



# Standing Out And Growing Sales:

## Branding Building in 2024 and Content Marketing to Scale

**FRIDAY 26 APRIL**



2pm - 5pm



LianLian Global Hanoi Office,  
A3-BT2, Alley 214 Nguyen Xien St., Hanoi,  
Vietnam

**Mike Michelini**

Host of Global From Asia

Founder of Cross Border Summit





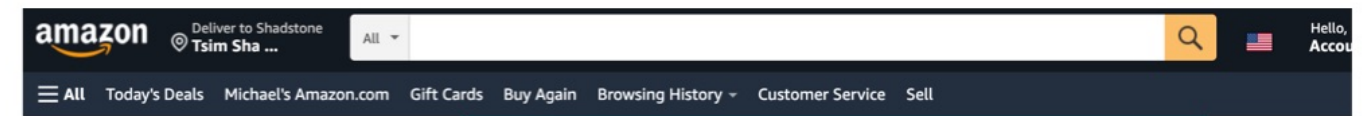
**“YOUR BRAND IS WHAT  
OTHER PEOPLE SAY ABOUT  
YOU WHEN YOU'RE NOT IN  
THE ROOM.”**

**amazon**

The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.



Sisitano  
WHEN IT'S TIME FOR COFFEE



Home & Kitchen > Kitchen & Dining > Coffee, Tea & Espresso > Stovetop Espresso & Moka Pots



Visit the Sisitano Store  
**Espresso Maker, Sisitano 9oz Moka Pot 6 espresso cups, Greca Coffee Maker, Cafetera Cuban Coffee Maker, Percolator Coffee Pot, Electric/Gas Stovetop Espresso Maker inspired by Italian Coffee Makers**  
★★★★☆ 752 ratings  
List Price: \$24.99 Details  
Price: **\$19.99**  
You Save: **\$5.00 (20%)**  
No Import Fees Deposit & \$11.08 Shipping to Hong Kong Details  
Coupon:  Save an extra 5% when you apply this coupon. Terms  
**Material** Aluminum  
**Brand** Sisitano  
**Color** Silver  
**Capacity** 9.2 Fluid Ounces  
**Item Weight** 0.96 Pounds



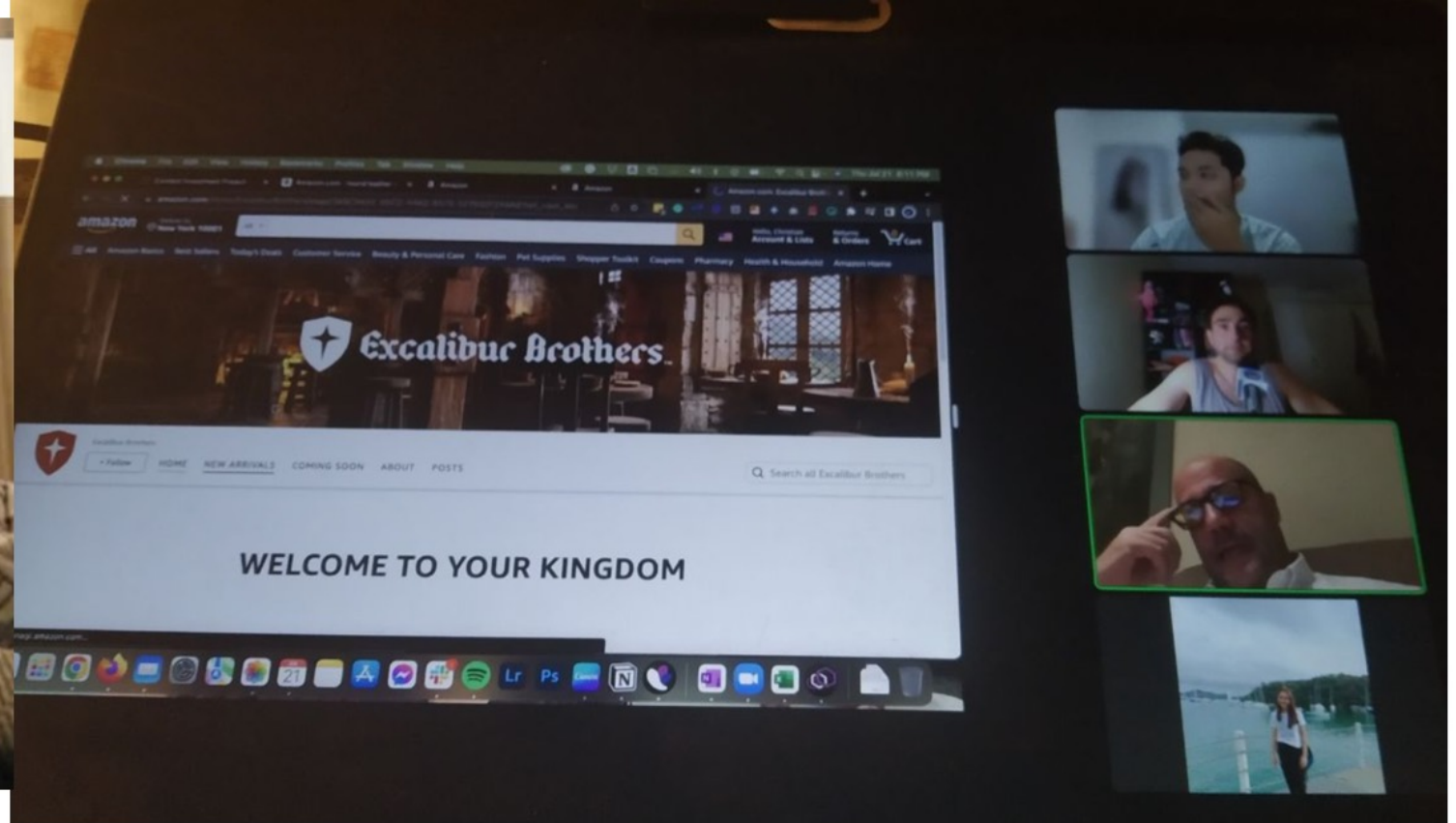
I want to give a big thanks to Mike for having me here and also for doing the e-commerce project together. It was an awesome, really great experience, I of course I learned a lot about doing e-commerce business. This is my first e-commerce or FBA business in fact and also doing business in China in general.

I learned a lot on how to being organized or working with people 24/7 all through the internet. We had Freelancers and VA's and yeah, it requires a totally new set of skills. So it was, sometimes, it's overwhelming to be honest, but we got through a lot of the obstacles and I was very happy when we had our first product on Amazon selling and yeah, I just think it was amazing.

Cadrian Chan  
★★★★★

# HUSTLING AND LAUNCHING

## NEW PRODUCTS COMING TO AMAZON (A STORY)



**Mens Leather Flask (Brown)  
with 2 Cups and Funnel**



**Shot Glass Sets (Set of 6)**

amazon Deliver to Shadstone Tsim Sha ... All

Home & Kitchen > Kitchen & Dining > Dining & Entertaining > Glassware & Drinkware > Wine & Champagne Glasses > Wine Glasses

**Glass Polishing Cloth 23.5" x 20" (2 Pack) - Streak and Lint Free Wine Cloths , Large Polishing Cloth for Glassware , Wineglass Cleaner Best Gifts for Men by Excalibur Brothers (Mixed)**

Visit the Excalibur Brothers Store  
★★★★★ 1 rating

**Currently unavailable.**  
We don't know when or if this item will be back in stock.

Item Dimensions LxWxH	20 x 0.2 x 23.5 inches
Size	Large
Color	Multicolor
Material	Polyester
Brand	Excalibur Brothers

# Starting Point: Project Raft



We are here in our **Roadmap**:



# What We'll Cover

- Mindset
- Idea Generation
- Funnel Mapping
- Attribution
- Affiliate Strategy
- Paid Ad Strategy
- Examples & Case Studies
- Opportunity For You (IST Only)
- Q & A



# Mindset



A large school of fish swimming in clear blue water. The fish are silvery and appear to be of various species, including what looks like tuna or mackerel. They are moving in a coordinated pattern, mostly towards the right side of the frame. The background is a deep, clear blue.

# A Brand Is . . .



# Food For A Community

A group of piglets are shown nursing from a sow. The piglets are white and are positioned around the sow's belly, which is visible in the background. The scene is dimly lit, with the piglets' faces and the sow's skin being the primary light sources. The overall mood is intimate and focused on the act of feeding.

# To Feed An Audience

# No Food? No Brand!

FRESH PRESSURED  
CRABS AND  
LOBSTERS

SMOKED

JEANED EELS  
OYSTERS  
LOCAL  
KIPPERS

FRESH  
SEAFOOD  
PRAWN  
TUNA,

# Past

Brands "Outsourced" to Media & Agencies

Pay to have creatives made and paid to have placement on third party websites.



## Old Attitude

- Just pay someone else
- We only make product
- Others make content and media

# Present

Brands realize they need audience

Brands waking up, realize if they don't have own media and traffic, they will be replaced.



## Current Attitude

- Creating media accounts
- Investing in content
- Find influencers, encourage sharing

# Future

Brands & Media will be 1 in the same.

