

CLIENT SERVICES 2022-2023

MASTEROFE LLC
3600 ROUTE 66
SUITE #150
NEPTUNE, NJ 07753
T: 888.603.4440
SALES@MASTEROFE.COM

MASTER OF E COM

GETTING STARTED: EVERYTHING & MORE!



GET TO KNOW YOU MEETING: Just selecting your package may start your dream and passion. In the preliminary phone consultations, you can discuss your colors, your fonts, and other important criteria that you may wish to change. Whether its your website or your ecommerce sites, we got your back!



FANATICAL SUPPORT: You'll get personalized, one-on-one access and a personal member assigned to your account so that you can speak on a first name basis! No annoying email contact sheets that take 24 or 48 hours to get someone to acknowledge you as a customer.



APPROVALS BY YOU: You will have access to the developing website pages as well as reviewing design concepts, and we welcome you to provide feedback and direction for the ongoing design and development and personalization of your ecommerce world.



DISCOUNT "ONE CLICK" PRICING: Don't let the discount pricing fool you. This website design package is a complete, robust, and powerful website solution in and of itself. We took the market and turned it upside down! Many websites design agencies retail similar website packages up to 10 times this cost. Our goal at MasterofE is One Click Pricing bringing you the consumer a serious value in the website digital market.



OUR COMPETITORS HATES US: (To our competitors, sorry we aren't backing down!) Here's why. No one has dared to bring DISCOUNT Website pricing to the digital market as the unknown has been the cornerstone of the business model. We have removed that barrier and bringing DISCOUNT pricing to all!



TIME IS OF THE ESSENCE: We understand as a company you want quick and dynamic results in a timely fashion. Although we leave a standard turnaround time, our team understands that your needs are more than a priority



QUALITY IS THE KEY: Every customer we handle for ecommerce or website build is done with the utmost care, the utmost concern, and the utmost skills. We stand behind you as your site represents our work as well. We look for the highest quality appeal for our customers to reflect well on the market.



FRIENDS FOR LIFE: You're not just a number. You're not just a digital screen. We want you to succeed in a big way so that you can tell others your experience with us. We offer a super referral program that can make you lots of extra bucks just for being happy with us as a company. We call it Friends for Life!

GET TO KNOW" EACH OTHER: INITIAL CONSULTATION

- Phone or Video Conference at Clients Preference
- Weekly Updates Via Email with Data Reports Of Audience Reach
- Weekly Open Phone Discussions As Needed
- Client Discussion; Goal Reaching; Knowledge; Planning; Review & Strategies
- Project Completion Session: Review & Understanding



MENU: AMAZON SERVICES

SELLER CENTRAL FULL TOP LEVEL ARTISTIC LISTINGS PER BRAND

- Unlimited Variation colors/size, or Singular Product Listings
- Assisting in the Selection & Identification of Products from Current Line
- Creating Variation Listings with Potential for Enhanced Brand Listing Content
- Adding Professional High-Level Descriptive Copy and HTML Product Descriptions
- Adding Emojis in Bullets & Descriptions.
- Adding Multiple Lifestyle Imagery and Creative Imagery & Photo Shopping
- Uploading Products Listed by SKU- UPC
- Revolving 360 Imagery (Brand Enhanced Listings if Applicable)
- Adding Full Detailed Feature Images and Detailed Size Imagery
- Utilizing Organic Title Keywords and Combination Search Terms
- Utilizing All the Organic Back-end Attributes
- Creating MSRP/Sale Visible Discounts
- Tax Set up (Specific Rules May Apply)

FBA WORKORDER & SHIPPING SETTINGS

- Label Creation for Seller Shipments to Amazon Warehouses
- Proper documentation and updated work orders
- Follow Through with Amazon for Receipt & Disbursement
- Corrected Shipping Settings for FBA Warehouse Distribution & Receipt of Goods
- Profitable Changes to Cost Structure of B2C Shipments to Outside Locations

BRAND & TRADEMARK REGISTRY FOR ALL BRANDS

- File Documents for Brand Approvals on the Amazon Registry
- Submit Trademark Documents for all Brands
- Follow Through with Amazon Support to Insure Completion

PRODUCT LAYOUT & PLANNING

- Selections from the brands for online development
- Involvement on hot products and future styles.
- Planning and Development of Year-Round Listings from Brands

