

NEW FOR 2023

Quickly add 10–15% in revenue to your ecommerce brand:

Launch (or scale) onto Amazon in as little as 2 weeks using the proven system from a \$150 million/year agency.

Get A-to-Z instructions from Amazon expert Brett Curry on how to set up a high-converting storefront, manage product logistics & use his advanced marketing tactics to unlock the world's largest ecommerce marketplace.

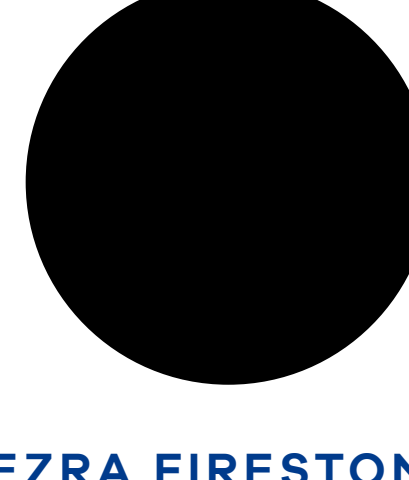


GET SMART AMAZON

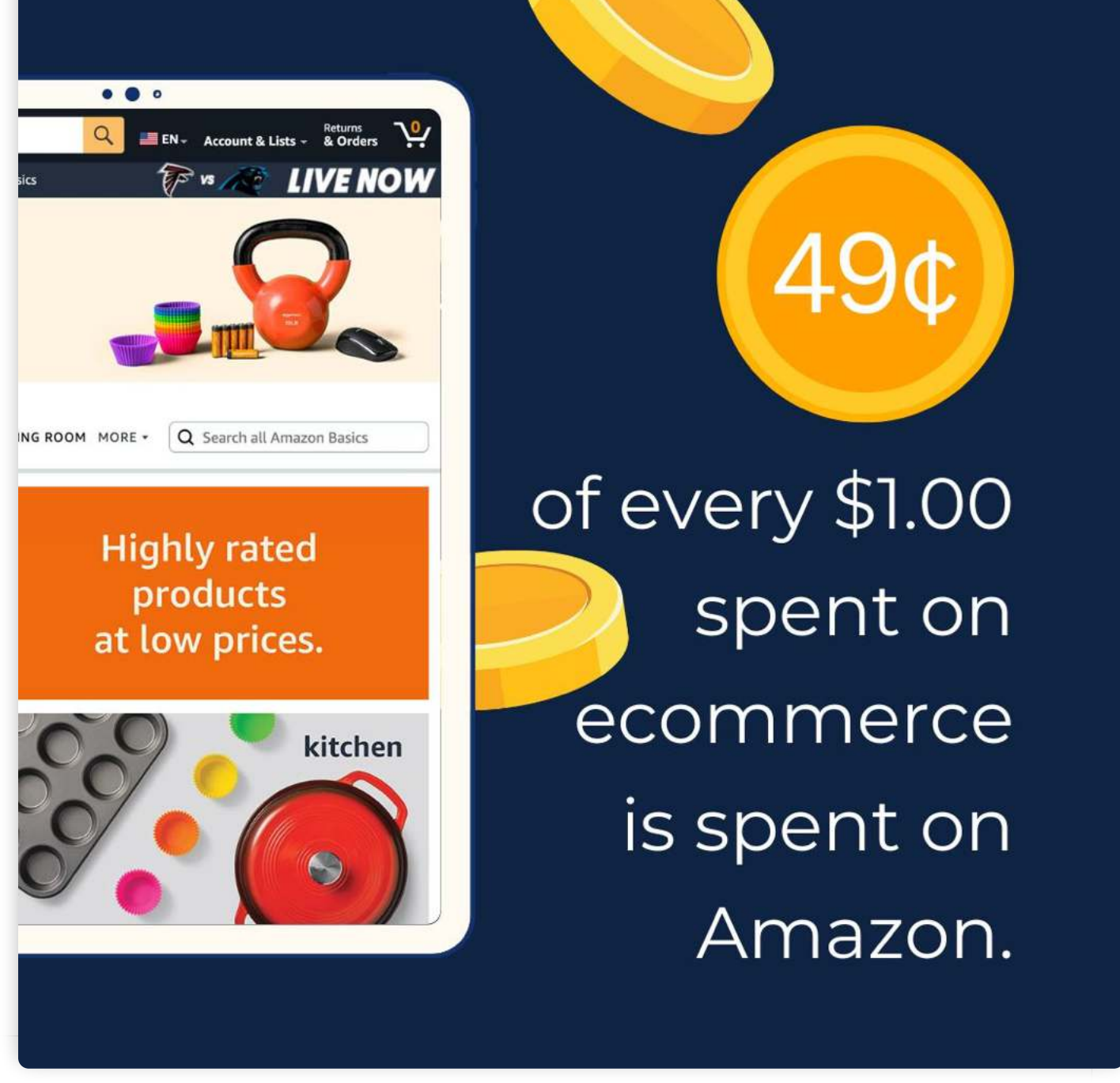
Over 30,000 business owners, digital marketers & students worldwide trust Smart Marketer.



