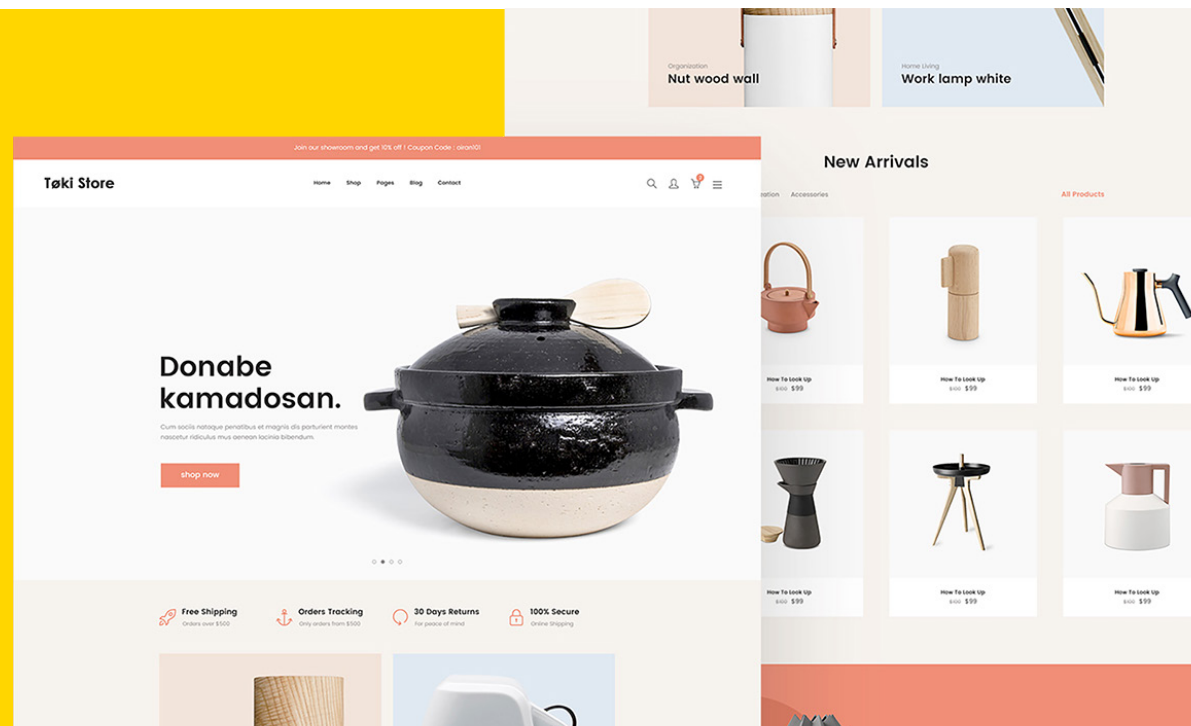


 **My Amazon Guy**

Why every Amazon seller needs a DTC website in 2025

Unlock higher margins,
own your customer, and
future-proof your brand



The Amazon landscape is shifting

- ✓ Rising FBA fees and advertising costs are eating into margins
- ✓ Brand registry requirements and compliance hurdles have increased
- ✓ Organic visibility is harder to maintain without large PPC spend
- ✓ New seller onboarding is slowing, competition is fierce

Key takeaway:

Amazon is still a great channel, but it shouldn't be your only channel.



The power of DTC (Direct-to-Consumer)

- ✓ Own your customer data (email, phone, behavior)
- ✓ No marketplace fees—boost margins by 15-40%
- ✓ Control brand experience (from unboxing to upsells)
- ✓ Flexible marketing via Google, Meta, TikTok, email, and SMS

Key takeaway:

Brands with a thriving DTC channel are more resilient, profitable, and sellable.