Brands will have in-house media and content production.



## Future Attitude

- Foster community directly
- Content part of their product lifecycle
- Media assets is strategic advantage

# We Are All Media Companies






# Accept You Are In Media

- Content
- Influencers
- Paid Media
- Community Building
- Affiliates
- CTA

# Create Stories

 **Michael Michelini**  
1 d · 🌐


Our Plumepas Dried Flowers shipment got lost in Amazon! Help us by getting one at [Plumepas.com](https://plumepas.com) and get special gifts! 📺 Follow the steps in your receipt. 📄 Your support is awesome! 🌍

Also available at our Amazon store - <https://amazon.com/plumepas!>

·  
·  
.... See more



   14

4 



# Tactics



# Who Are Your Customers?







# Follow Customer Not Competitor


Following Competitor...Always #2

A top-down view of a person's hands counting a stack of US dollar bills. The person is wearing a light-colored, patterned long-sleeved shirt. The scene is set on a dark desk. To the left is a white calculator with a numeric keypad. In the center is an open notebook with handwritten notes. To the right are several white iPhone boxes, some with the phone's screen visible. The overall lighting is dim, with a blueish tint, and the text 'Idea Generation' is overlaid in large white font across the center.

# Idea Generation



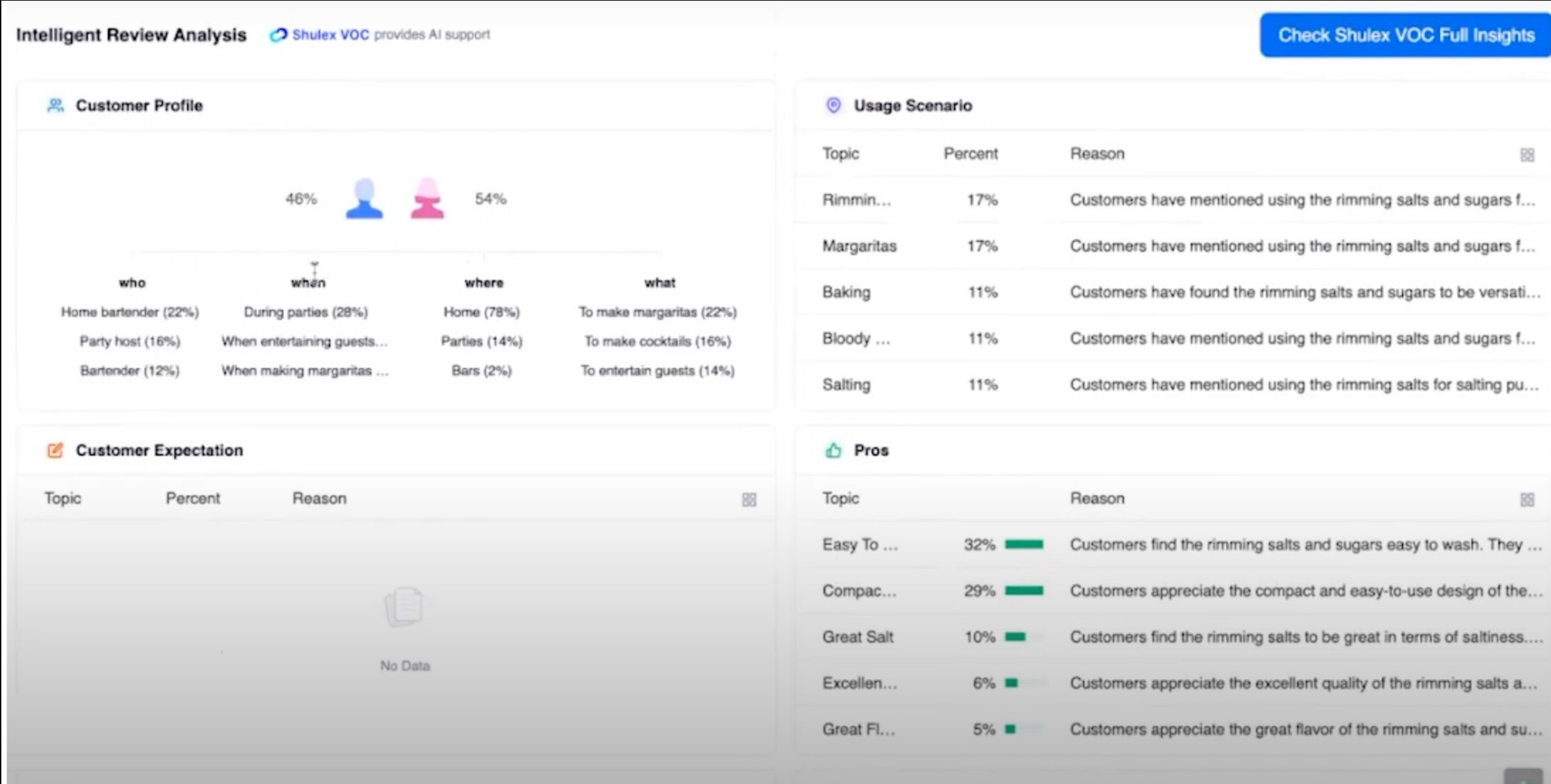
# Reading Competitor Reviews

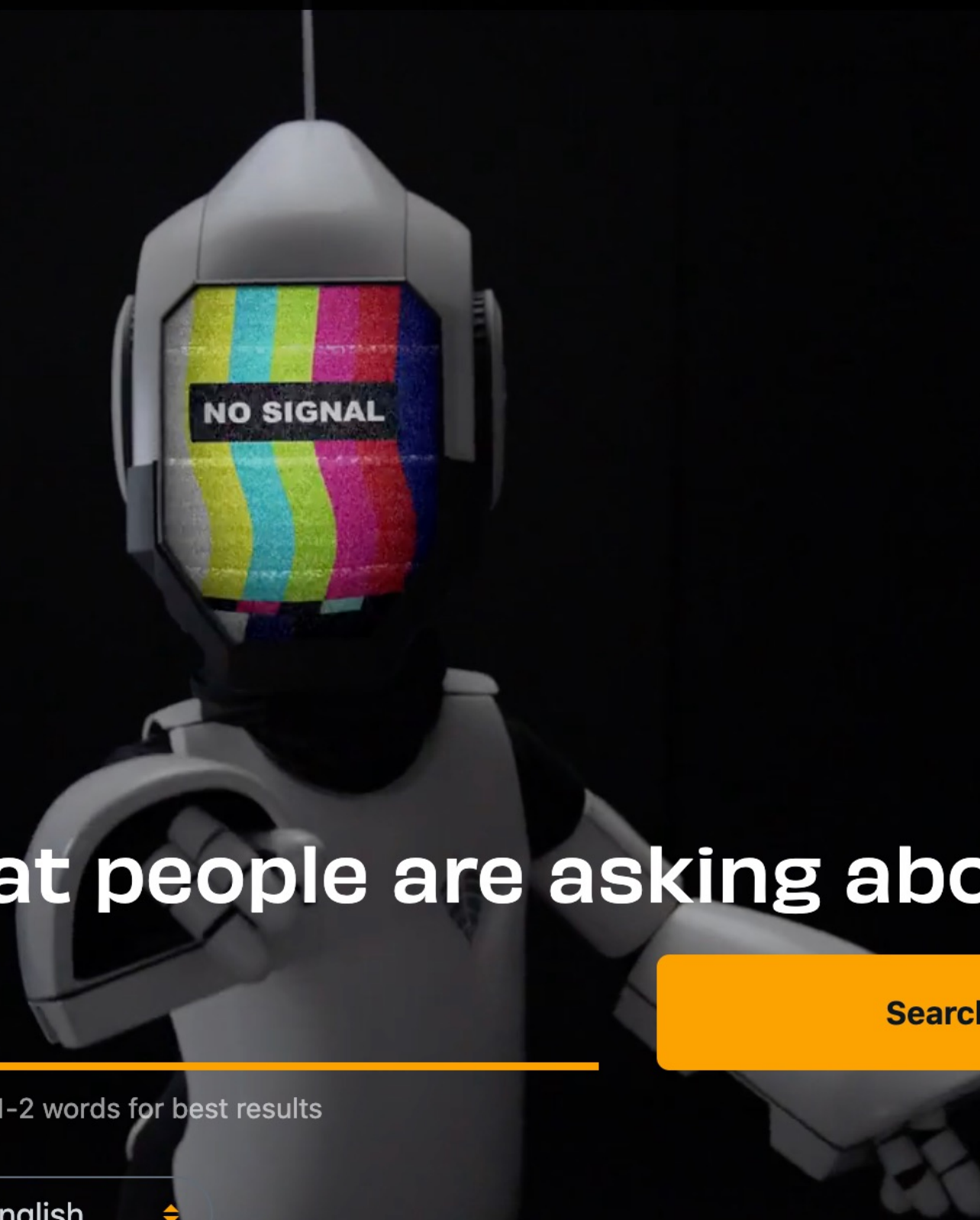
A stylized illustration of a person with their hand covering their face, suggesting boredom or frustration. The person is wearing a purple long-sleeved shirt. The background is black with abstract shapes in shades of purple and blue. The word "Boring!" is written in a white, typewriter-style font across the center of the image.