FORECASTING & INVENTORY PLANNING

- Reviewing of Entire Sales by SKU-UPC
- Preparing for holidays and 4th quarter
- Reviewing & Monitoring Sales by Month
- Planning and Development of Year-Round Listings from Brands
- In-Office Planning & Development Meetings as Needed

A+ ENHANCED BRAND CONTENT PAGES | STORE BUILD

- Build Creative A+ Store Content After Brand in The Amazon Registry
- High Profile Listings, Additional Content, Stronger Sales Plan
- Split Test A+ Content Audience Read
- Brand Analytics

AMAZON PPC (PAY-PER-CLICK) CAMPAIGNS & PROMOTIONS

- Setup, Plan and Implement PPC Campaign
- Monitor ACoS (Advertising Cost of Sales) Percentage vs. Profit Margins
- Budget Manipulation per SKU and Bid Value vs. Competition
- Monitor Impressions, Clicks, CPC (Cost Per Click) & Final Sales Data
- Lightning Deals, Best Deals, & Other Opportunities
- Coupons & Linked Discounts
- Individual ASINS (Amazon Seller Inventory Pages) Promotional Offers
- Products Listed by SKU- UPC

GLOBAL MARKETPLACES: BUILD INTERNATIONAL PLATFORMS

- Opening new marketplaces such as Canada & Mexico (North America)
- Opening foreign markets such as Europe & Japan
- Building an international presence for your products

PHOTOGRAPHY & IMAGE EDITING & IMAGE STORIES

Small Product Photo Shoot Studio Work
Lifestyle Imagery & Product Use
Closeup, Details, & Usage Images
High Resolution Pixels, Mouse Over Ready
Descriptive Images Reflecting Size & Dimensions

VIDEO CREATION

(PER VIDEO) Creating short 30 to 60 Second Videos on Specific Brands
Includes professional video photography, editing, lighting, etc.
Some in-house shots may apply

AMAZON SEO/SMO KEYWORD SEARCH TERM OPTIMIZATION

Optimize individual keywords on the internet based on products and listings
Ease of identification of specific items. Social Media Marketing
Maximize individual ASINS through Social Media & Amazon Linking & Recognition

STOREFRONT REDESIGN (MUST BE A FULLY BRANDED & TRADEMARKED BRAND ON AMAZON)

Build Branded Amazon Store (Similar to Website)
Complete with Tabs, Links, Products, Social Media Icons
Best Sellers
More attractive listings by category
More brand attraction

MONTHLY MONITORING & MAINTENANCE:

Ensures support ensures compliance and resolve on Amazon. Each item will be checked on the inventory pages to insure they are all active, and without any quality issues. In addition, an upkeep of improvements will be added for additional traction to get better rankings on Amazon

- ✓ Suppressed Listings,
- ✓ Stranded Inventory,
- ✓ ASIN issues
- ✓ Image Quality Alerts
- ✓ Keyword Changes
- ✓ Search Term Updates
- ✓ Category Reviews
- ✓ FBA Issues

OTHER MARKETPLACS

- Get noticed with your products on other marketplaces
- eBay, NewEgg, Poshmark, Mercari, Etsy, Etc.
- We will help get you going!





FACEBOOK TARGETING: We will finalize your sales and searchability with a Facebook targeted campaign that will drive heavy amounts of traffic to your ecommerce listings. (*Budgets are additional and set by brand owner*)

- REVIEW & FINE TUNE ANY CURRENT AD CAMPAIGNS THAT YOU MAY BE RUNNING
- SET UP & BUILD IF NEEDED A BRAND PAGE BASED ON YOUR PRODUCTS OR COMPANY
- SET UP TARGETED RETAIL DRIVEN AUDIENCES THAT HAVE INTERESTS IN YOUR PRODUCTS
- BRING ENGAGEMENTS, LIKES, SHARES, AS WELL AS LINK CLICKS TO YOUR PRODUCTS
- DRIVE BUSINESS FROM SPECIFIC LOCATIONS OR ZIP CODES
- MAXIMIZE AUDIENCE RESPONSE THROUGH SPLIT TESTING.
- POST LINK DEALS ON FACEBOOK GROUPS THAT HAVE ENGAGED AUDIENCES



What We Do:

- We target market a specific audience that we develop through evaluating the target audience by demographics. When we determine the proper audience and time to run the targeted campaigns, we launch our campaigns that will advertise on both Facebook & Instagram as well.
- We have a daily budget that we use to determine the audience amount we wish to reach.
- This creates a two-fold benefit. The first is Getting serious organic traffic by having the listing linked, increasing the power of the page ranking on Amazon, eBay, and your website.
- It also drives new customers to your listings adding some value.
- You can offer exclusive discounts for those coming from the outside using the platform coupon/promotion system.