Brett Curry and OMG Commerce are hands down the best in the business when it comes to Amazon ads and channel management. They've helped us grow our Amazon business to over 15% of our total yearly revenue (from \$0 to \$6 million).



EZRA FIRESTONE
FOUNDER, SMART MARKETER



Today, the opportunity for real brands to scale on Amazon is greater than ever.

It's without a doubt the biggest online marketplace in the world, and the **potential upside is huge.**

But there are some downsides, too — like lower margins, higher volatility and the fact that you don't "own" the customer data.

That's why we waited years before expanding onto Amazon.

But once a brand reaches a certain size, the benefits of scaling onto Amazon far outweigh the challenges:

1

Yes, the margins are lower than Shopify, BUT...

So are the CPAs, and now we've **acquired thousands of new customers who were loyal Amazon shoppers** — who were never going to buy from our Shopify store.

2

Yes, the platform can be volatile, BUT...

That's true for every sales channel (iOS reminded us of that). By scaling onto Amazon, we diversified our revenue streams and **made our business more stable overall.**

3

Yes, the customer data is hidden, BUT...

Amazon has new tools that make it easier to build brand loyalty. **Increase repeat purchases** and provide a customer-centric experience without owning the customer data.

Plus, having a successful brand off-Amazon is a huge competitive advantage.

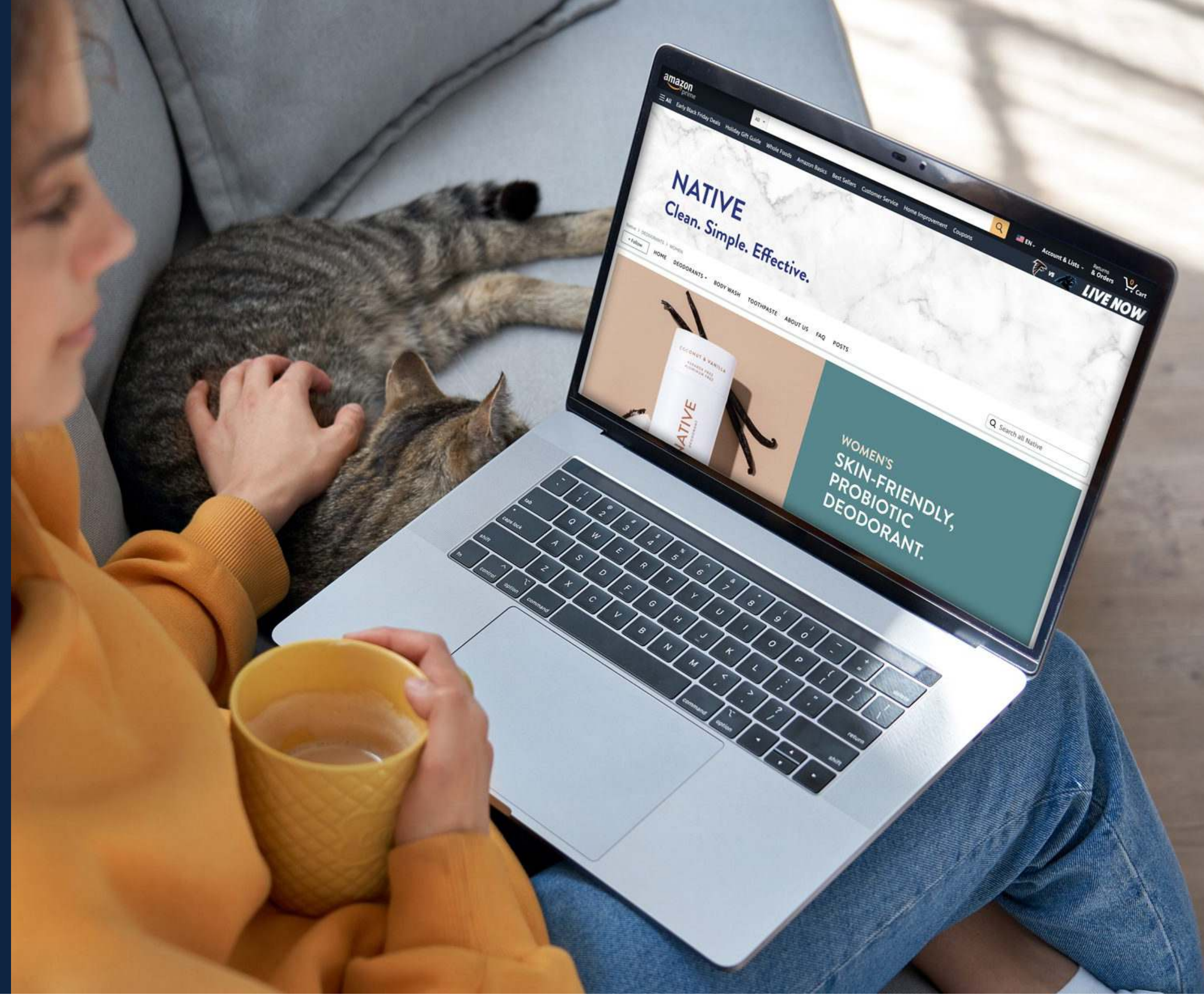
Over the last four years, Amazon has shifted away from generic products and has invested billions into helping sellers grow **real brands.**