**Boring!**



# Boost With AI





# Discover what people are asking about...

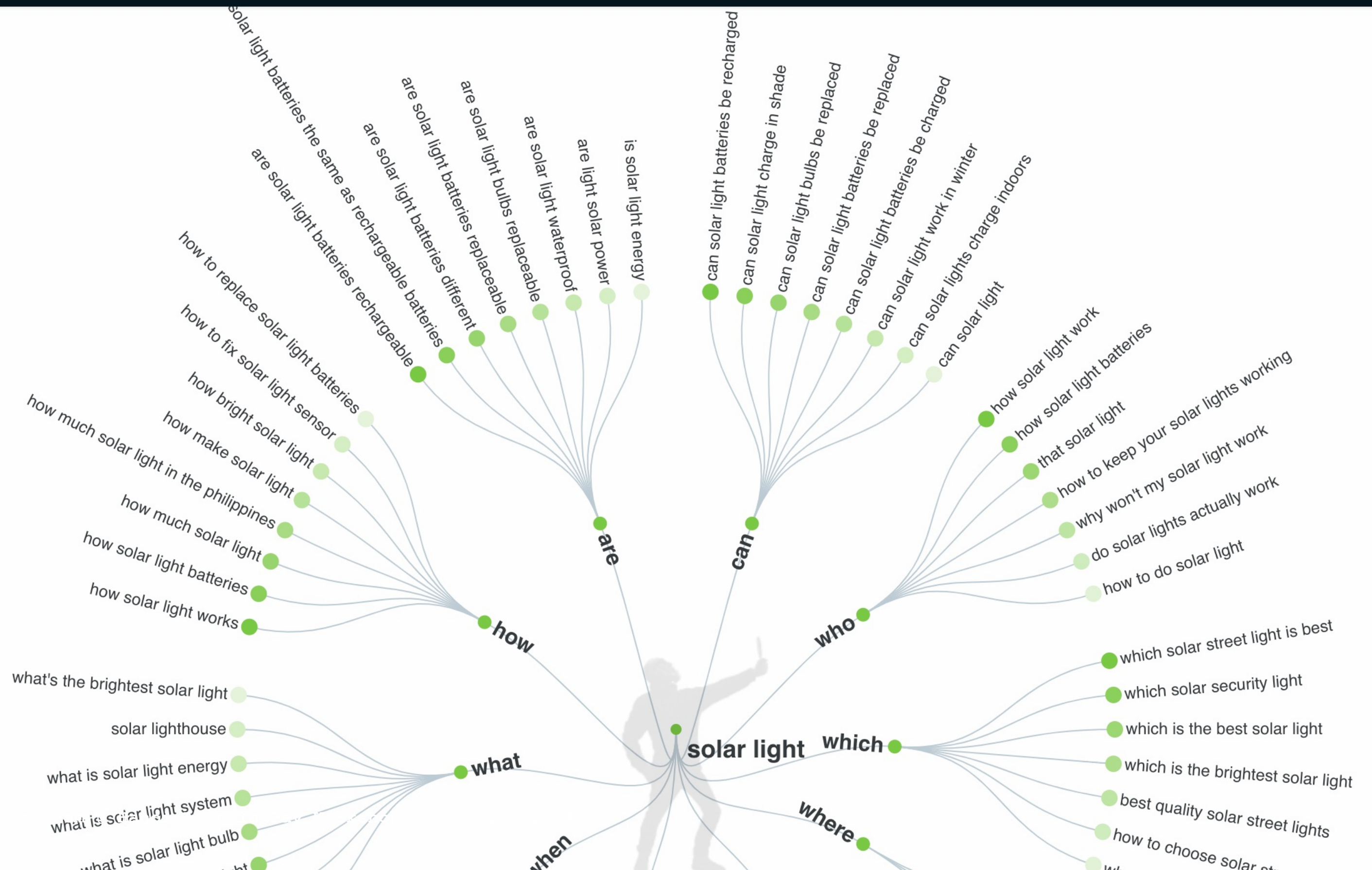
e.g. chocolate

Search

Enter a topic, brand or product Use 1-2 words for best results

United Kingdom

English



# Values & Differentiators





## ESATTO: OUR STORY

### HOW WE GOT STARTED

Mike enjoyed the excitement of the nightlife and bartending lifestyle.

In 2003 on a visit to his family in Italy he was inspired by his ancestor roots: the quality of life and attention to details.

He returned to America with a new appreciation for quality of life and products and in 2004 got started selling bar products online.

### WHAT MAKES OUR PRODUCTS UNIQUE

Esatto in Italian means exact perfection and precision.

Esatto is about perfection, for bartenders by bartenders. Precision design, high attention to detail, and hand reviewed for each product we make.

Esatto is making products to the Italian quality standard and putting the *PRECISION* in the products we produce.

### WHY WE LOVE WHAT WE DO

Fusing together our love for bartending and celebrating with friends and family like the Italians do, we put our heart into the business.

From new products to current best sellers, we are living the Esatto standard: quality (of life and product), perfection, and precision.

The name **Esatto** in Italian has many meanings, all of them positive. Perfect and exact are meanings we want to impress upon you when receiving and using your Esatto products. We have designed them, from raw materials, to final assembly, to packaging and wrapping - with this in mind.

Our partner **Michael Michelini** is an Italian American entrepreneur. Like his grandfather, Gelindo, who left Italy to start a new life in America, Michael aims to continue the family tradition. Upon returning to his home country's region of Trentino Alto Adige in the Italian Alps, he was inspired by the clean and unique design of the Northern Italian castle and mountain culture. He visited his grandfather's home village Poia, Italy (population of 300 people), he saw the ice cream shop his grandfather sent money to from New York City to pay for ice cream of the children in the village.

This trip in 2003 inspired Michael to build a business on quality and dependability upon returning to America.

Starting in 2004, Michael has been working with bartenders and home bar enthusiasts to get quality bar products online.

Over the decades, quality products has become the most important part of the business - and Esatto brand - even in the name itself - is about perfection, quality, and being EXACT.

When you use an **Esatto** product, you will get **perfection!**

Unleash the dragon in you

You belong  
Be yourself  
Fortune favors the bold  
Greatness  
Protect the king  
Bravery • Protection

Prepared  
Equipped  
Equip  
Bold Life  
Embolden Future  
ENHANCED EXPANSION

300

Empower & enhance people's sense of belonging.

Empower people

Brave • Strong • Protect  
B.S.P.  
Serve

Be Brave & Protect!  
(Shield) ▽  
- Strength & Honor  
- Be STRONG  
Fearless

Equip  
Empower  
BOLDEN  
Inspire  
Strengthen  
Provide  
Create  
Expand reality

who  
- human  
mind  
perception  
reality  
horizon  
modern day hero

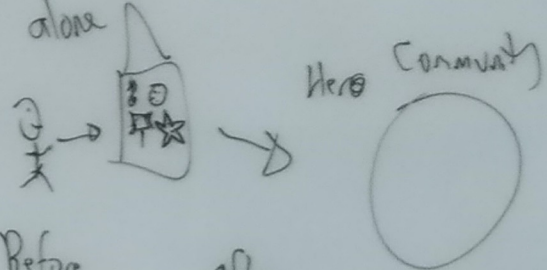
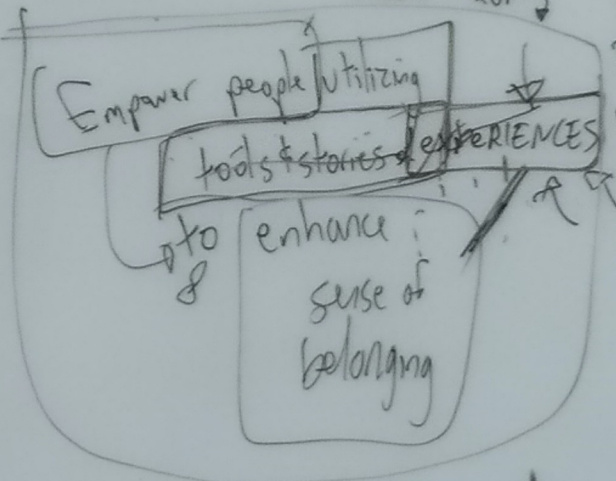
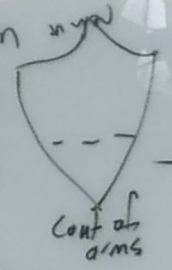
how  
w/ products that  
sense of belonging  
accept

Empower people utilizing tools & stories & EXPERIENCES to enhance sense of belonging

VALUE PROP

alone → Hero Community

Before Shy/not confident → after Strong bold no fear



Before Shy/not confident → after Strong bold no fear





# Resources

✂ Logo ZIP

✂ X Banner PDF

✂ Brand Book PDF

✂ Brand Voice PDF

✂ Licensee Book PDF

✂ Packaging Instructions PDF

✂ Packaging Instructions Video

✂ Polishing Cloth Packaging Video

✂ Envelope Packaging Video

✂ QC Process PDF



**Excalibur  
Brothers**

# Content – Be Real

Talk about stuff people **afraid** to talk about.

