

Client Background:

This **Muslim non-governmental organization (NGO)** was established in **1999** and is officially registered as a charity in the United Kingdom. It operates with a clear mission to alleviate the suffering of vulnerable communities around the world. The organization is dedicated to providing critical assistance during disasters and emergencies, offering relief to those affected by natural or man-made crises. Its focus is not limited to immediate relief but extends to long-term efforts aimed at reducing poverty and improving the quality of life for people globally.

Driven by a humanitarian approach, the NGO is committed to supporting individuals and communities regardless of race, religion, or gender. By transcending these boundaries, the organization works to create a more equitable world where everyone has access to basic necessities, healthcare, education, and opportunities for a better future.

Key Challenges & Their Solutions:

1. Establishing Brand Identity

In a crowded marketplace like Amazon, differentiating a charitable organization was difficult. Unlike traditional products, this NGO's value lies in its mission and impact, which are not always clear from typical product listings. Building a recognizable and trusted brand presence is critical to gaining visibility and support.

• Solution

To promote this NGO, we developed a clear and consistent brand story across all product listings and ads. We used the Amazon Brand Store and A+ Content to highlight the NGO's mission, impact, and values, helping potential supporters understand the importance of their purchases. By reinforcing the brand's identity through engaging visuals, testimonials, and success stories, we created a memorable presence that differentiates the NGO from competitors.

2. Crafting Compelling Storytelling

We encountered difficulties in crafting emotionally engaging content that fit within Amazon's strict guidelines.

• Solution

We created emotionally compelling content for product listings and ads, ensuring it adheres to Amazon's guidelines. To promote the NGO, we incorporate impactful images and infographics that tell the story of how each purchase supports their humanitarian work.

3. Advertising Strategy and Targeting

Targeting the right audience for this NGO while managing a limited budget was a significant challenge.

- **Solution**

We promoted this brand by leveraging Amazon's advanced targeting options, such as Sponsored Display Ads and Product Targeting Ads, to reach socially conscious consumers. Sponsored Brand Ads utilized to showcase the NGO's mission directly to relevant audiences. By carefully monitoring ad performance and adjusting bidding strategies, we will ensure the campaigns stay within budget while maximizing visibility and donations.

4. Product Listing Optimization

The brand faces challenges with product listing optimization on Amazon UK. Ineffective or incomplete listings result in poor search visibility and lower conversion rates.

- **Solution**

We enhanced listings by incorporating relevant keywords into titles, bullet points, and descriptions to improve search visibility.

5. Low Quality Images

The brand's product listings suffer from low-quality or ineffective images. Poor images fail to accurately represent the product and do not engage potential customers.

- **Solution**

High-resolution, professional images were used to showcase the product from multiple angles, and listings were continually updated based on performance metrics and customer feedback to boost conversion rates.

6. Absence of an Amazon Storefront

Our client lacked an effective Amazon Storefront, which limited their ability to showcase their full range of products and communicate their brand's story.

- **Solution**

For the **Amazon Storefront**, we designed and launched a custom Storefront that visually represented the brand's identity and showcased the full product range. This significantly boosted brand visibility and customer engagement.

7. Customer Reviews and Feedback:

The brand struggles with managing customer reviews and feedback on Amazon UK, which can negatively impact product perception and sales.

- **Solution**

Building and maintaining trust with customers was a critical challenge. We addressed this by implementing a proactive review management strategy. We encouraged positive feedback through post-purchase follow-up emails and used Amazon's 'Request a Review' feature. When negative reviews appeared, we responded promptly with empathy, providing solutions to any issues

8. Disorganized portfolio management

The brand was struggling with disorganized portfolio management. This issue manifests in a lack of clear priorities. They don't have a clear plan for which ones to focus on or how they should be different from each other

- **Solution**

Product listings were organized into logical categories, ensuring consistency in format and presentation.

Effective Strategic Advertisements

Our client's online business faced challenges with low sales and high advertising costs. We discovered that ineffective keyword targeting, poor product images, and an unclear PPC strategy were major issues. To address these, we implemented a comprehensive advertising strategy that included Sponsored Products, Sponsored Brand, and Sponsored Display campaigns. Following our plan and forecasts, we significantly reduced ACoS. Our targeted efforts improved product visibility, moving the products from the first page to the top of search results. This strategic approach led to a substantial increase in product sales.