And unlike other Amazon merchants, if you already run a D2C business then you can leverage that brand awareness to charge premium prices and scale even faster.

That's how we were able to launch our Amazon store and accelerate sales from \$0 to **\$5 million** in the first 12 months.

Brett and his team have used this Amazon scaling system to grow dozens of brands, including high-profile clients like Native and Organify.

And in his experience, clients who scale their brand onto Amazon typically see a quick **10–15% increase in sales** with little-to-no impact on other channels.

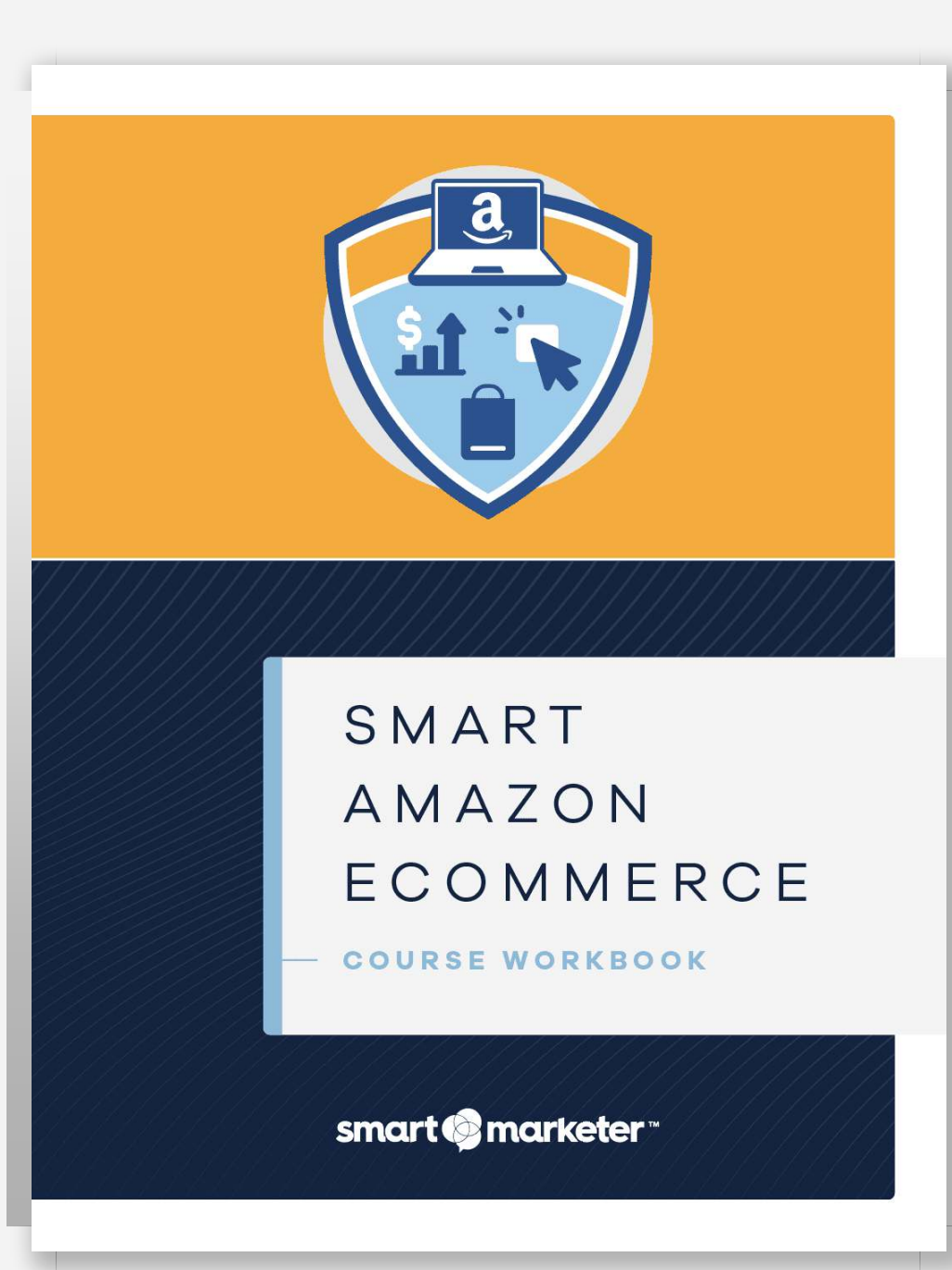


Course Outline

Over **7 modules** and **51 videos**, you'll learn how to scale operations of any size — whether you're starting as a solopreneur or you already run an 8-figure brand.

Each module mixes strategy sessions, candid interviews & tactical trainings with the Smart Marketer leadership team to give you a full C-level perspective on how we manage our businesses.

<p>MODULE 1</p> <p>Crucial Cornerstones Of Amazon Ecommerce</p> <p>MODULE DETAILS</p>	<p>MODULE 2</p> <p>Preparing Your Launch Roadmap</p> <p>MODULE DETAILS</p>	<p>MODULE 3</p> <p>Managing Amazon Logistics</p> <p>MODULE DETAILS</p>	<p>MODULE 4</p> <p>Setting Up Your Amazon Storefront</p> <p>MODULE DETAILS</p>
<p>MODULE 5</p> <p>Amazon Marketing</p> <p>MODULE DETAILS</p>	<p>MODULE 6</p> <p>What Success On Amazon Looks Like</p> <p>MODULE DETAILS</p>	<p>MODULE 7</p> <p>Advanced Amazon Strategies</p> <p>MODULE DETAILS</p>	



Course Workbook

As you scale your ecommerce brand onto Amazon, this bonus resource will guide you through the content and help you absorb each lesson while you implement what you learn.

What's Included

Smart Amazon Ecommerce combines **52 strategy sessions** with step-by-step tutorials, SOPs, ad audits and **18 brand new course resources** to give you a clear path to success.

- 52 Total Videos
- 4 Amazon Ad Types
- Fulfillment Guide
- Brand Registry Guide
- Listing Optimization Guide
