



VOYAGEUR
GROUP

You want to grow your brand. We know the way.

Voy · a · geur

[VWAH - YAH - ZHUR, VOI-UH-; FRENCH VWA - YA - ZHCER]

An expert guide in remote regions, especially one employed by companies to transport supplies to and from their distant stations.

We are your e-commerce Voyageurs. Your experts. Your guides. We will navigate your brand to growth.

Voyageur group is a **full-service** e-commerce management agency that supports companies in optimizing their merchandising, marketing, operations, and creative design across multiple e-commerce platforms.

We work with brands of all sizes to launch and/or scale their Amazon, Walmart, and e-commerce businesses through a personalized, tailored approach.

Our Services

amazon

Walmart*

TARGET

Platform Launch

Navigating launch of a new platform can be daunting & doing it right is important. We are here to help.

- Account Setup
- Brand Registry (Amazon)
- Restricted Category Approvals
- Fulfillment Configuration

Merchandising

We bring your brand's story to life and maximize conversion with holistic merchandising support.

- Catalog optimization & management
- Item Listing Creation
- Pricing & Promotional Strategy
- Bundle Creation
- A+ Pages Custom Design (Amazon)
- Keyword Research & detail page SEO

Marketing

Maximizing qualified traffic to your detail pages & storefront is paramount for success. We manage all aspects of on-platform advertising to maximize traffic and meet your ROAS goals.

- Campaign research & launch
- Full-service campaign management
- PPC Search-based ads
- Audience targeted display ads
- Campaign reporting & insights

Our Services



Design

A custom strategy deserves a custom design. We go above and beyond to create content that tells your brand story.

- Amazon Brand Stores
- Amazon A+ pages
- Custom imagery for detail pages
- Original content design
- Video Creation

Operations

We develop and optimize a custom fulfillment and operations plan that is unique to your brands capabilities and goals.

- FBA vs FBM Strategy
- Ecommerce 3PL Consulting & Integration support
- Demand Planning & Forecasting
- Case log management
- Demand planning & forecasting

Strategy & Insights

Platforms are always changing, therefore so do we. We work with our brands to create a (multi) platform strategy. We then are continuously monitoring sales & results while providing weekly reports and monthly recaps with insights. This progress monitoring and insights is pivotal to the constant growth and meeting of your goals.

- Joint strategy alignment
- Weekly sales recaps
- Monthly sales and advertising reports with joint insights review
- Recurring meetings to plan and execute joint strategy
- Testing & learning with new services as they roll out across platforms

What makes us great?

Full Service

We aim to not only provide the expertise and strategy for success, but we are here to execute most of your e-commerce functions so you can focus elsewhere.

A Dedicated Team

Who you meet is who you work with, a tight knit team that becomes familiar with your brand inside and out to deploy and manage the best Amazon strategy across all flywheel elements that is unique to your business.

Access

We expedite platform issues by working directly with team members on the inside (Amazon).

Merchandising & Marketing

Combine for perfect e-commerce support. Our Merchandising and Marketing teams work closely to maximize qualified traffic and conversion to grow your business and meet your sales and profitability goals.

Multi-Marketplace

We are ready to grow your business across multiple marketplaces.

Copywriting

We can do more than just make your copy work for Amazon. We love writing copy that drive both conversion as well as maximizes your brand's search relevancy within the platforms search algorithm.



Why should you choose us over the rest?

Design

We go well beyond templates and expensive add-ons to offer a full-service design team that gives your brand capacity and the presentation it deserves.

Flexible & Proactive

Our team is nimble and is incentivized to grow your business. We are flexible in how we work and are proactive in finding ways to grow your business.

Authenticity, Passion, and Commitment

Your business is our business and we take your success personally.

Community Launch Boost

Voyageur Group's Proprietary Ranking Program – Guaranteed to get your product to page 1 of relevant search results

Best-in-class Ad Tech

Voyageur Group leverages the #1 Retail Media Ad Tech platform for your brand's ads

Thank you



voyageurgroup.co

Voyageur Group Drives the Amazon Flywheel

1. Retail Readiness / Merchandising

- Items Published in accordance with category style guide
- Multiple Images
- Items priced right and ready for sale

2. Search Optimization

- Listings are optimized for maximum search relevancy
- Maximize relevant keyword placement in Title, Bullet Points, Product Descriptions, and backend keywords.

3. Onsite Marketing

- Boost Traffic to Detail Pages
- Increase Product Awareness and Sales
- Improve position in category sales rank
- Gain earned media and impressions as a result

4. Enhanced Content

- A+ / EBC Pages drive search rank & sales
- Drive greater brand experience & more sales
- Improve search rank
- Brand Storefront

5. Reviews & Seller Feedback

- Earn positive product reviews
- Respond to negative and positive reviews
- 3P: Gain positive seller feedback

6. Improve Sales Rank & Relevancy

- Improve sales rank and positioning with Amazon's automation & personalization engine

7. Offsite Traffic & Ads

- Drive additional external traffic to Amazon
- Prioritize traffic to Amazon Brand Store