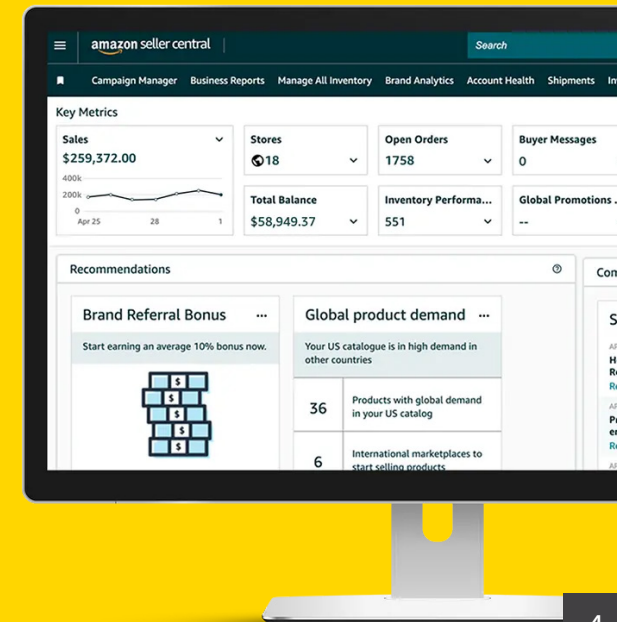


Meet your new growth stack

- ✓ **Amazon:** Best for search-intent buyers, reviews, and scale
- ✓ **DTC website:** Best for retention, storytelling, bundling, and launching new products

Bonus:

Your DTC performance can actually boost your Amazon sales by feeding external traffic via Amazon Attribution and Brand Referral Bonus.



Real math: DTC margins vs. Amazon

| Channel | Product price | COGS | Fees | Profit | % Margin |
|---------|---------------|------|------|--------|----------|
| Amazon | \$40 | \$12 | \$15 | \$13 | 32.5% |
| DTC | \$40 | \$12 | \$5 | \$23 | 57.5% |

Assumes blended Shopify/Stripe/ads cost

Conclusion:

You make nearly 2x the margin on DTC websites.



What you can do with those extra margins

- ✓ Retarget past buyers for 10% the cost of new acquisition
- ✓ Run influencer or affiliate programs
- ✓ Launch new SKUs faster, without algorithm risk
- ✓ Bundle creatively (subscription boxes, exclusives)



Your brand needs insurance

- ✓ Amazon can suspend you—your DTC site is your escape hatch
- ✓ Diversification reduces platform risk and increases brand value
- ✓ Investors and acquirers love seeing owned traffic and customers



We make it easy

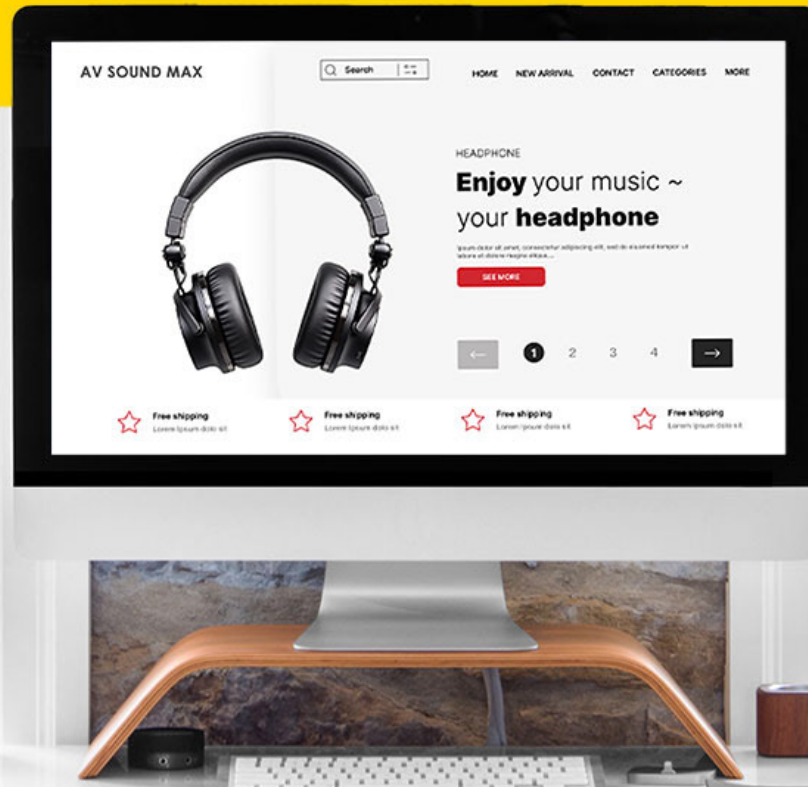
What MAG offers:

- ✓ Shopify/WordPress builds in 30–45 days
- ✓ Copywriting and brand design
- ✓ Email & SMS automations
- ✓ Funnel and retention strategy
- ✓ Seamless Amazon and DTC integration



Ready to future-proof your brand?

Let's talk about building your DTC channel today.



MAG DTC playbook

Platform comparison (Shopify vs WooCommerce vs Amazon Storefront)

| Feature/criteria | Shopify | WooCommerce | Amazon |
|----------------------------------|---|---|---|
| Ownership of customer data | ✔ Full access to customer data | ✔ Full access to customer data | ✖ Amazon owns the customer relationship |
| Brand control | ✔ Full design & UX control | ✔ Full customization with dev freedom | ✖ Limited customization, Amazon branding |
| Ease of use | ✔ Beginner-friendly, intuitive | ⚠ Moderate (needs some tech familiarity) | ✔ Simple to list, but platform-restricted |
| Cost structure | ✔ Predictable monthly pricing | ✔ Low platform fees, flexible hosting | ⚠ High fees (15–40% per sale) |
| Marketing and SEO | ✔ Built-in SEO & app integrations | ✔ Full SEO control + plugin ecosystem | ✖ Limited to Amazon's internal tools |
| Ownership of email and SMS lists | ✔ You own and can segment audiences | ✔ You own and can automate comms | ✖ No email or SMS access; Amazon keeps it |
| Flexibility and custom features | ✔ Broad app store & custom apps | ✔ Highly customizable (open-source) | ✖ Rigid feature set |
| Support and community | ✔ 24/7 support + vast user base | ✔ Massive global dev community | ✖ Support is limited and focused on buyers |
| Scalability | ✔ Enterprise-ready (Shopify Plus) | ✔ Scales with hosting + plugins | ⚠ Limited by category and policy restrictions |
| Fulfillment Integration | ✔ Built-in or 3PL flexibility (Shopify Fulfillment) | ✔ Works with ShipStation, etc. | ⚠ Requires FBA or manual integration |
| Best for | DTC brands who want to scale fast and own their marketing | Brands wanting full control and dev freedom | Sellers focused purely on marketplace sales |

✔ Recommended app stack (Klaviyo, ReCharge, Postscript, Stripe, Paypal etc.)