- Brand Story Module Guide
- 8 Agency SOPs
- Amazon DSP Guide
- KPI Tracking Worksheet
- Quarterly Growth Checklist
- Shipping Checklist & Guide
- Sponsored Brand Video Guide
- Customer Service Templates
- 5 Merchant Tools
- Weekly PPC Health & KPI Checklist
- Account Health Checklist
- Listing Optimization Worksheet
- Competitor Research Tool
- Campaign Naming Tool

You also get **free course updates** through 2024 including updated walkthroughs, bonus videos, resources, swipe files and more whenever they're needed.

Meet Your Instructor

Bretty Curry

CEO, OMG COMMERCE

First and foremost, Brett's passion is helping eCommerce companies grow their businesses through creative marketing efforts.

And as the CEO of OMG Commerce, Brett has played a key role in the growth of some of the fastest-growing ecommerce companies today—including BOOM! by Cindy Joseph, Native deodorant, Smarty Pants vitamins, and many more.

He's a repeat presenter at top industry events like Traffic & Conversion Summit, IRCE, Ecommerce All-Stars, Content & Commerce, SMMW, and MDMC. Brett is also the author of The Ultimate Guide to Google Shopping, and he hosts the eCommerce Evolution, a podcast centered on accelerating growth for eCommerce.



- Scale your ecommerce brand onto Amazon in as little as 2 weeks.
- Launch, manage & grow your storefront with Brett's advanced Amazon DSP tactics
- Diversify your revenue to make your business more stable, profitable & attractive to buyers
- Capitalize on searches for your brand & products that are already happening on Amazon
- 7 modules with 51 videos of highly tactical, laser-focused strategy & implementation
- 30-day, money-back guarantee

Yours For **\$1,497**

BUY COURSE

Over 30,000 business owners, digital marketers & students worldwide trust Smart Marketer.

All Smart Marketer courses come with a 30-day, money-back guarantee. If for any reason you are not delighted with our products, simply contact our Support Team and you will be given a full refund... No questions asked!

Where You've Seen Us

