**Who We Are:**

Founded in 2006, Lijo Decor has made a name for itself as a trusted go to retail partner for brands that want to take their business to the next level in the ecommerce space. We specialize in working with brands with luxury lines that truly care about their brand image and understand the value of MAP and pricing controls. Under one roof, we have a disparate team of marketing specialists offering services such as EBC, PPC management, seller performance gurus, logistics and FBA fulfillment, as well as channel management and best in class reporting. At Lijo, brands can expect a unique approach blending the best in human expertise with cutting edge technology. Brands can expect a true partnership focusing on a holistic approach toward growing their brand presence across a spectrum of domestic and international channels.

**What we offer:**

* **Partnering with brands**: Building genuine partnerships, understanding the brand to effectively represent it online
* **End to End Amazon Seller Central account management**: Helping businesses sell products on Amazon and maximize online sales and profitability
* **Growing Brand Recognition**: Increasing visibility and awareness of a brand, improving product ranking on Amazon and in search results
* **Enhanced Brand Content Creation**: Creating high-quality, engaging A+ detail pages on vendor central optimized for Amazon and major search engines
* **Advertising Management**: Setting up and managing advertising campaigns on Amazon, including keyword research, ad creation, bid management, and performance tracking
* **Minimize on-Amazon Disruption**: Tracking data points to keep distribution clean and honest. Includes competing brands, official and gray market sellers, their pricing, stock, and restocking cadence
* **MAP Management and Reporting**: Monitoring and enforcing reseller policies to protect brand integrity
* **Pricing using AI to increase price**: Working with brands to achieve goals, not just depressing pricing
* **Amazon Customer Review monitoring**: Managing online reputation by closely tracking and analyzing product reviews on Amazon
* **Competitive Landscape reporting**: Ongoing analysis of market size, growth rate, key players, trends, and customer needs. Analysis of strategies and tactics being used by competitors in order to improve a brand's share of voice
* **International Markets**: Assisting with market research, translation and localization, cultural adaptation, legal and tax compliance, logistics, and end-to-end channel management
* **Off Amazon Disruption Analysis and Reporting**: Holistic approach to brand management, ensuring success on multiple channels and avoiding indirect cannibalization
* **Closeout and distressed inventory liquidation**: Buying and coordinating the sale of excess inventory in a brand conscious manner
* **Logistics and shipping**: Providing a range of services to efficiently manage shipping and fulfillment needs including FBA, customer orders, small parcel to both domestic and international locales.
* **Shipping fragile products and co-packing**: Specialized techniques and processes for handling and shipping delicate items, as well as co-packing services
* **Multiple Models Available**: Our portfolio includes a diverse range of service models to cater to your unique needs. We provide a comprehensive full-service agency model, a standard transactional model, and a versatile hybrid model, each designed to align with different business strategies and objectives.

If you are interested in having a conversation about effectively scaling your brand online, reach out for a free consultation today!

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