



FROM VISION TO VENTURE, WE'RE WITH YOU

WELCOME TO Fathom HOUSE





ABOUT FATHOM

Initially a marketing agency, we evolved into a 360° D2C brand builder after seeing our clients' need for end-to-end support. At Fathom House, we guide entrepreneurs from ideation to launch, handling brand development, product packaging, process setup, tech integration, and marketing.

Our mission is to provide a one-stop solution, empowering brands to grow and succeed from the ground up.





WHY FATHOM?

Marketing Expertise: Evolved from a top marketing agency into a 360° D2C brand builder.

One-Stop Solution: Beyond marketing—we cover branding, packaging, tech, and operations.

D2C Insights: Our experience building D2C brands ensures we understand founders' needs.

Execution Partners: We work alongside founders, executing every step together.

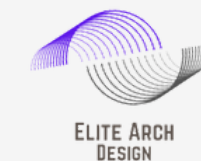
Fathom House: Your full-service partner in D2C brand building.





OUR WORK

Fathom House began as a marketing agency for various industries but soon discovered a deeper need in the D2C space. We've now shifted focus to empower D2C brands, building a comprehensive support system tailored to their unique needs. Our vision is to create a tech-driven ecosystem that helps D2C brands make smarter decisions and thrive in a competitive market.



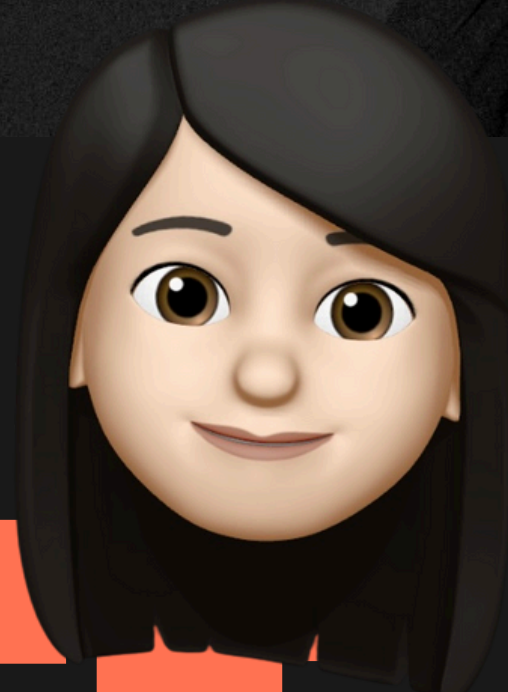
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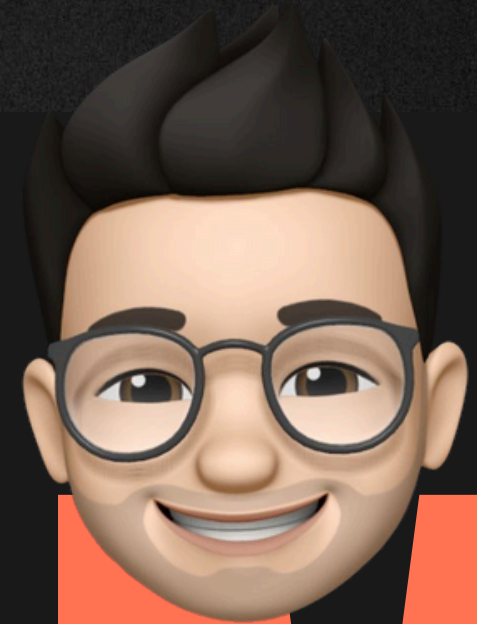
Dhruvin