Other people don't want to share (**secret**)

**Document** don't create

Make it a **journey**, an adventure.

# Boost with AI

write a 300 word email reply to an angry customer about his broken product with our no questions guarantee in the tone of a medieval king of england





**ChatGPT**

Subject: Regarding Your Displeasure, Noble Customer

My Esteemed [Customer's Name],

Hail and well met! I, [Your Name], the Sovereign of [Your Company], have received thine missive expressing great dismay over the unfortunate state of thy purchased product. Verily, I extend my deepest apologies for the vexation thou hast endured, as it pains me greatly to learn of such distress within my kingdom.

I assure thee that thy dissatisfaction resonates in the halls of [Your Company] and echoes through the ramparts. I have summoned my most trusted craftsmen and artisans to address the matter forthwith. Such grievances shall not be suffered within the realm under my watch, for I hold dear the honor and contentment of my loyal subjects.

In adherence to our solemn oath of the "No Questions Guarantee," I declare that thy product shall be promptly replaced or mended to thine utmost satisfaction. A new exemplar, of the highest quality, shall be dispatched posthaste, ensuring that thou shalt once again revel in the glory of a fully functional acquisition from our esteemed emporium.

Should thou require any assistance in facilitating this resolution, my courtiers stand ready to attend to thy every need. Please, communicate with them at [Customer Support Email] or [Customer Support Phone Number], and they shall serve thee with the utmost diligence.

May the winds of swift restitution carry this message to thee, and may the shadows of discontent be banished from thy countenance. It is my fervent desire that our future dealings shall be bathed in the radiance of satisfaction and goodwill.



With sincerest apologies and unwavering fealty,

[Your Name]

Sovereign of [Your Company]

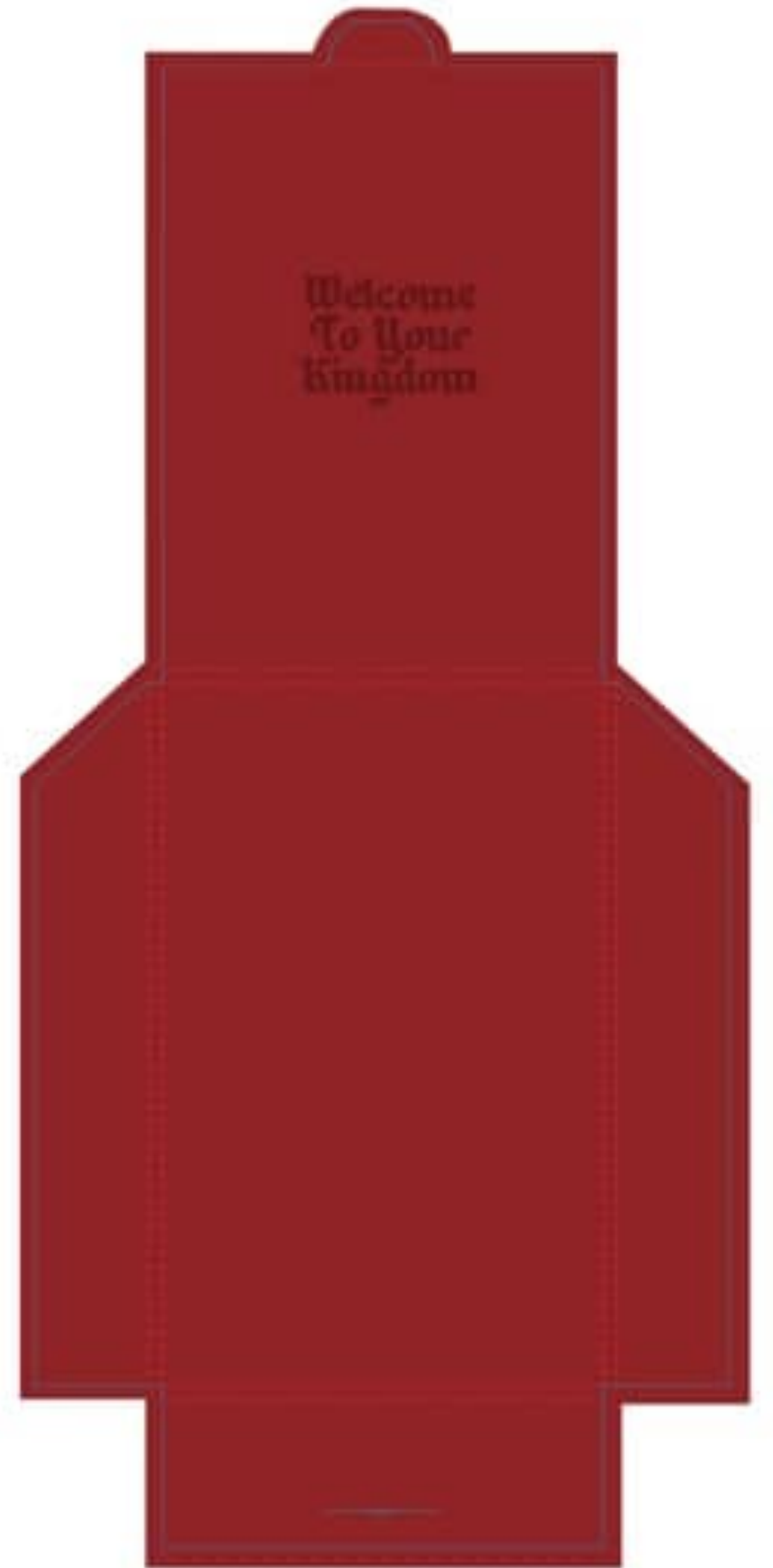


# Comparison (us vs. them)

PLUMEPAS	vs	competitors
 <p data-bbox="1482 981 1609 1014">FLUFFY</p>	vs	 <p data-bbox="1735 981 1845 1014">DENSE</p>
 <p data-bbox="1419 1103 1609 1178">VARIETY OF PAMPAS</p>	vs	 <p data-bbox="1735 1103 1869 1178">SMALL VARIETY</p>
 <p data-bbox="1446 1427 1609 1502">MADE IN THAILAND</p>	vs	 <p data-bbox="1735 1427 1869 1502">MADE IN CHINA</p>

A hand is shown holding a dark red, textured leather wallet. The wallet is positioned over a cardboard box that has a red interior. The scene is dimly lit, with the focus on the hand and the wallet. The word "Packaging" is overlaid in large white text across the center of the image.

# Packaging





# Packaging Best For Main Image

BLUE GINKGO TPU Cutting Boards (3 Piece Set) Scratch Resistant Flexible Cutting Boards for Kitchen, Thin Cutting... \$29.99 ✓prime

Health & Household › Household Supplies › Cleaning Tools › Cleaning Cloths



### Glass Polishing Cloth 23.5" x 20" (2 Pack) - Streak and Lint Free Wine Cloths , Large Polishing Cloth for Glassware , Wineglass Cleaner Best Gifts for Men by Excalibur Brothers (Gray)

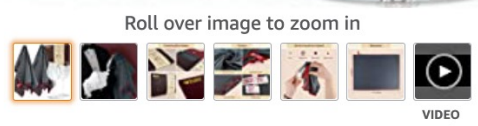
Visit the Excalibur Brothers Store  
★★★★★ 2 ratings

\$24.90 (\$353.19 / Ounce)

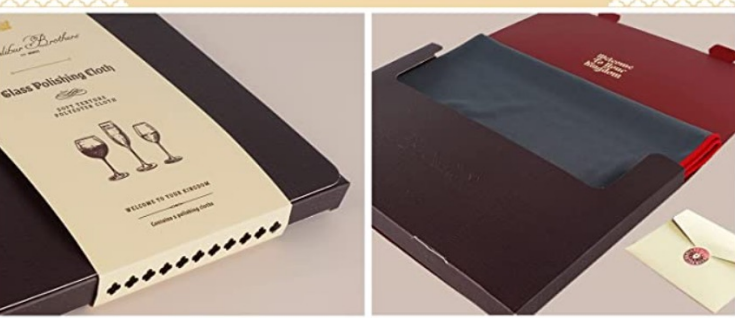
No Import Fees Deposit & \$9.30 Shipping to Hong Kong Details  
Use Amazon Currency Converter at checkout to pay for this item in your preferred currency. Terms & Conditions apply. Learn More

- Color: **Gray**
- Price: \$24.90 (\$353.19 / Ounce)
- Price: \$24.90 (\$353.19 / Ounce)
- Price: \$24.90 (\$353.19 / Ounce)

Item Dimensions 20 x 0.2 x 23.5 inches LxWxH  
**Size** Large  
**Color** Gray  
**Material** Polyester  
**Brand** Excalibur Brothers



#### Exclusive gift packaging



#### Features



+ Classic gray color + Silky lint-free fabric +



+ Tight sewn edges + Hanging loops +

#### Lint-free streak-free removal



#### Dimensions





Roll over image to zoom in





## Esatto 6 Pack Interlocking Shelf Mats 12", Black – for Spills, Clean Bars, Stain Protection, and an Anti-Slip Surface

[Visit the Esatto Store](#)

4.9 ★★★★★ 10 ratings

100+ bought in past month

\$44<sup>95</sup> (\$7.49 / Sq Ft)

FREE Returns

Get a \$10 Amazon Gift Card instantly upon approval for the Amazon Store Card. No annual fee.

