



# 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



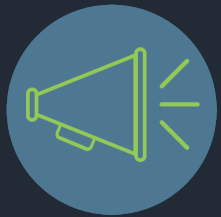
No A+ content



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outdated  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

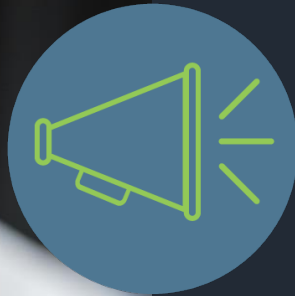
- Nectar performed comprehensive competitor and SEO research to rebuild every single product listing from scratch for Amazon optimization on keywords and product copy.
- Nectar grouped all the products together for ease of shopping and to aggregate reviews to rank higher in Amazon's search engine results.



## 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

The infographic consists of three green circles arranged horizontally. Each circle contains a blue multiplier (5x, 3x, and 15x respectively). Below each circle is a white text label describing the time period and the metric being measured.

**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.

MOISTURE-WICKING

ANTI-MICROBIAL

INCREASES COMFORT

IMPROVED CIRCULATION

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

Physicians' Choice  
DIABETIC SOCKS  
RECOMMENDED BY DOCTORS

Physician's Choice Diabetic Socks  
**FOR WOMEN**  
Cotton Poly Blend | Made in USA | Pull On closure

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Over the Calf

Crew

Quarter

Low Cut

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

Improved Circulation

Increases Comfort

amazonHello Select your address

Diabetic Socks

Hello, Sign in Account & Lists Returns & OrdersCart

AllBest SellersPrimeCustomer ServiceNew ReleasesToday's DealsFind a GiftBooksGift CardsKindle BooksFashionPharmacyToys & GamesKick off Game Day

48 results for "Physician's Choice Diabetic Socks"Sort by: Featured

Eligible for Free Shipping

☐ Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Delivery Day

☐ Get It by Tomorrow

Department

Health Care Products

Diabetic Socks & Insoles

Clothing, Shoes & Jewelry

Women's Clothing

Men's Fashion

Home Use Medical Supplies & Equipment

Braces, Splints & Supports

Sports & Outdoors

See All 7 Departments

Avg. Customer Review

★★★★☆ & Up

\$24.99prime

\$25.99prime

\$25.99prime

Supportive, moisture-wicking comfort for the feet  
[Shop PhysiciansChoiceDiabeticSocks](#)

Price and other details may vary based on size and color

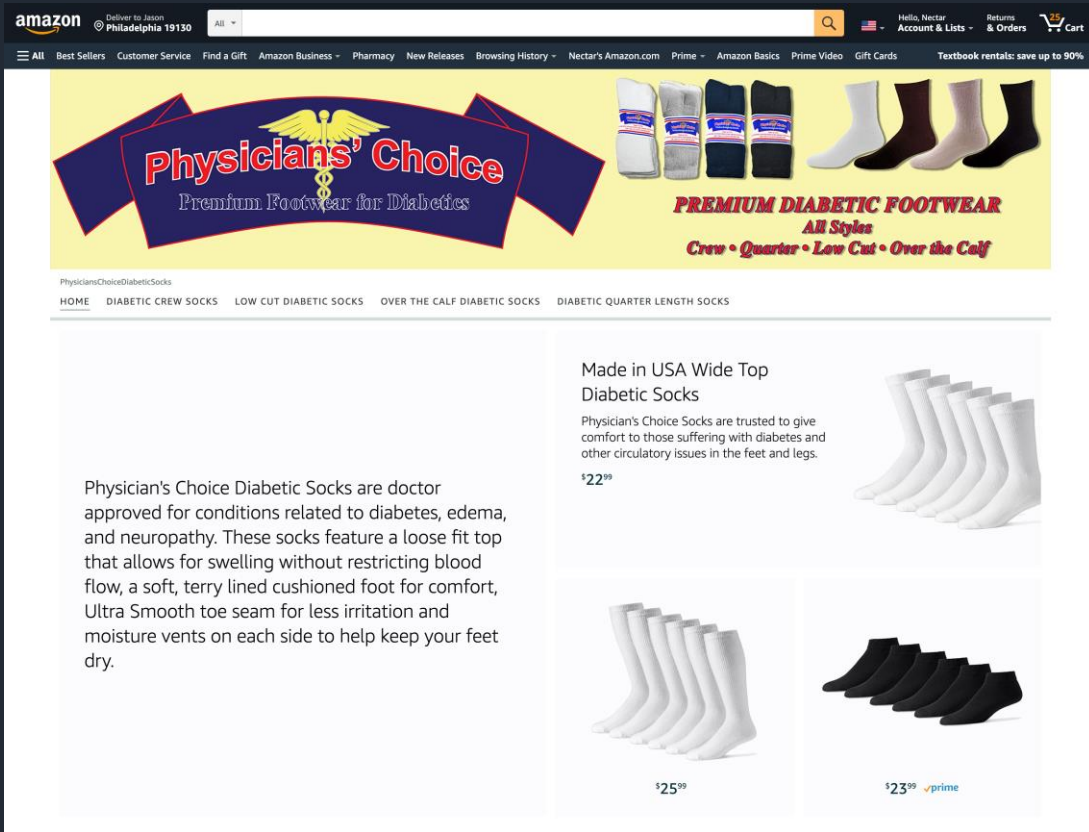
\$24.99prime

\$25.99prime

\$25.99prime

Sponsored

## Before Nectar



## After Nectar



”

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.