JANUARY 2023

JANUARY 2024

1 Jan 2023		1 Jan 2024	
● Spend	GBP 521.16	● Spend	GBP 323.70
◆ Sales	GBP 624.80	◆ Sales	GBP 1,814.70
■ Orders	45	■ Orders	111
▲ Advertising cost of sale (ACoS)	83.41%	▲ Advertising cost of sale (ACoS)	17.84%

FEBRUARY 2023

FEBRUARY 2024

1 Feb 2023

● Spend	GBP 331.41
◆ Sales	GBP 1,066.10
■ Orders	60
▲ Advertising cost of sale (ACoS)	31.09%

1 Feb 2024

● Spend	GBP 470.69
◆ Sales	GBP 3,504.46
■ Orders	195
▲ Advertising cost of sale (ACoS)	13.43%

MARCH 2023

MARCH 2024

1 Mar 2023

● Spend	GBP 1,206.70
◆ Sales	GBP 7,611.01
■ Orders	411
▲ Advertising cost of sale (ACoS)	15.85%

1 Mar 2024

● Spend	GBP 1,048.56
◆ Sales	GBP 13,838.88
■ Orders	781
▲ Advertising cost of sale (ACoS)	7.58%

APRIL 2023

1 Apr 2023

● Spend	GBP 611.16
◆ Sales	GBP 2,360.34
■ Orders	134
▲ Advertising cost of sale (ACoS)	25.89%

APRIL 2024

1 Apr 2024

● Spend	GBP 454.28
◆ Sales	GBP 3,651.31
■ Orders	236
▲ Advertising cost of sale (ACoS)	12.44%

MAY 2023

1 May 2023

● Spend	GBP 396.56
◆ Sales	GBP 1,428.79
■ Orders	100
▲ Advertising cost of sale (ACoS)	27.75%

MAY 2024

1 May 2024

● Spend	GBP 208.85
◆ Sales	GBP 1,868.71
■ Orders	114
▲ Advertising cost of sale (ACoS)	11.18%

JUNE 2023

1 Jun 2023

● Spend	GBP 780.09
◆ Sales	GBP 2,097.18
■ Orders	165
▲ Advertising cost of sale (ACoS)	37.2%

JUNE 2024

1 Jun 2024

● Spend	GBP 215.21
◆ Sales	GBP 2,031.46
■ Orders	145
▲ Advertising cost of sale (ACoS)	10.59%

JULY 2023

JULY 2024

1 Jul 2023

● Spend	GBP 838.82
◆ Sales	GBP 3,079.29
■ Orders	223
▲ Advertising cost of sale (ACoS)	27.24%

1 Jul 2024

● Spend	GBP 399.09
◆ Sales	GBP 1,556.64
■ Orders	114
▲ Advertising cost of sale (ACoS)	25.64%

AUGUST 2023

AUGUST 2024

1 Aug 2023

● Spend	GBP 508.81
◆ Sales	GBP 2,117.38
■ Orders	141
▲ Advertising cost of sale (ACoS)	24.03%

1 Aug 2024

● Spend	GBP 240.35
◆ Sales	GBP 1,083.31
■ Orders	84
▲ Advertising cost of sale (ACoS)	22.19%

Year to Year Growth

From January to August 2023, our client's sales were stable, but we faced significant challenges in optimizing performance. However, from January to August 2024, we achieved a remarkable 117% increase in sales compared to the same period the previous year. This substantial growth reflects the effectiveness of our new advertising strategies and improvements in keyword targeting, product imagery, and PPC management. The enhanced approach not only reduced advertising costs but also significantly boosted product visibility and sales, demonstrating a clear and impactful return on our strategic efforts.

Jan 2023 – Aug 2023

01/01/2023		31/08/2023			
Sales Snapshot Taken at 10/09/2024, 10:46:39 BST					
Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item	
2,515	3,095	£40,011.22	1.23	£15.91	
Compare sales				Graph view Table view	
	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	2,515	3,095	£40,011.22	1.23	£15.91

Jan 2024- Aug 2024

01/01/2024		31/08/2024			
Sales Snapshot Taken at 10/09/2024, 10:42:38 BST					
Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item	
5,217	6,295	£87,081.39	1.21	£16.69	
Compare sales				Graph view Table view	
	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	5,217	6,295	£87,081.39	1.21	£16.69
Same date range one year ago	2,515	3,095	£40,011.22	1.23	£15.91
+ % change from same date range one year ago	107%	103%	117.64%	-1.63%	4.9%

Current Journey of the Client

The recent success highlights the significant impact of Scaleforte's digital strategy on the NGO's online presence. By enhancing the NGO's digital footprint, we've effectively supported its mission to alleviate global poverty. This achievement underscores the effectiveness of our approach in advancing the NGO's goals and expanding its reach.

- **Distinguished Identity:**

We've successfully crafted a unique and recognizable online presence for the NGO, distinguishing it from competitors and strengthening its brand.

- **Reduced ACoS:**

Through strategic ad optimization, we've lowered the Advertising Cost of Sale (ACoS), improving the efficiency and profitability of our campaigns.

- **More Traffic & Sales:**

Our improved strategies have driven increased traffic to the NGO's listings, resulting in higher sales and better overall performance.

- **Faster Growth:**

The combined impact of our strategies has accelerated the NGO's growth, with a notable increase in sales and market presence in a shorter timeframe.