

Don't just convert.
Amaze.

NECTAR CREATIVE SERVICES

Introduction

In the world of e-commerce, especially Amazon, a picture isn't just worth a thousand words; it can also translate into tangible business success. A well-crafted image, a thoughtful design, or a compelling video can connect with consumers on a level that words often can't, making great content a requirement for growth on Amazon.

[Nectar](#) lives and breathes e-commerce. Here, we don't just create content; we build visual narratives that tell your brand story, resonate with your audience, and drive conversions. We understand the importance and power of visuals in the digital marketplace. [Our in-house studio](#), staffed by a team of creative professionals, is dedicated to providing you with the visuals and words you need to succeed.

86 % of consumers actively seek our visual content before deciding to purchase.

63 % believe that high-quality images carry more weight than product descriptions.

20 % not much copy on a page actually gets engaged with by users, further emphasizing the role of visual content.

This guide is designed to walk you through our unique creative process, showcasing how we work and how we can help your brand reach its full e-commerce potential. We're particularly proud of how we execute creative projects. Our process is designed to fully align with our partners, while minimizing frustration and rework for cost-effective impactful work.

Let's dive in!

Experience the In-House Difference.

1

Seamless collaboration with consistent creative output.

2

Visual consistency across all of your brand's assets.

3

Faster turnaround times and responsiveness.

4

Increased cost-effectiveness in the long run.

5

Greater control and flexibility in the creative process.

6

A committed team focused on your brand's ongoing success.

Photography



High-quality, engaging photography is a vital component of your brand's online presence. It not only grabs attention but also builds trust, communicates value, and compels users to click the “buy now” button.

At Nectar, we house a team of [professional e-commerce photographers](#) who specialize in capturing your products in their best light. We understand the power of a well-composed product photo and its ability to tell a story, evoke emotions, and influence purchasing decisions.



Our photographers excel in a range of styles to cater to your specific needs, including lifestyle photography. This style places your product within a real-life context, offering consumers a glimpse into how the product might fit into their own lives. The result? A connection between your brand and your customers that goes beyond the product itself.



But don't just take our word for it. Consider the results:

Our partners often report an average conversion rate increase of 20% per product when they update their product listings with new photography from Nectar.



In an online marketplace where consumers can't physically interact with products, compelling photography is not just beneficial—it's essential. It's your chance to make a great first impression, and at Nectar, we're here to ensure that it's a lasting one.

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Nectar's in-house studio was able to make our catalog look stunning. Their team of pros specializes in photo and video that builds customer confidence in your products. Don't underestimate the power of good visuals when growing your business.

— **ANDREW MULLER**

**DIRECTOR OF E-COMMERCE,
YACHT & SMITH**

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Graphic Design



In the increasingly competitive digital space, a compelling visual language and intuitive user experience (UX) can set your brand apart. At Nectar, our [comprehensive design services](#) are designed to create visually engaging content that not only captures attention but also facilitates seamless navigation and interaction for your customers.



Our services span the spectrum of design, including A+ Content, Brand Story, Brand Store creation, and Infographics. A+ Content enhances your product detail pages with additional images, text placements, and a compelling brand story.

According to Amazon, A+ Content can increase sales by 5% without any additional ad spend, and typically drives higher conversion rates by 3-10%.



Meanwhile, our brand store designs aim to create intuitive, user-friendly brand-centric experiences that make browsing and buying as effortless as possible for your customers. A well-designed customer experience with your brand store can significantly increase customer satisfaction and conversion rates.



Our infographics merge valuable information with visual appeal, simplifying complex information for quick comprehension. This not only enhances customer understanding but also contributes to a smoother shopping experience.

Our commitment to excellence in design is evident in the results our partners experience. Nectar partners often see an average increase in overall conversion rates of [15-20% per redesigned page](#).



What is a Brand Store?

A brand store is your private brand page within Amazon and a great opportunity for standing out and getting more sales.

While a Brand Store is your virtual storefront within Amazon, it has its own unique rules that our experts account for. It is not exactly a standalone website but has many features of one. And although it's often compared to the virtual equivalent of a physical storefront, it has best practices that are very different. It's a hybrid of these concepts within the constraints of Amazon's rules.

Our experts leverage their deep understanding of these concepts for the best layout within Amazon's specific guidelines to drive maximum results for your brand.

Videography

The power of video in today's digital landscape is undeniable. With its ability to engage, inform, and entertain, video has emerged as a compelling medium for showcasing your brand and products. At Nectar, we leverage the [power of video](#) to enhance your e-commerce presence and drive consumer engagement.