Color: **Black 12" X 12"**

 <b>\$44.95</b> (\$7.49 / Sq Ft)	 \$14.95 (\$1.50 / Item)
--	--

<b>Color</b>	Black 12" X 12"
<b>Brand</b>	Esatto
<b>Special Feature</b>	Slip Resistant, Washable
<b>Pattern</b>	Solid
<b>Product Care</b>	Dishwasher Safe
<b>Instructions</b>	

Roll over image to zoom in



VIDEO

<b>Material</b>	Plastic	<b>Shape</b>	Rectangular
-----------------	---------	--------------	-------------

### About this item

- **KEEPS BARS CLEAN** - Esatto's interlocking shelf bar mats helps build safe



# PLUMEPAS BOUQUET

PLUMEPAS 52 PCS Dried Pampas Grass Decor, White Pampas Grass, Pompas Floral Grass, Bouquet for Wedding Boho Flowers Table Decor, Rustic Farmhouse Decor, Modern Home Decor, Bridal Shower Decor

---

The visual appeal of these lush, feathery plumes can instantly elevate any interior style. Proudly made and intricately crafted in Thailand, these fluffy blooms are plump, textured, and sparkling in their natural color.

Your dried pampas grass won't fade and will never wither. Each bundle is meticulously placed within a premium decorative packaging, transforms any space with its serene and pure hue effortlessly complementing both modern and traditional decor styles.



# AI Images

- Before
- After











# Laying Foundation



# Map Your Funnel

Your Marketing



amazon

Excaltbur Brothers

WELCOME TO YOUR KINGDOM

Glass Polishing Cloth 23.5" x 20" (2 Pack) - Streak and Lint Free Wine Cloths, Large Polishing Cloth for Glassware, Wineglass Cleanse Best Gifts for Men...

\$24

Leather Eyeglass Cases for Men - Premium Quality Leather with Microfiber Polishing Cloth and Soft Pouch, Eyeglass Case Slip In with Flap best for...

\$28

Men's Leather Flask with 2 Cups and Funnel - 100% Leak Proof with Stainless Steel and Premium Leather, Flask Gift Set for Father, Grandfather...

\$29

Share

Share this page with your friends

MichaelMichelini.com @ Hanoi LianLianPay Wor

Excaltbur Brothers

Leather Hip Flask Set

Men's Leather Flask with 2 Cups and Funnel - 100% Leak Proof with Stainless Steel and Premium Leather, Flask Gift Set for Father, Grandfather...

It Sip For Celebrating Every Moment Anywhere You Go

Lease Welded Spring Arm

Leak-proof Spring Cap

Smooth One-Ply Leather

No. Stainless Steel

Share

26, 2024

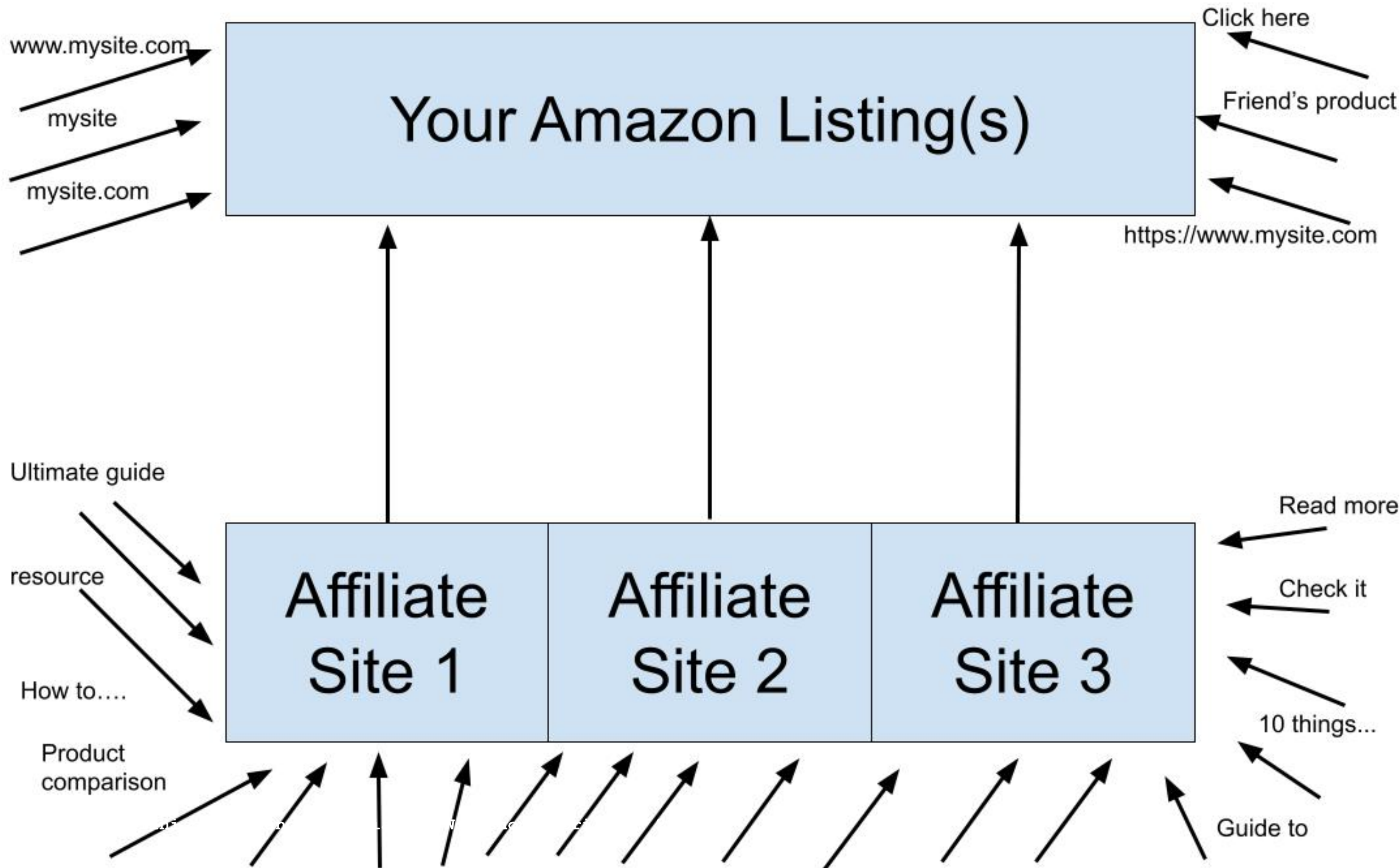
amazon

Men's Leather Flask with 2 Cups and Funnel - 100% Leak Proof with Stainless Steel and Premium Leather, Flask Gift Set for Father, Grandfather...

Share

Share this page with your friends

MichaelMichelini.com @ Hanoi LianLianPay Wor



# Your Amazon Storefront

Your  
Social  
Media

Your  
Product  
Pages

Your  
Website

Ultimate guide

resource

How to....