Urvashi



Vanshika



Vivek

OUR TEAM



Dia



Ankush



Aashish



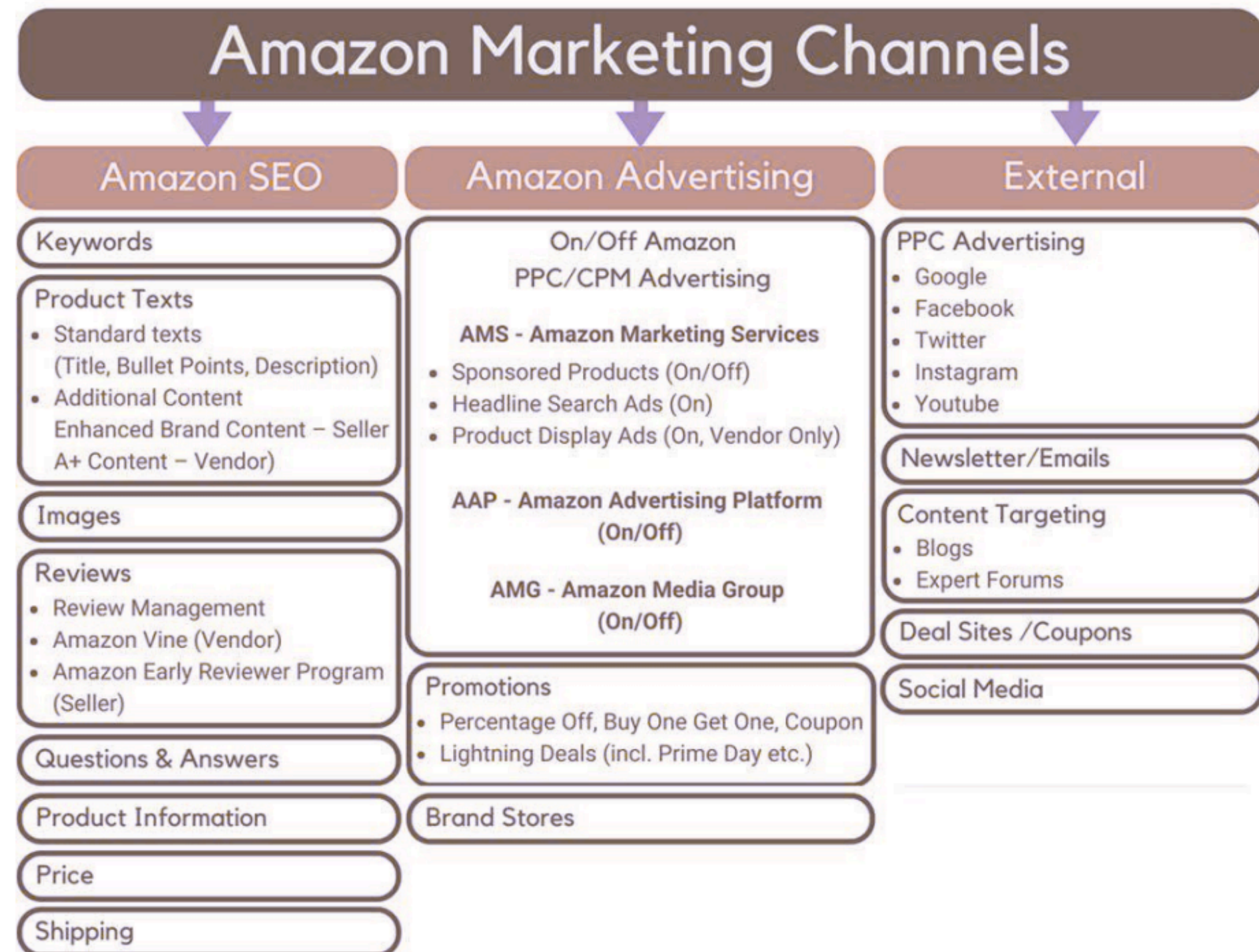
Kanu



Aditya



MARKETPLACE MARKETING STRATEGY





OVERVIEW OF AMAZON AS A SALES PLATFORM FOR A D2C BRAND

- **Global Reach:** Access Amazon's vast customer base to expand your market without physical stores.
- **Enhanced Visibility:** Boost brand visibility and sales for revenue-generating brands.
- **Fulfillment Support:** Streamline logistics with Amazon FBA for storage, packaging, and shipping.
- **Advanced Marketing Tools:** Leverage Amazon's targeted ads to drive traffic and conversions.
- **Data-Driven Insights:** Use analytics to optimize strategies and track customer behavior.





ACCOUNT SETUP & OPTIMISATION

Step 1: Documentation & Compliance

- **Account Registration Assistance:** We streamline the process by helping you gather and submit all necessary documents, including GST registration, PAN card, and business licenses.
- **Trademark Support:** Assistance with trademark registration to qualify for Amazon Brand Registry.
- **Brand Registry Setup:** We handle the end-to-end process, enabling enhanced tools like A+ Content, Brand Analytics, and brand protection features.

Step 2: Product Listings

- **Keyword Optimization:** Craft SEO-rich product titles and descriptions for better search visibility.
- **Professional Visuals:** Develop high-quality images, videos, and infographics to elevate product appeal.
- **Enhanced Brand Content (EBC):** Create visually compelling A+ Content to differentiate your brand.