✔ Sample project timeline and deliverables

Project roadmap

Breakdown of website production phases, timeline, and deliverables

| Phase | Timeline | Category | Key deliverables |
|-------------------------------------|-----------|-----------------|--|
| 1 Discovery and Strategy | Week 1 | Build | Kickoff call -- Brand and product audit -- Platform assessment (Shopify vs. Woo vs. Amazon) -- Customer persona workshop -- Growth strategy roadmap |
| 2 Tech stack setup and site design | Weeks 2–3 | Build | Shopify/WooCommerce theme customization or full build -- Product catalog migration or setup -- Subscription setup (Recharge, Bold, etc.) -- Basic SEO setup and URL structure -- App integrations (Klaviyo, Postscript, GA4) |
| 3 Conversion and funnel buildout | Weeks 4–5 | Build/launch | Email/SMS capture (popups, quizzes) -- PDP optimization with UGC, reviews, bundles -- Checkout optimization and upsells -- Loyalty/rewards program setup |
| 4 Launch prep and go-live | Weeks 6–7 | Launch | Final QA across devices -- Soft launch with internal testing -- Site speed optimization -- Email/SMS welcome flow live -- Launch announcement campaign |
| 5 Traffic and acquisition campaigns | Weeks 8–9 | Launch/track | Meta, Google, and/or TikTok ad campaigns -- Influencer seeding + affiliate setup -- Retargeting structure (via Meta/Klaviyo) -- Amazon to DTC migration inserts |
| 6 Analytics and reporting setup | Week 10 | Track | GA4 and event tracking validation -- Weekly dashboards setup (e.g., Looker, Triple Whale) -- Attribution strategy and pixel cleanup |
| 7 Lifecycle and retention strategy | Week 11 | Manage/optimize | Abandon cart, browse, post-purchase email/SMS flows -- Cross-sell automation -- A/B testing roadmap (email subject lines, PDPs, landing pages) |
| 8 Optimization and scaling plan | Week 12 | Optimize | CRO insights & next sprint recommendations -- Paid media creative performance breakdown -- Subscription & LTV analysis -- Retention benchmarks and roadmap forward |

Transforming a marketplace-dependent brand into a DTC Powerhouse

Overview

A premium consumer brand, initially thriving on a major online marketplace with its flagship product, faced escalating challenges:

- ✗ **Overreliance on a single sales channel:**
90% of revenue stemmed from the marketplace.
- ✗ **Rising advertising costs:**
Pay-per-click (PPC) expenses surged, diminishing profitability.
- ✗ **Limited customer data:**
The platform restricted access to customer information, hindering remarketing efforts.
- ✗ **Brand dilution:**
Product listings were lost among generic competitors, making differentiation difficult.

In early 2023, the company partnered with our growth marketing agency to pivot towards a Direct-to-Consumer (DTC) model.

Within 12 months, the brand achieved:

- 1 42% higher DTC revenue compared to marketplace sales.
- 2 28% increase in profit margins.
- 3 3x growth in customer lifetime value (LTV).

Challenges

- ✖ **Marketplace dependency:**

The brand's heavy reliance on a single platform made it vulnerable to policy changes and competitive pressures.

- ✖ **Escalating advertising costs:**

Increased competition led to higher advertising costs, with Advertising Cost of Sales (ACoS) exceeding 40%.

- ✖ **Lack of customer ownership:**

The marketplace's limitations on customer data restricted personalized marketing and loyalty-building initiatives.

- ✖ **Brand visibility issues:**

The product's unique value proposition was overshadowed by similar offerings, leading to reduced brand recognition.

Our DTC strategy and execution

1. Brand repositioning and product enhancement

- ✓ **Target audience refinement:** Focused on a niche market segment to align with specific customer needs.
 - ✓ **Packaging redesign:** Adopted a premium, minimalist aesthetic to stand out.
 - ✓ **Product bundling:** Introduced curated bundles to increase average order value (AOV) and offer differentiated options.
-

2. DTC website development

- ✓ **Platform selection:** Launched a custom Shopify site optimized for conversions, achieving a 3.6% conversion rate within 60 days.
 - ✓ **Enhanced user experience:** Integrated features like one-click upsells, cross-sells, and subscription options.
 - ✓ **Content strategy:** Added blogs, customer reviews, and video testimonials to build trust and authority.
-

3. Paid media and customer acquisition

- ✓ **Social media advertising:** Deployed targeted ads on Facebook and Instagram, appealing to specific customer segments.
- ✓ **Creative assets:** Utilized user-generated content (UGC), expert insights, and animations for engaging advertisements.
- ✓ **Search engine marketing:** Ran Google Ads focusing on branded keywords and high-intent search terms.
- ✓ **Affiliate program:** Collaborated with influencers in relevant niches to expand reach.