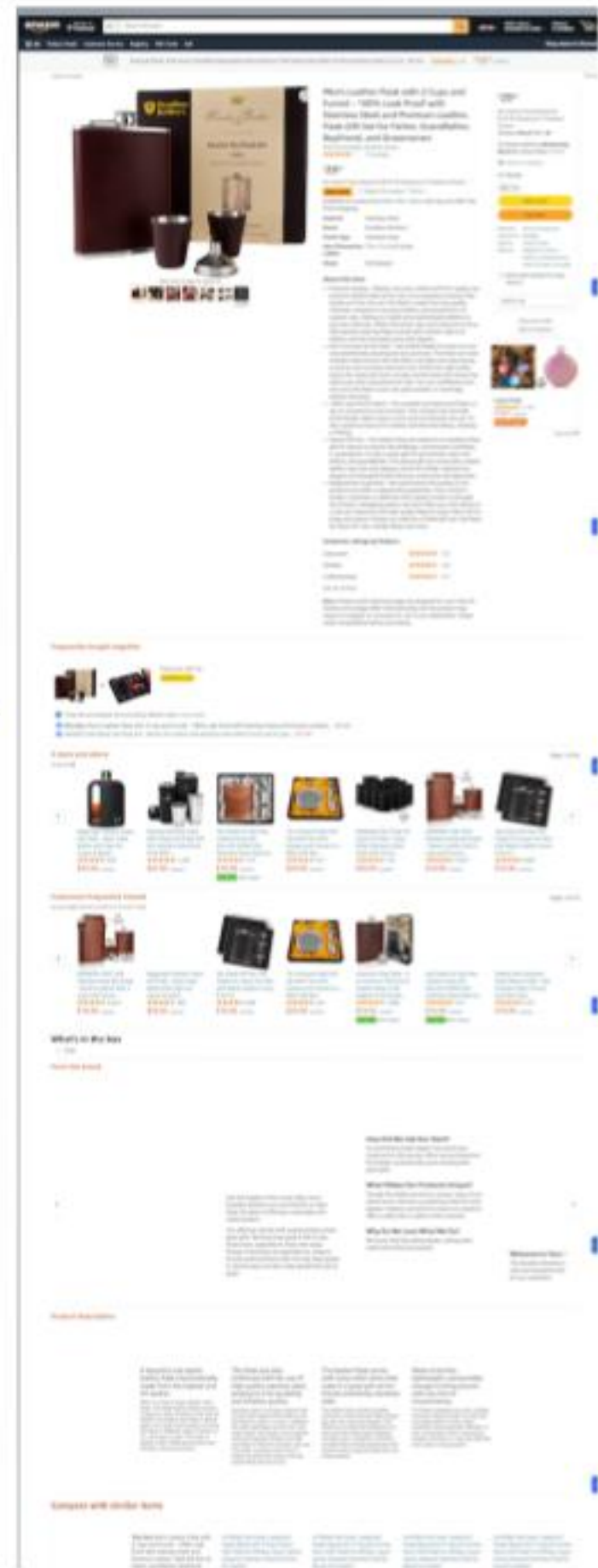
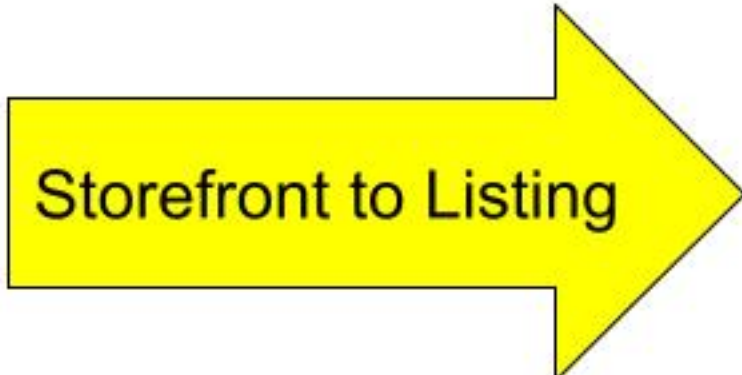
Product  
comparison

Read more

Check it

10 things...

Guide to



# External Traffic Funnel



## Content + Awareness

1

Blogs, Social Media, Amazon Posts

## Product Page, Storefront

2

Visitor is interested to learn about product, details, brand story

## Amazon Listing

3

They are SOLD. They are simply adding to cart + buying

Date Range Last 30 days

Export

Overview > Sources

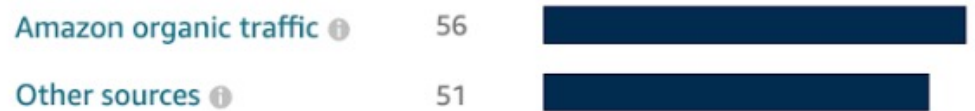
# Sources

Create source tag

Top sources by Visits

107

total



Top tags by Visits

16

total



Source Your tags

Source	Visits	Views	Orders	Sales	Sales/Visit	Units/Order
Amazon Sponsored Brands	0	0	0	\$0.00	—	—
Amazon organic traffic	56	65	2	\$63.90	\$1.14	1
Other sources	51	61	—	—	—	—
<b>Total</b>	<b>107</b>	<b>126</b>	<b>2</b>	<b>\$63.90</b>	<b>Avg \$0.60</b>	<b>Avg 1</b>

# Amazon Attribution

Country: United States

## Campaign: Frida Kahlo Inspired Bags SF LP Beta

Ad groups

Products

Settings

Attribution tags

[Download Attribution tags in CSV file](#)

Attribution tags	Click-through URL
<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_7E305F8A4BCE663C1D49A0B2FE43F45F_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Pinterest">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_7E305F8A4BCE663C1D49A0B2FE43F45F_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Pinterest</a>	<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=F">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=F</a>
<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_277DD49967F94DD6DBDD2EC5651FC253_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Instagram">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_277DD49967F94DD6DBDD2EC5651FC253_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Instagram</a>	<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=I">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=I</a>
<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_BBEFE4B8F9698E8B77C8138A685C6ABE_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Facebook">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_BBEFE4B8F9698E8B77C8138A685C6ABE_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Facebook</a>	<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=F">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=F</a>
<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_FEB641F983127D1CB7644DF5D4EAF62_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Tiktok">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_FEB641F983127D1CB7644DF5D4EAF62_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Tiktok</a>	<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=T">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=T</a>
<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_83295DFE25FFC2D023BDB7E107EB2771_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Static">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_83295DFE25FFC2D023BDB7E107EB2771_afap_abs&amp;ref_aa_maas&amp;tag=maas&amp;channel=Static</a>	<a href="https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=S">https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=S</a>





	A	B	C	H	I	N	O	P	Q	R
1				SOURCE TAGS			ATTRIBUTION TAGS			
2	Type	Product Name	SKU	Amazon Link	Static Site	Static Site	Facebook	Instagram	Tiktok	Pinterest
3			Store Front for Home Pa	<a href="https://www.amazo">https://www.amazo</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.ama">https://www.ama</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.ama">https://www.ama</a>
4										
5										
6	Variations	Boho Teardrop Multi	ER-019-stickerless	<a href="https://www.amazo">https://www.amazo</a>						
7	Variations	Boho Teardrop Earrin	ER-041	<a href="http://amzn.com/dj">http://amzn.com/dj</a>			<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.ama">https://www.ama</a>	<a href="https://www.amaz">https://www.amaz</a>
8	Variations	Boho Teardrop Multi	ER-042-stickerless	<a href="http://amzn.com/dj">http://amzn.com/dj</a>						
9	Variations	Boho Teardrop Gold I	ER-043	<a href="http://amzn.com/dj">http://amzn.com/dj</a>						
10	Variations	Boho Teardrop Gold I	ER-044-stickerless	<a href="http://amzn.com/dj">http://amzn.com/dj</a>				<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>
11	Variations	Boho Teardrop Gold I	ER-045-stickerless	<a href="http://amzn.com/dj">http://amzn.com/dj</a>	<a href="https://www.amaz">https://www.amaz</a>					
12	Variations	Boho Teardrop Gold I	ER-046-stickerless	<a href="http://amzn.com/dj">http://amzn.com/dj</a>						
13	Variations	Boho Teardrop Multi	ER-047-stickerless	<a href="http://amzn.com/dj">http://amzn.com/dj</a>						
14	Variations	Boho Teardrop Gold I	ER-048-stickerless	<a href="http://amzn.com/dj">http://amzn.com/dj</a>						
15	Variations	Boho Teardrop shape	ER-061	<a href="http://www.amazon">http://www.amazon</a>			<a href="https://client.sleep">https://client.sleep</a>	<a href="https://client.sleep">https://client.sleep</a>	<a href="https://client.slee">https://client.slee</a>	<a href="https://client.sleep">https://client.sleep</a>
16	Variations	Boho Teardrop shape	ER-062	<a href="http://www.amazon">http://www.amazon</a>						
17	Variations	Boho Teardrop shape	ER-063	<a href="http://www.amazon">http://www.amazon</a>						
18										
19	Variations	Akitai Charm Bracele	BR-041-stickerless	<a href="https://www.amazo">https://www.amazo</a>			<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.ama">https://www.ama</a>	<a href="https://www.amaz">https://www.amaz</a>
20	Variations	Akitai Charm Bracele	BR-043-stickerless	<a href="http://amzn.com/dj">http://amzn.com/dj</a>	<a href="https://www.amaz">https://www.amaz</a>					
21	Variations	Akitai Charm Bracele	BR-044	<a href="http://amzn.com/dj">http://amzn.com/dj</a>			<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>
22	Variations	Akitai Charm Bracele	BF-047	<a href="http://amzn.com/dj">http://amzn.com/dj</a>			<a href="https://client.sleep">https://client.sleep</a>	<a href="https://client.sleep">https://client.sleep</a>	<a href="https://client.slee">https://client.slee</a>	<a href="https://client.sleep">https://client.sleep</a>
23										
24	Variations	Frida Kahlo Inspired E	BG-051	<a href="https://www.amazo">https://www.amazo</a>			<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.ama">https://www.ama</a>	<a href="https://www.amaz">https://www.amaz</a>
25	Variations	Akitai Frida Kahlo Ins	BG-052-stickerless	<a href="https://www.amazo">https://www.amazo</a>			<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.amaz">https://www.amaz</a>	<a href="https://www.ama">https://www.ama</a>	<a href="https://www.amaz">https://www.amaz</a>
26	Variations	Akitai Frida Kahlo Ins	BG-053-stickerless	<a href="https://www.amazo">https://www.amazo</a>						
27	Solo Listing	Akitai Frida Kahlo Bac	BG-040	<a href="https://www.amazo">https://www.amazo</a>			<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>	<a href="https://go.clktrack">https://go.clktrack</a>



# Engaging Affiliates

- Campaign Manager
- Enhanced Brand Content
- Early Reviewer Program
- Lightning Deals
- Coupons
- Promotions

### Your Orders

- Pending
- Premium unshipped
- Unshipped
- Return requests

### Seller Fulfilled

In last day 0

In last 7 days 0

### Fulfilled by Amazon

In last day 5

In last 7 days 36

[View your orders](#)

### Performance

- Buyer Messages 0
- A-to-z Guarantee claims 0

### Connect with service providers to help grow your business

Grow your business by joining the Service Provider Network on Seller Central. The network covers 16 service categories with over 700+ providers. Enter where you're located, where you want to sell, and what services you're interested in, whether it's optim...

