



NECTAR

How Partnering with Nectar
Increases Amazon Profits

Solutions by Nectar



The Company

Alabama Wholesale Socks, Inc. is a family-owned hosiery mill in the heart of the “Sock Capital of the World” that has been in operation since 2002. Alabama Wholesale Socks offers great quality, low prices, and fast shipping on a huge variety of socks for men, women, and children. The company sold on Amazon Seller Central directly and through a single authorized seller.



The Challenge

Alabama Wholesale Socks was working with an authorized seller that began diminishing their brand credibility with inaccurate product listings. Alabama Wholesale Socks wanted a marketing strategy targeting shoppers in all stages of the purchase funnel. The company had over 200 product listings with multiple issues.



No Product Infographics



No A+ content



No Storefronts



Inaccurate variation relationships



No comprehensive advertising strategy



Incorrect and outdated product pictures



Incorrect product descriptions and bullet points



Multiple sellers on each product listing causing customer confusion



The Solution

Alabama Wholesale Socks partnered with Nectar to fully manage the Amazon sales channel. Nectar was tasked to develop their strategic marketing plan and increase orders by rebuilding the brand's trust.

Nectar developed the strategic plan for Alabama Wholesale Socks to own the Amazon sales channel with marketing and executed it quickly.



Ownership

- Nectar recommended to Alabama Wholesale Socks to stop selling to authorized resellers to drive more profit. Nectar continued to monitor for unauthorized resellers to maintain brand credibility.



Listings & SEO

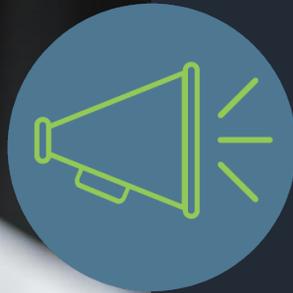
- Nectar performed comprehensive competitor and SEO research to rebuild every single product listing from scratch for Amazon optimization on keywords and product copy.
- Nectar grouped all the products together for ease of shopping and to aggregate reviews to rank higher in Amazon's search engine results.



A+

Content

- Nectar drove brand awareness for the company's top selling sock line by creating a designated Storefront.
- Nectar developed and designed infographics to highlight the key features of each product based on customer reviews to drive consideration and conversions.
- Nectar differentiated Alabama Wholesale Socks from their competition with stunning designs and compelling copy that accelerated the customer shopping journey with A+ templates for every product category.



Advertising

- Nectar remarketed to customers with custom product inserts to drive repeat business.
- Nectar developed integrated marketing campaigns that significantly increased sales and Average Order Value.
- Nectar's comprehensive advertising strategy comprised the right mix of Sponsored Brands, Sponsored Products, and Sponsored Display ads to drive qualified Storefront traffic and more conversions.

The Results

Alabama Wholesale Socks increased sales and their profit margin on Amazon by partnering with Nectar to fully manage Amazon sales and marketing. Nectar also targeted new audiences and drove brand awareness with conversion driving advertising. Alabama Wholesale Socks continues to partner with Nectar to scale their Amazon profit margins.



5x

**Sales by 5x
in the first six months**



3x

**Sales by 3x
in one year**



15x

**Sales by 15x since
partnering with Nectar**

Physicians' Choice
DIABETIC SOCKS
RECOMMENDED BY DOCTORS



Physician's Choice Diabetic Socks
FOR MEN

Cotton Poly Blend | Made in USA | Pull On closure

4 DIFFERENT LENGTHS



LOW CUT Diabetic Socks
QUARTER Diabetic Socks
CREW Diabetic Socks
OVER THE CALF Diabetic Socks

The unique sock design is specifically tailored to be **non-restrictive** and **promotes blood circulation**, which makes for the perfect socks for anyone with circulation issues.



Physician Choice Diabetic socks are ideal for individuals with a medical condition, enables maximum circulation, reduces the friction that causes blisters. It is recommended by doctors and ideal for diabetics and individuals searching for a cozy sock that will not restrict their blood flow.



	Over the Calf	Crew	Quarter	Low Cut
Men Sock Sizes	10-13 and 13-15	10-13 and 13-15	10-13 and 13-15	10-13 and 13-15
Cotton Blend Fabric	✓	✓	✓	✓
Machine Washable	✓	✓	✓	✓
Made in USA	✓	✓	✓	✓

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	Over the Calf	Crew	Quarter	Low Cut
Women Sock Sizes	6-8 and 9-11	6-8 and 9-11	6-8 and 9-11	6-8 and 9-11
Cotton Blend Fabric	✓	✓	✓	✓
Machine Washable	✓	✓	✓	✓
Made in USA	✓	✓	✓	✓

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Nectar's strategy and execution grew our Amazon sales in the first six months. Their Amazon, advertising, and creative expertise has brought us new and repeat customers that exceeded our expectations.”

Tommy Evans
President , Alabama Socks



Our Amazon Story

Nectar is a premier fully-managed Amazon services agency with a laser focus on increasing your profits. We partner as your Amazon Sales and Marketing team. Our expertise, partner centric nature, and innovation will take your Amazon business to unprecedented levels.