Our team of professional videographers brings a wealth of experience and creativity to every project. We understand the unique requirements of e-commerce and tailor our video production services to meet these needs. Our goal is to create captivating videos that not only showcase your products in the best light but also tell your brand story in an engaging and memorable way.

And why is this important? The numbers speak for themselves. Video has been shown to increase the conversion rate of landing pages by up to **80%**. Moreover, a significant **73%** of consumers say they prefer video ads when learning about products and services, and an impressive **88%** say video ads have convinced them to make a purchase.

At Nectar, we harness the potential of video to create meaningful connections with your audience. By producing high-quality, engaging video content, we help you convey your brand's unique selling points, demonstrate product features, and ultimately, drive sales. Our videography services represent yet another way we empower your business to thrive in the e-commerce arena.

Sponsored Brand Video Ads by [Nectar have a minimum 238% higher CTR than other Ad campaign and mediums.](#)

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Our Amazon presence has been revolutionized with Nectar. Their targeted content, SEO optimization, improved ad strategies, and inventory performance enhancements resulted in a staggering 263% sales increase YoY from 2021 to 2022. Nectar's strategic approach, treating our brand as their own, has propelled our Amazon store to new heights.

— **PIETRO BRICCOLA**
PRESIDENT, BRICS

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Understanding the Partner's Vision

At the core of Nectar's philosophy is a strong belief in partnership and collaboration. We don't consider ourselves merely as outsourced labor, but rather as an extension of your team, fully committed to your brand's success.

Our journey together starts with a deep dive into your brand's essence. This initial phase is integral in ensuring that the creative assets we develop are not just visually appealing but are also a true representation of your brand's identity and aspirations.

If you already have a brand guideline or style guide, we begin by reviewing this document, absorbing the nuances of your preferred design standards, including color schemes, fonts, tone of voice, and overall aesthetic.

If you don't have these guidelines in place, worry not. We can facilitate a detailed discussion, exploring your brand's ethos and style preferences to create a robust brand guide. We'll discuss specific design elements that resonate with you and align with your brand's narrative.

We recognize the importance of real-world examples in shaping the creative direction. As such, we encourage our partners to share visual references or inspirations that align with their vision. These could include color palettes, typography styles, or specific design aesthetics.

Our goal is not just to understand your brand, but to internalize your vision, making it our own. This way, we ensure that our creative services not only align with your objectives but also foster a deep connection with your audience. This is the true essence of partnership - we thrive when you thrive.



Nectar has treated our business like it's their own. The team looked at every angle to identify and improve what was working, and fixed things that were broken. Also, the partnership immediately added a team to our business with skillsets and expertise like marketing, advertising, and operations that helped us scale.

— MIKE WATTS

FOUNDER & CEO, LOVEHANDLE



Creative Strategy and Brand Guidelines

Once we've immersed ourselves in your brand's vision and core values, the next step is to translate this understanding into a comprehensive creative strategy.

A central piece of this strategy is our meticulously designed, brand guidelines presentation, specifically tailored for your brand. This document serves as the blueprint for all creative work and is an invaluable resource to ensure consistency across all your brand's touchpoints.

Our brand guidelines are detailed and exhaustive. They contain everything from font styles and color palettes to the tone of voice to be used in communication. More importantly, it also covers mobile optimization considerations to ensure your brand's creative elements seamlessly adapt to various screen sizes, thereby providing a consistent user experience.

Within brand guidelines, there also are visual representations like mood boards that serve as visual inspiration, combining colors, textures, typography, and even photographs that encapsulate the intended feel and tone of your brand. They serve as a reference point, ensuring that all creative outputs maintain a consistent and cohesive aesthetic.

With these brand guidelines in place, we ensure that every piece of creative work, from photography and videography to graphic design, aligns perfectly with your brand's unique identity. This not only strengthens brand recognition but also instills trust and credibility among your audience.

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Working with Nectar's creative team has been fantastic. They excelled in creating Amazon A+ content, captivating infographics, and stunning photography that showcased our brand vision. Their dedication to understanding our products and needs was evident during the photography meeting. We eagerly anticipate more collaborations featuring their exceptional photography.