### More news

- Even more visibility into policy violations that might affect your account health
- Coming soon: Long-term storage fee inventory cleanup

[See all recent news...](#)

# PROMOTIONS

### Amazon Selling Coach

Last updated: 2/1/2019 4:57:13 PM

#### Inventory

#### Pricing

#### Coffee Latte Art Set Sisitano Electronic Spice Decorat...

SKU: N7-S4AJ-6735  
Amazon fulfilled

Sales in the last 30 days  
Days of Supply

94  
0

# Promotions [Learn more](#)

Create a Promotion

Manage Your Promotions

Manage Product Selection

# Percentage Off



## Create a Promotion

### Social Media Promo Code

Create a custom promo code and receive a unique marketing page to share with customers through social media, emails, or influencer marketing. You

Create

### Buy One Get One

Set up a limited-time, "buy one (or many) get one free" offer to spotlight a new product or to get your current customers to buy differently.

Create

### Free Shipping

Set up a limited-time, free shipping offer for a selection of your catalog (no Buy Box impact). To set up a free shipping order on your entire catalog, consider

Create

### Giveaway

Run promotional giveaways to drive sales and introduce your products to new customers.

Create

### Percentage Off

Use Advanced options, to set up a promotion with a tiered discount structure to encourage the customer to buy more because they get a better discount (no

Create



# Create a promotion: Percentage Off

Tell us what you think of this new feature

Manage Promotions

Review

## Step 1: Conditions

<b>Buyer purchases</b>	At least this quantity of items	1
<b>Purchased Items</b>	Sisitano Moka Pot	<a href="#">Create a new product selection</a>
<b>Buyer gets</b>	Percent off	15
<b>Applies to</b>	Purchased Items	
<a href="#">Advanced Options</a>		

## Step 2: Scheduling

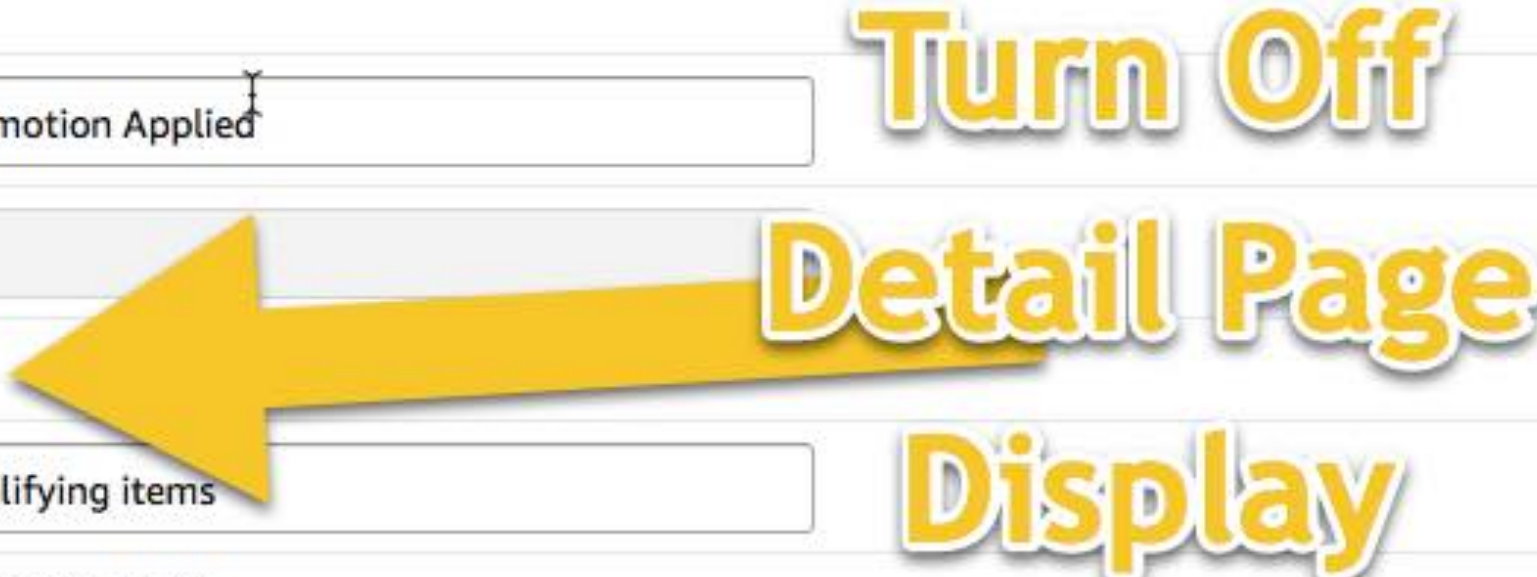
<b>Start Date</b>	02/01/2019	8:00 AM	PST
<b>End Date</b>	04/02/2019	11:59 PM	PST
<b>Internal Description</b>	Example: Mother's Day Free Shipping		
<b>Tracking ID</b>	Percentage Off 2019/02/01 10-8-35-404		

## Step 3: Additional Options

<b>Claim Code</b>	<input type="radio"/> Single-use	<input type="radio"/> Group	<input checked="" type="radio"/> None
	<i>i</i> Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends. <a href="#">Learn more</a>		
<a href="#">FEEDBACK</a> <a href="#">Customize messaging</a>			

### Step 3: Additional Options

<b>Claim Code</b>	<input type="radio"/> Single-use <input checked="" type="radio"/> Group <input type="radio"/> None
	<i>i</i> Group claim codes have no quantity limits; you cannot control how many customers can redeem before p
<b>One redemption per customer</b>	<input checked="" type="checkbox"/>
<b>Claim Code</b>	<input type="text" value="3OPQ78KT"/> <input type="button" value="Suggest a code"/>
<b>Claim Code Combinability</b>	<input checked="" type="radio"/> Preferential <input type="radio"/> Unrestricted
<b>Customize messaging</b>	
<b>Checkout display text</b>	<input type="text" value="Promotion Applied"/>
<b>Short display text</b>	<input type="text"/>
<b>Detail page display text</b>	<input checked="" type="checkbox"/>
<b>Purchased Items display text</b>	<input type="text" value="Qualifying items"/>
<b>Detail page display text</b>	<input checked="" type="radio"/> Standard text
	Save 1% each on Qualifying items offered by Para Living when you purchase 1 or more. Enter cod
	<input type="radio"/> Customized text
	<input type="text"/>



Promo code: best15 – 15% off discount, one redemption per customer on all of series. It will be valid until March 31 2019

*Promo code: blogname15: 15% off discount, one redemption per customer on all moka pot series. Valid until March 31 2024*



# Paid External Traffic

## Adding More Blocks



# Website Do You Need It?

# Sisitano, For An Authentic Coffee Experience

Experience Coffee As It Should Be

VIEW OUR CATALOG



## Is It Espresso or Expresso?

Let's end this discussion once and for all – is it espresso or expresso!?




## Common Coffee Expert Terms

What terms coffee experts use to show off their expertise



## What Is The History Of The Moka Pot?

How can we learn when moka pot started and how it grew to be so popular



# Landing Pages Are Money

# Hidden Landing Pages

Only for Social Media / Email

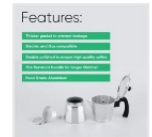
Claim Coupon

Logged in as  
paraliving@shadstone.com  
(only you can see this)

Campaign Status: Ended  
Unique Visitors: 344  
Promos Claimed: 39 of 250  
Conversion Rate: 11.34%

[Edit Campaign](#)

# An Exclusive Offer For You



Moka Pot 6 C  
Coffee Maker  
Moka Express With Latte Art  
Set For Making Delicious  
Italian Espresso Free Coffee  
Accessories

Was: \$34.99

**\$6.99**

[Claim Coupon](#)

available at  
**amazon**



A nighttime photograph of the Shanghai skyline, featuring the Oriental Pearl Tower in the center, illuminated in purple and blue. Other prominent buildings include the Shanghai Tower on the right and the Bund Building in the foreground. The city lights are reflected in the water in the foreground.

