

Sector : E-commerce, Digital marketing
Foundation Year : 2016
Number of Employees : 5
Web : <http://amzgenesis.com/>



“Digital solutions for sellers in e-commerce platforms”

AMZ Genesis

AMZ GENESIS is ALL-in-ONE Amazon and business consulting service, specialized in internet marketing and advertising and managing of online stores in Amazon, eBay, Etsy and online shops.

Crisis:
Digitalisation, E-commerce optimisation

About

AMZ Genesis is a full-service consultant agency focused on e-commerce platforms (Amazon, eBay, Etsy) to support brands, manufacturers, distributors and sellers. The company is present with virtual offices based on three continents. The managers are active FBA and Dropshipping sellers on Amazon USA, Canada, Australia and EU and are always up to date when it comes to changes in these platforms. The company is also specialised in brand creation and building, digital marketing and management of online stores.

Background

With the beginning of the pandemic, the online sales significantly increased and more companies sought the services of AMZ Genesis. More manufacturing and trading companies began to turn to AMZ Genesis for the management of their online stores and sellers' accounts in the leading e-commerce platforms (Amazon, eBay, Etsy) as well as for the improvement of their online presence and digital marketing. In order to meet the increased requests of customers, the company had to enhance its capacity both in terms of staff and digitalisation. The increased number of online orders necessitated the application of more digital tools for performance of analytics, optimisation of sales, processing of payments and shipments, niche research, SEO

optimisation, brand registration, online advertising. The services of AMZ Genesis were also sought by companies in need of improving their online presence on the web and on social media and building their digital brands.

Digital Tools

- Helium 10:** platform with analytics and tracking tools for sellers;
- DataHawk:** analytics and optimisation software;
- PayPal:** online payment system;
- Payoneer:** platform for cross-border payments;
- Google Meet:** video conference platform;
- Zoom:** communications platform;
- Hootsuite:** social media management platform;
- Mailchimp:** email marketing automation platform.



Method

In order to better manage the sellers' accounts in e-commerce platforms, analytics and optimisation tools, such as Helium 10 and DataHawk, were applied by AMZ Genesis. The use of the tools was beneficial for the company and led to increase in the number of sales, optimisation of margins, boosting productivity and gaining insights. The online payments were processed through PayPal and Payoneer. More digital tools were also applied by AMZ Genesis in order to increase their online presence on the web and on social media. The management of social media accounts, planning and scheduling of publications were carried out through the Hootsuite platform. Mailchimp was used for email marketing. A series of online courses "How to sell successfully through Amazon and eBay" were organised by AMZ Genesis for companies interested in optimisation of their sellers' accounts in e-commerce platforms. The online courses were organised through the platforms for video conferences Google Meet and Zoom.

Conclusion

During the pandemic, the company managed to retain its position on the market as important provider of digital solutions to customers in the field of e-commerce, online sales and digital marketing. By offering and successfully applying various digital tools, AMZ Genesis even expanded its presence on the market and its services were sought by more companies. As more customers were attracted, the company could afford to spend more resources on enhancing its digital capacity. The sources of the company's revenues were diversified by offering online courses.