & Video Management

Make sure your products look their best online. We consult on the best imagery and content practices for Amazon pages. Our team helps optimize your bullet points, descriptions, and titles, making listings more searchable and convert better. This process further improves search rankings and increases sales. Our goal is to tell the story of each product with images and video to maximize sales and facilitate the buying process for the consumer. If applicable, we also upload video to each listing and build A+ pages for your products.

Search Engine Optimization (SEO)

Get to the top of the search results. We offer SEO services specifically tailored to the Amazon A9 algorithm to help customers find your products more easily.

Pricing

Choosing the right price point for your products is essential for success on Amazon. We help you structure your pricing and negotiate with Amazon to maximize profits from the beginning. If you need to modify your prices, we submit the changes and help get them accepted. Our consultants also help you strategize on MAP issues and negotiate co-op allowances with Amazon on your behalf.

New Item Setup

Take the hassle out of listing new products. We create individual products or entire catalogs as they become available. Our team creates templates and inputs details correctly while optimizing search terms and hidden keywords.

Catalog Cleanup

A poorly managed catalog can seriously affect your sales. Our team regularly performs a complete catalog cleanup. We merge duplicate ASINs and listings, improve and optimize content, and combine items with multiple sizes or colors into a single variation listing. We also create listings disputes and work with the Amazon support team to fix issues that seem to pop up regularly. Our team will keep creating case after case until issues are resolved.

Email Management

A good communication strategy can make a world of difference to your sales and efficiency. Our team helps you manage emails from Amazon retail business support, buyers, inventory managers and other contacts.

Management & Consulting

Optimizing your Amazon store is an ongoing process. We provide continuous management and consulting services to:

- Improve your Vendor Score Card & Brand relationships with Amazon
- Reduce & Dispute Chargebacks
- Educate your employees on Amazon's operations and needs
- Consult on Logistics & Operations
- Act as a Resource for Amazon Q&A
- Act as a Point of Contact for your employees when handling the account
- Help solve or improve any frustrations with the account
- Implement Brand-wide scaling for faster growth and more profitably

Avoid Common Pitfalls

Many Amazon retailers leave money on the table due to simple mistakes. We help your employees:

- Improve Vendor Lead Time
- Ensure your team is submitting ASNs
- Decrease Out-of-Stock Rates
- Increase visibility to problematic ASINs

Seller Central Additional Services

If you need help with day-to-day management and automation of your Seller Central account and you want to maximize sales and advertising, our team has you covered. We'll help you with:

- Maximizing sales
- Day-to-day listing management
- Suppressed listings and reactivation
- Fulfillment plans to help you stay in stock
- Forecasting and inventory planning
- Buy box monitoring
- Review management
- Listing optimization and search visibility
- Catalog creation and cleanup
- Strategy and consulting

Average YoY Growth per Client in 2018: 102%



Actual Client Growth Charts