— **JOSH PASHOLK**

OPERATIONS MANAGER, PLANTONIX

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Previews of Work



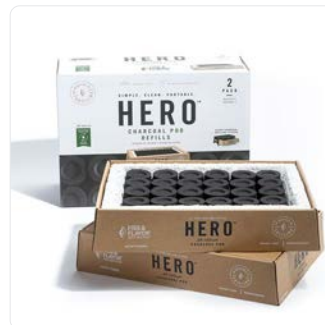
Following the establishment of brand guidelines and creative strategy, we move on to the next tangible step: mockups. This phase is where the creative direction starts to materialize.

We create mockups that provide a preview of the proposed designs and creative work. These mockups help visualize how the brand elements will come together, be it on your website, Amazon listing, social media graphics, or digital advertisements.

These initial representations are not set in stone; they are a starting point for further discussion. We encourage open communication and feedback at this stage. Your insights and suggestions are crucial in refining and perfecting the design.

Once the mockups align with your vision, they're finalized for approval. It's a meticulous process that ensures every aspect of the design resonates with you and your brand, and most importantly, your target audience.

This process is an exciting collaborative journey, one where we, as partners, work together to bring your brand's vision to life.





The Nectar team was efficient and thorough, successfully replicating our distinct brand voice and vision across updates to infographics, A+ content, and copy. I was impressed with the upfront work the team did to understand our brand style and our customer's needs in order to seamlessly create new content within the limitations of Amazon templates that felt like Fellow, spoke to our target consumers, and drove conversion.

Our conversion rates have seen an overall improvement of 60%+, and we are able to use the design templates provided by Nectar to work off in-house as we create new listings.

— **MADLINE DILLASHAW**

SENIOR AMAZON MANAGER, FELLOW



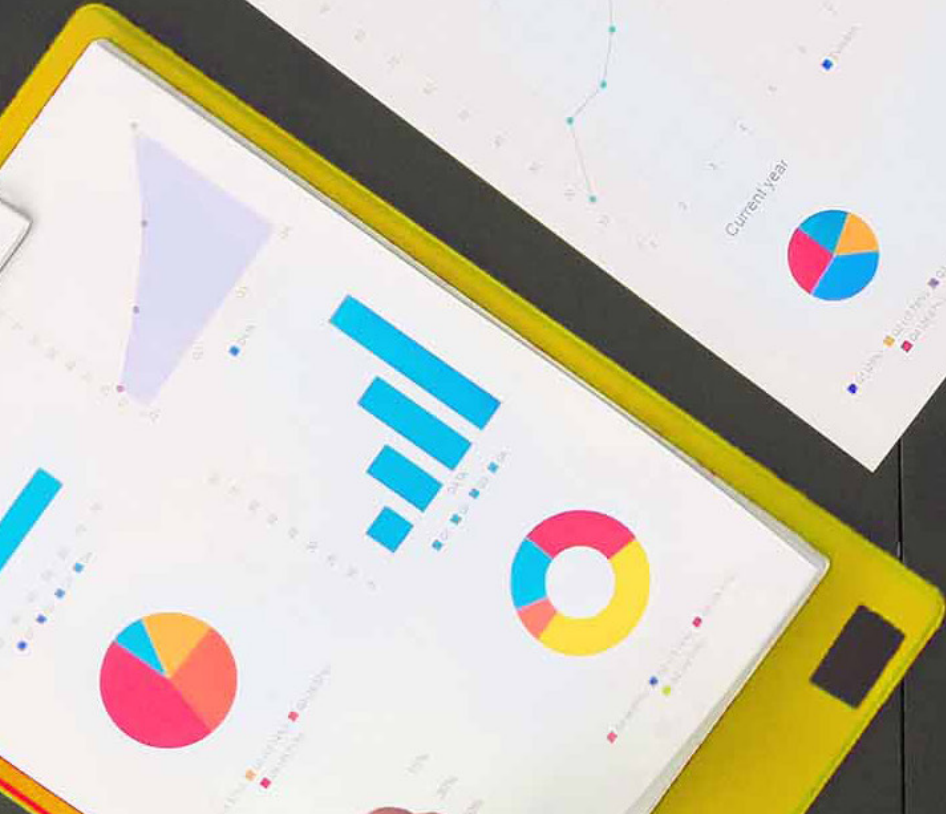
Implementation and Optimization

Once the partner approves the final design, our team gets to work building the approved design in the Amazon brand store. Our experts take great care to ensure that every aspect of the design is perfectly executed, from the placement of images to the use of keywords.