GOOGLE ADVERTISING: We target search terms and keyword ability through GOOGLE, and we add targeted interest and criteria to isolate the customer. This will ensure the right impressions are made from the money spent. We maximize the entire campaign, set up additional campaigns and monitor each keyword with a cap reduction cost. The best way to drive traffic is from an organic source. Google recognition of your products will be as effective as any for a customer to decide when linking to a product.

- CREATE CAMPAIGNS THAT ALIGN WITH YOUR COMPETITORS KEYWORDS
- BUILD BRAND ITEM CONNECTIONS TO ITEMS THAT ARE OFFERED IN YOUR STORE OR SITE
- RESEARCH AND REVIEW THE KEYWORDS BEING USED AND THE CPC (COST PER CLICK)
- REVIEW THE CTR (CLICK THRU RATE)
- CREATE NEGATIVE WORDS FROM NON-DELIVERING AND COSTLY KEYWORDS
- CREATE NEW TARGETED SEARCH TERMS FOR BETTER RESULTS
- MAXIMIZE CLICK COST AND CAP COST
- BUILD HIGH CLICK THROUGH RATE OF TARGETED KEYWORDS
- IDENTIFY & MANIPULATE SEARCH TERMS & KEYWORDS TO TARGET SPECIFIC ITEMS
- OVERALL SET UP & BUILD ONGOING GOOGLE CAMPAIGNS FOR SPECIFIC PRODUCTS



BACKLINKS



INTERNET BACKLINKS: These are also known as Validations to your links. We create hundreds to thousands of backlinks on international search engines causing the search engines of Google to pick up the information and adding more organic searchability to the specific target intended (website or ecommerce link) It allows Google to validate your listings as a reputable company organically through acceptance by other internet search engines. We add domain follows which attach to your item keywords, and VOILA! You get great searchability!

INSTAGRAM: (ADVERTISING FEES APPLY) (GOAL: SOCIAL PROOF & SALES LEADS)



- Open & set up Instagram Account (if not currently active),
- Develop a bio fix to create a good feed through the algorithm with instant call action
- Create postings about product and/or logo regarding lifestyle (non-promotional) and connections to several complimentary audiences expanding the communities.
- Create targeted promotions for the quick sponsored ads - audience flow
- Split test audiences based on data for best response
- Connect with Influencers to Develop Popularity with Targeted Audience**
- Set up Direct Messaging results with quick replies and focus on calling

LINKEDIN: (ADVERTISING FEES APPLY) (GOAL: PROFESSIONAL ACCEPTANCE & SALES LEADS)



- Build a Professional Look/Strategy on LinkedIn
- Curate Content for Initial Postings (TBD)
- Commence Ad Campaign Targeting Specific Audience
- Connect to similar partners and make social connections
- Join several similar partner groups for professional social proof
- Review and check weekly data and performance
- Add Certifications and Accolades
- Create a Professional LinkedIn Marketing Landing Page

INSTAGRAM INFLUENCER MARKETING:



Influencer marketing on Instagram, to your brand and listing. *(Budgets additional and set by brand owner)*

What We Do: We have several relationships with popular “grammers” on Instagram and we have arrangements where we post and set links for the product on their pages engaging their real followers. This creates a two-fold benefit. The first is Getting very serious organic traffic by having the listing linked, reducing the page ranking on Amazon, and second, it also drives new customers to your listings adding some value. You can offer special discounts for those coming from the outside using our coupon/promotion system.