# Boosting Ads

☕☕ ATTENTION COFFEE LOVERS! ☕☕  
Have you seen this awesome Moka Pot? 😍  
Italian style coffee in less than 5 minutes! 😊  
😎  
Grab yours TODAY while supplies last! 😎  
🔥 SUMMER Special Promo 20% OFF! 🔥  
Comment YES if you want ONE! 😎  
P.S. Have a friend who is a coffee lover? Tag them! 😎








[vip.sisitano.com](http://vip.sisitano.com) **Sisitano 6 Cup Moka Pot** [SHOP NOW](#)

👍❤️😮 Crisian Joy Omnes Ballesteros and 145 others  
3 comments 4 shares

👍 Like    💬 Comment    ➦ Share

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Preview Rules View Setup Columns: Performance Breakdown Reports

	Ad Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevanc	Frequen	Unique Link
		Ad Set	Ad Set								Sci		Clicks
<input type="checkbox"/>	 Sisitano - Video views	Lowest cost ThruPlay	\$100.00 Daily		288 ThruPlays	6,818	7,870	\$0.60 Cost per ...	\$172.12	Ongoing	3	1.15	11
<input type="checkbox"/>	 Traffic Sisitano Offer 1 US 21-...	Bid cap (\$20... Link Clicks	\$100.00 Daily	Jun 28, 2019, 2:06 AM 21 days ago	21 Link Clicks	1,279	1,371	\$7.55 Per Link C...	\$158.64	Ongoing	5	1.07	21
<input type="checkbox"/>	 Traffic Sisitano Offer1	Bid cap (\$15... Link Clicks	\$100.00 Daily	Jun 27, 2019, 1:29 AM 22 days ago	15 Link Clicks	634	657	\$7.57 Per Link C...	\$113.51	Ongoing	5	1.04	14
<input type="checkbox"/>	 Post: "" - Engagement	Lowest cost Post Engagem...	\$100.00 Daily		3,273 Post Eng...	15,033	19,250	\$0.03 Per Post E...	\$104.57	Ongoing	2	1.28	91
<input type="checkbox"/>	 Sisitano Engagement Phils1	Lowest cost Post Engagem...	\$100.00 Daily	Jun 23, 2019, 11:22 AM 26 days ago	1,883 Post Eng...	9,602	9,791	\$0.02 Per Post E...	\$46.49	Jul 21, 2019	3	1.02	14
▶ Results from 5 ads					—	32,881 People	38,939 Total	—	\$595.33 Total Spent			1.18 Per Per...	151 Total





# What's the Goal of this Content - CTA

CTA = call to action.

Some examples:

- Subscribe to email list
- Get Pixel (retargeting)
- Buy my product

# Hack: Do All 3!



Claim Coupon

Logged in as  
paraliving@shadstone.com  
(only you can see this)

Campaign Status: Ended  
Unique Visitors: 344  
Promos Claimed: 39 of 250  
Conversion Rate: 11.34%

[Edit Campaign](#)

## An Exclusive Offer For You



Moka Pot 6 Cup  
Coffee Maker  
Moka Express With Latte Art  
Set For Making Delicious  
Italian Espresso Free Coffee  
Accessories

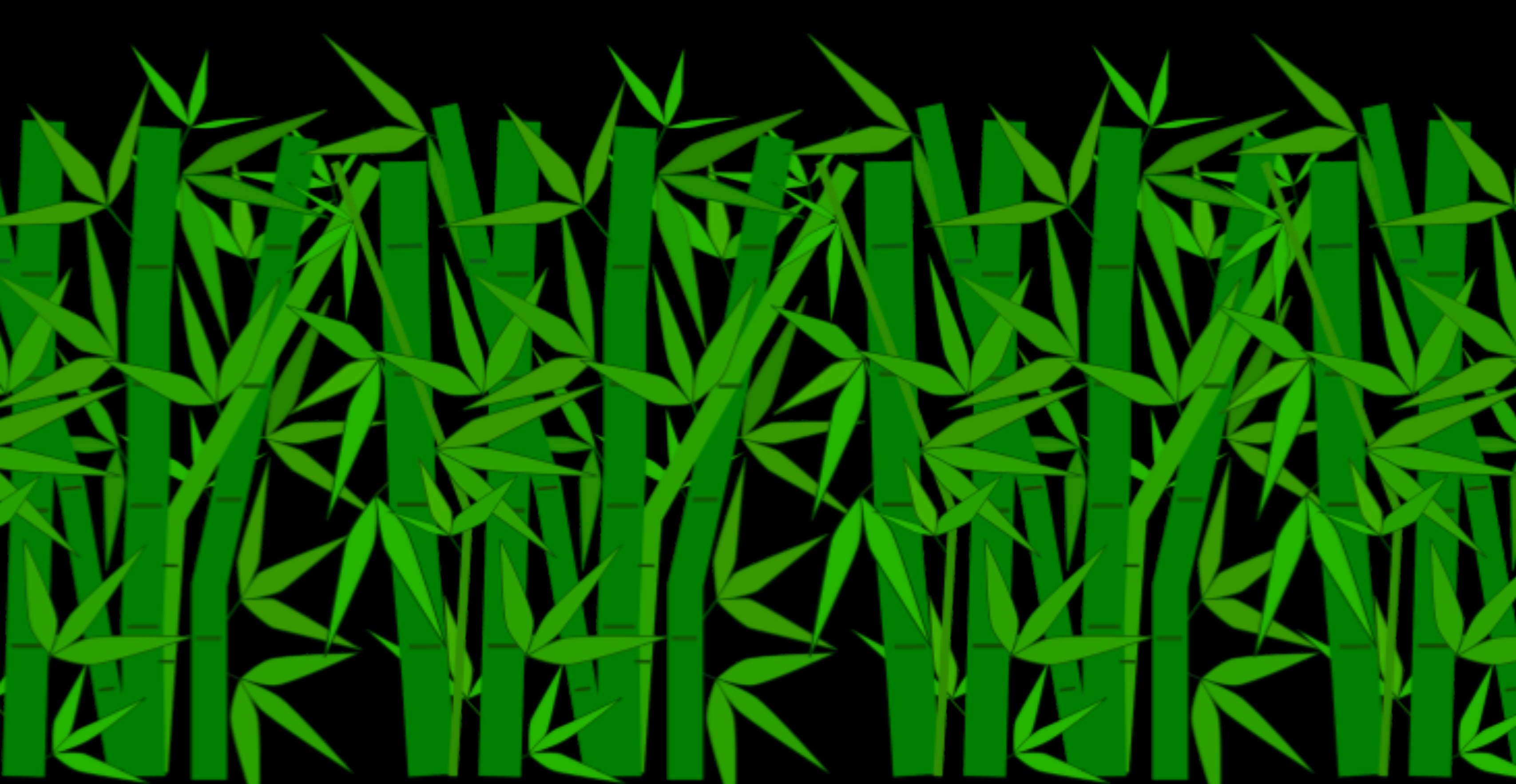
Was: \$34.99

**80% off**

**\$6.99**

Claim Coupon

available at  
**amazon**





# Summary, Questions



# Audience Examples?



# Opportunity

We're Looking For Investor, Partner in a Brand

# Akitai



**Akitai Boho Teardrop Earrings**



**Akitai Shoulder Bags**



**Akitai Charm Bracelet**

# SAFE TO WEAR

*Your health, trust, and satisfaction are our top priority. Akitai Boho jewelry is absolutely*



LEAD-FREE



NICKEL-FREE



HYPOALLERGENIC

*With that, you can slay and dress up with no worries ladies!*

Show appreciation to your mom, and make your girlfriend or wife feel extra special for these earrings also comes up with a delicate, ornamented, corrugated recyclable gift box; making this fancy hoops the cutest gift EVER!!!





Akitai

+ Follow

[HOME](#)

[NEW ARRIVALS](#)

[BANDEAU](#)

[SUN CATCHER](#)

[EARRINGS](#)

[BRACELETS](#)

[BEST SELLERS](#)

[ABOUT](#)

[POSTS](#)

# FROM WOMEN FOR WOMEN



AKITAI AIMS AT SHARING HANDMADE WOMEN'S ACCESSORIES. OUR NEVER-ENDING CURIOSITY HAS TAKEN US TO DISCOVER AND LEARN FROM ARTISANS AND DESIGNERS FROM HIDDEN MAGICAL PLACES IN THE WORLD.

*WE ARE SUPPORTING WOMEN TO DREAM OF BEING WHOMEVER THEY WANT TO BE.*

# Starting Point: Project Raft



We are here in our **Roadmap**:





### **MEDIA**

Free Podcast, Videos, Vlog,  
Blog, Newsletter



### **GFAVIP**

Expert courses, workshops,  
round tables



### **ECOMMERCE GLADIATOR**

Program taking members and  
converting them to gladiators



### **BLOG JV**

Investment program for growing  
external traffic websites



### **CROSS BORDER MATCHMAKER**

Online & Offline Speed business dating,  
round tables, and expert sharing sessions



### **CROSS BORDER SUMMIT**

Annual conference to put it all  
together

# Learning Content

- Podcast on B2B Trade
- Blogs, Videos, Webinars
- Training & Workshops
- Cross Border Summit



**Scan Me**

Or on itunes

Subscribe to GFA on iTunes



[GlobalFromAsia.com/itunes](http://GlobalFromAsia.com/itunes)

# CROSS BORDER SUMMIT 2024

NOVEMBER 3-5, 2024

Pre + Post Event Activities from November 3 - 8, 2024

Get ready to embark on a transformative journey of knowledge, networking, and innovation. Our summit is designed for entrepreneurs, business leaders, and visionaries who are shaping the future of global commerce.

# Thanks!