ACCOUNT SETUP & OPTIMISATION

Step 4: Storefront Design

- **Amazon Store Creation:** Build a branded storefront to showcase your product range, boosting customer engagement.
- **Custom Layouts:** Design attractive, user-friendly layouts aligned with your brand identity.

Step 5: Advertising Setup

- **PPC Campaigns:** Strategize and launch Sponsored Product and Sponsored Brand ads to drive traffic.
- **Targeted Promotions:** Optimize campaigns for conversions and ROI.





AMAZON LISTING OPTIMIZATION FOR SALES GROWTH

- **Keyword Optimization:** Craft SEO-rich titles, bullet points, and descriptions to enhance discoverability.
- **High-Quality Visuals:** Use professional images, infographics, and videos to captivate customers.
- **Enhanced Brand Content (EBC):** Design compelling A+ Content to boost conversion rates.
- **Competitive Pricing:** Conduct price benchmarking and implement dynamic pricing strategies.
- **Customer Reviews:** Leverage review management tools to increase ratings and credibility.
- **Product Variations:** Add multiple sizes, colors, or bundles to cater to diverse customer needs.
- **Promotions & Discounts:** Utilize coupons, deals, and special offers to drive urgency.
- **Inventory Optimization:** Avoid stockouts with accurate forecasting and restocking strategies.
- **Ad Campaigns:** Launch and optimize PPC ads to increase visibility and traffic.
- **Data-Driven Improvements:** Use Amazon's analytics to refine listings and improve performance.





AMAZON A + CONTENT STRATEGY

- **Visual Storytelling:** High-quality images and infographics to highlight key features and benefits.
- **Brand Storytelling:** Showcase your brand's values and journey to build trust and loyalty.
- **Comparison Modules:** Add comparison charts to highlight product superiority and variations.
- **Mobile-Optimized Design:** Ensure seamless viewing across all devices for better engagement.
- **Performance Analysis:** Continuously track metrics and refine content for better results.



AMAZON BRAND STORE CREATION

- **Custom Storefront Design:** Build a visually appealing and easy-to-navigate layout aligned with your brand identity.
- **Showcase Product Range:** Highlight bestsellers, new arrivals, and categories for a seamless shopping experience.
- **Engaging Visuals:** Use high-quality banners, videos, and lifestyle images to captivate visitors.
- **Storytelling Opportunities:** Share your brand's journey and values to connect with customers emotionally.
- **Performance Optimization:** Leverage Amazon Store Insights to track traffic, engagement, and sales, refining for growth.





AMAZON ADS STRATEGY

- **Sponsored Products:** Promote individual listings in search results to increase visibility and drive sales.
- **Sponsored Brands:** Showcase your brand logo, custom headline, and multiple products at the top of search results.
- **Sponsored Display:** Target shoppers on and off Amazon with display ads to retarget visitors or attract new customers.
- **Data-Driven Optimization:** Continuously track performance metrics and adjust bidding, targeting, and creatives for optimal results.





SCOPE OF WORK



1. AMAZON LISTINGS OPTIMIZATION

- Creating, optimizing, and managing product listings with high-quality images, compelling descriptions, and bullet points tailored for target audiences in both India and the US.
- Conducting keyword research to improve organic rankings.
- A/B testing of titles, descriptions, and images to identify the most effective combination.
- Localization of listings for the US market, ensuring culturally relevant language and compliance.

2. AMAZON ADS MANAGEMENT

- Strategy development and execution for Sponsored Products, Sponsored Brands, and Sponsored Display campaigns.
- Conducting keyword research and targeting optimization for ad campaigns.
- Regular performance monitoring and adjustment of ad campaigns to maximize ROI.
- Providing detailed monthly reporting, including sales attribution, ACoS, and recommendations for improvement.





3. BRAND STRATEGY AND CONSULTING

- Bi-weekly consulting calls to review performance, address concerns, and discuss strategy adjustments.
- Insights and recommendations for improving overall Amazon operations and scaling the business.
- Tailored strategies for growth in the India and US markets.
- Conduct a detailed analysis of the brand's current identity and positioning.
- Define the brand's vision, mission, and core values.
- Research audience demographics and behaviors to understand target market insights.
- Study competitors to identify unique market differentiators.
- Develop a distinct brand positioning and messaging framework.
- Create a comprehensive voice and tone guide for consistent communication.
- Outline a content strategy that reflects the brand's identity.
- Plan for seamless integration across all touchpoints.
- Design a phased implementation roadmap.
- Provide guidance on storytelling and message delivery.
- Offer ongoing support for brand growth and refinement.

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THANK YOU!