TIKTOK ADVERTISING



- Open & set up TikTok Account (if not currently active)
- Set up the business area of TikTok advertising
- Create or upload TikTok level videos with branding
- Add direct product links where applicable

PREMIUM WEB SERVICES FOR YOUR PREMIUM WEBSITE

AVAILABLE FOR SHOPIFY | WORDPRESS | WOOCOMMERCE

LOGO PACKAGE



- Phone Consultation to Understand Your Brand & Its Meaning
- Develop Multiple Design Directions (up to 6) to Begin a Brand Development
- Focus on One Direction of Your Choosing & Work Closer with Color Palette and Fonts
- Implement Final Design
- All Files Submitted including PSD, PDF, AI, PNG

SEO & OPTIMIZATION PACKAGE



- Utilize hundreds of Website Backlinks
- Create External Search engine validation
- Implement Graphic Image Compression
- Optimize the Website for Speed
- Reduce Server Response Time to Improve Customer Experience
- Analyze and study your website vs your competition
- Add Keywords in meta tags
- Connect Google AdWords with your site

PROMOTIONAL & COUPON PACKAGE



- Landing Page Promotion to Launch a Product with Checkout
- Set up an online coupon that will be shared with social media
- Post the item/code on several Social Media groups
- Target Sponsored Ads on Instagram & Facebook

PHOTO & GRAPHICS PACKAGE



- Edit and manipulate for the web images presented to our team
- Add specific images to benefit the website
- Add Feature product image & Add manipulated lifestyle images
- Add Product Size or Dimensions image
- Photograph up to 12 items (must be smaller than 12" all sides)

LANDING PAGE PACKAGE (SINGLE WEBPAGE)



- Landing page for Brand Outreach/Deals/Marketing
- Targeted marketing on social media regarding the website & Launch
- Collect Emails for additional marketing

INSTAGRAM TAGGING PRODUCTS PACKAGE



- Set up or update your Facebook account to work with Instagram
- Create Shop page and upload your products (up to 12)
- Update your Instagram to accept products (must have business account)
- Complete the "tagging" process & upon approval your items will "touch and view"

EXTRA WEB SERVICES AVAILABLE TO PUSH YOUR WEBSITE FORWARD



- LIVE CHAT MODULE
- WEBSITE BACKUP OR WEBSITE MIGRATION: MONTHLY OR ONE TIME
- ADVANCE WEBSITE SECURITY - PREMIUM MODULE:
- IMAGE OPTIMIZATION
- FACEBOOK PIXEL CODE INTEGRATION
- XML SITEMAP CREATION & SUBMISSION TO GOOGLE SEARCH IMAGE
- GOOGLE ANALYTICS INTEGRATION
- PREMIUM OPTIMIZATION MODULE & SEO WORK SERVICE
- ECOMMERCE | ADDING A SHOP (ADD TO CART) MODULE FOR EXISTING WEBSITES
- CUSTOM FORM - DESIGNING WORK ON EXISTING OR NEW WEBSITES
- AFFILIATE & REFERRALS --> PROMOTE SERVICES & PRODUCTS TO THE WORLD, GET PAID COMMISSIONS

COMPLETE WEBSITE MAINTENANCE PACKAGES

STARTER MAINTENANCE (NO CONTRACT)

ENTREPRENEUR MAINTENANCE PACKAGES (THREE MONTHS)

SERIOUS BUSINESS MAINTENANCE PACKAGES (SIX MONTHS)

CORPORATE MAINTENANCE PACKAGES (ANNUAL)

NO LONGTERM CONTRACTS: EVER! WHAT'S INCLUDED IN THE MAINTENANCE PACKAGES?

MAINTENANCE PACKAGES* INCLUDE PICTURE CHANGES OR ADDITIONAL PHOTO UPLOADS OR CHANGES. BANNER CHANGES, SLIDE CHANGES, AND OTHER PHOTO RELATED CHANGES INCLUDING UPDATES OR ADDITIONS. COPY EDITING, USER CHANGES, PASSWORD HELP, SYSTEM CHECK, PAGE REMOVALS, CONTACT CHANGES, DOMAIN TRANSFERS, ETC.

MAINTENANCE PACKAGES **DO NOT INCLUDE** SITE LAYOUT CHANGES. THIS MEANS YOU ARE CHANGING THE DESIGN AND LOOK OF THE SITE ITSELF. SITE LAYOUT CHANGES ARE BILLED AT STANDARD HOURLY RATES. PLEASE ENQUIRE IF THIS IS A SERVICE YOUR COMPANY NEEDS.

*All maintenance packages must be prepaid prior to the start of the contract.



+1-888-603-4440



Sales@Masterofe.com

LET'S
DO IT!

