



ROI
44X
and growing

Ghent

Amazon marketing strategy increases product views + sales

To maximize Amazon sales growth, Ghent knew they needed a single point of contact to manage promotion-management strategies for eCommerce sales. The expert team at Highlands stepped in to produce double-digit increases in sales in just six months.

The Client

Ghent offers a full range of visual communications products including whiteboards, glassboards, mobiles, traditional bulletin boards, and enclosed boards, along with accessories, to personalize, add value, and enhance the customer experience.



The Challenge

With over 50 million monthly visitors, Ghent realized that developing a sales and marketing strategy on Amazon.com had overwhelming potential for incremental sales growth. Without a dedicated team to manage content, pricing, and testing of different promotional strategies, they saw gaps in competitive pricing and targeting strategies that, if filled, could showcase product strengths.

Knowing the immense value and quality of their products, Ghent realized a new strategy was needed to increase site exposure, decrease costs, and fully realize the immense potential of their eCommerce sales in the visual communications channel.

The Highlands Difference

Highlands' eCommerce team helped uncover value-added strengths of Ghent's products over the competition and assisted in developing a plan to drive incremental eCommerce sales growth.

Highlands recognized the need for product differentiation and focused on analyzing the strengths of Ghent's product offerings, like the fact that all products are made in the USA, using premium components. By narrowing the search relevance and strategies for their products, Highlands targeted the promotions and advertising strategy to take advantage of Ghent's competitive strengths.



"Sales are profitable and growing!"

The Results

Ghent partnered with Highlands' eCommerce team to drive incremental sales growth. While the company had recently seen a slight drop in eCommerce sales through Amazon, Highlands delivered an outstanding return on investment in the first six months.

With the help of Highlands, Ghent's sales through July of 2016 had already reached a stunning 94% of the total sales for the entire previous year.

Optimizing the product descriptions to include targeted strategies, Highlands maximized Amazon.com's search engine priority system. Once lost among the thousands of product offerings, customers were now able to easily find the high-quality and innovative **Visual Communication Products** provided by Ghent, leading to significant double-digit sales growth.