We optimize the content for maximum visibility and conversion. This includes implementing effective product titles, descriptions, and bullet points that use targeted keywords and phrases to improve search ranking and click-through rates. We also ensure that the brand's unique value proposition is clearly communicated to customers and that the overall messaging is consistent and on-brand. Everything must be considered including the implementation and optimization of listing images and A+ content, and ensuring that the brand story is seamlessly integrated throughout the whole.

Continuous evaluation and improvement are critical components of our approach to Amazon brand store redesigns. Our team regularly monitors performance metrics and adjusts strategies as needed to maximize results. We use advanced analytics tools to track key metrics such as sales, conversions, and ROI, and provide detailed reports to our partners.

Our focus on continuous optimization means that our partners see ongoing improvements in their Amazon sales, even after the initial redesign is complete. With Nectar, businesses can rest assured that their Amazon brand store is always performing at its best.



09 Results and Success Stories

At Nectar, we believe that the success of any redesign project lies in the results it delivers for our partners.

We're proud to share that our partners have seen an average increase of 15-20% in conversion rates after redesigning their Amazon brand stores. This boost in conversions has resulted in significant revenue growth for our partners and a strengthened brand image on the Amazon marketplace.

For example, Hyoola, a company offering natural wax candles, [faced several challenges with their Amazon store](#), including inconsistent branding and poor UI/UX design. Our team revamped their store by creating a comprehensive brand guide, optimizing the customer journey, and implementing Amazon-sponsored brand headline search ads. The results were remarkable, with monthly sales soaring by 250% within the first month and close to \$300,000 in additional revenue generated over the course of six months.

Similarly, Duke Imports, a family-owned business of exclusive bedding products, experienced a slowdown in sales from

its Virah Bella Amazon store. After restructuring the navigation menus and page layout, updating the UI based on the brand's updated style, and adding the best-selling products with good CTR and CVR, Duke Imports saw a 117% increase in sales and a 36% increase in CVR for the total site within 30 days of the revised store being published.

Our photos alone are incredibly powerful. Bask, a luxury scented candle maker, had a challenge with [low-quality imagery negatively impacting their sales](#).

Partnering with Nectar, they underwent a brand transformation using professional photography to enhance their online presence. The result? A stunning 15-20% increase in their conversion rate, demonstrating how Nectar's expertise can significantly boost performance.

At Nectar, we're committed to providing our partners with exceptional results and a comprehensive approach to Amazon brand store redesigns. We believe that our success is measured by the success of our partners and their continued growth in the Amazon marketplace.



We've experienced massive growth in the past few years, but Amazon had been lagging behind our growth in other areas. Amazon is complicated and Nectar really took ownership of the entire process which can be very resource intensive from catalog management, photography, graphic design, SEO, advertising and marketplace strategy. Nectar not only provided high-quality resources but also helped us drive top-line growth revenue and net profitability. I really like that.

Their approach is to continually optimize our content so that we can stay ahead of the competition. Overall, Nectar has been a great partner in helping us scale on Amazon while letting us focus on growing other parts of our business.

— **TONY GROSS**
PRESIDENT, A CHEERFUL GIVER



In this rapidly evolving digital landscape, standing out is not just about having a presence. It's about making an impact. It's about telling your brand story in a way that resonates, engages, and converts. At Nectar, we're here to help you do just that.

Our unique approach to creative services isn't simply about creating visually appealing content. It's about building a strategic, data-driven, and partner-centric creative process that delivers real, measurable results. From in-depth consultations to understand your vision, to strategic planning, creation, implementation, and continuous optimization, we're with you every step of the way.

We're not just an outsourced agency; we're your partners in success. We invest time, effort, and expertise into understanding your brand, your customers, and your vision to create compelling creative content that drives growth and profitability.

If you're ready to take your brand to new

heights in the digital marketplace, Nectar is here to help. We invite you to experience the difference that a partner-centric, results-driven creative service can make for your brand.

Thank you for taking the time to explore our creative services and process. We hope this guide serves as a valuable resource as you consider the next steps in your brand's digital journey. We look forward to the opportunity to partner with you in achieving your e-commerce goals.

[Our results](#) speak for themselves, as seen in our case studies. If you're ready to take your brand presence to the next level and unlock its full potential, Nectar is here to help. Our team of experts is committed to helping brands achieve their goals and drive long-term growth through optimized [design and content](#), [account management](#), and [advertising](#) strategies.

[Contact us](#) today to learn more about our services and how we can help you succeed on Amazon.



www.ThinkNectar.com