Our DTC strategy and execution

4. Email and SMS marketing

- ✓ **Welcome flows:** Implemented email sequences with a 24% conversion rate.
 - ✓ **Cart abandonment campaigns:** Recovered 12% of potential lost sales.
 - ✓ **Content distribution:** Sent monthly educational content and product launch announcements, achieving 40% open rates.
 - ✓ **SMS alerts:** Notified subscribers about restocks and flash sales, boosting sell-through rates.
-

5. Marketplace to DTC migration

- ✓ **In-Package promotions:** Included inserts with QR codes in marketplace shipments, offering incentives for direct purchases.
- ✓ **Retargeting campaigns:** Used tracking pixels and customer profiles to retarget marketplace visitors on social platforms.
- ✓ **Community building:** Established a VIP community to encourage word-of-mouth referrals and gather customer feedback.

Results



Revenue shift: DTC sales surpassed marketplace revenue by 42%.



Profitability increase: Profit margins improved by 28%.



Customer value growth: Customer lifetime value tripled, indicating stronger brand loyalty and repeat purchases.

Key takeaways

1 Diversification is crucial:

Relying solely on marketplaces can be risky; establishing a DTC channel provides greater control and resilience.

2 Customer ownership enhances marketing:

Access to customer data enables personalized marketing strategies, improving retention and LTV.

3 Integrated marketing strategies drive growth:

Combining paid media, content marketing, and community engagement fosters sustainable growth.

Pet Toys: From Amazon bestseller to DTC favorite

Overview

A pet toy brand, renowned for its enrichment toys for dogs and cats, initially built a loyal following on Amazon through high review counts and engaging product videos. However, as competition intensified and margins tightened, the brand recognized the need for a direct relationship with its customers.

In early 2024, the brand partnered with a Shopify growth agency to establish a DTC channel that prioritized customer experience and recurring revenue.

Within 9 months, their DTC site achieved a 4x increase in customer lifetime value (LTV), with over 22% of orders coming via subscription, and email plus SMS accounting for 35% of total sales.

Challenges

- 1 Amazon-heavy revenue:** 92% of sales originated from Amazon, limiting brand storytelling opportunities.
- 2 Fee pressure and copycats:** Margins were eroded due to FBA costs and imitation products.
- 3 Limited upsell/cross-sell:** Amazon's interface restricted the promotion of bundles or new SKUs.
- 4 No customer data:** The brand lacked the means to build a community or monitor buying behavior.

Strategy

1. Brand Repositioning and Product Strategy

- ✓ Refined the brand's focus to emphasize "Mental Stimulation for Healthier Pets."
 - ✓ Introduced themed monthly bundles (e.g., "Boredom Busters," "Chewer's Club").
 - ✓ Updated packaging to be more giftable and visually appealing for social media.
 - ✓ Implemented loyalty incentives to encourage repeat purchases.
-

2. Shopify Store Build and Conversion Optimization

- ✓ Developed a vibrant, high-converting website with playful UX elements (achieving a 3.4% conversion rate).
 - ✓ Created a quiz to recommend toys based on pet size, breed, and behavior.
 - ✓ Enhanced product pages with enrichment benefits, video demonstrations, and safety certifications.
 - ✓ Integrated a subscription model for monthly toy deliveries.
-

3. Email and SMS Flows

- ✓ Launched a welcome flow with a 23% conversion rate, offering personalized toy recommendations.
- ✓ Implemented abandoned cart recovery strategies, adding 10% to revenue.
- ✓ Distributed educational content (e.g., "5 Signs Your Pet Is Bored") to boost open rates to 46%.
- ✓ Utilized SMS for limited-time offers and early access to new products.

Strategy

4. Acquisition Campaigns

- ✓ Deployed Meta & TikTok ads featuring pets interacting with toys, resulting in high click-through rates.
 - ✓ Emphasized the message: "Your Pet Deserves More Than a Ball."
 - ✓ Collaborated with pet influencers and trainers to generate user-generated content.
 - ✓ Conducted giveaways to drive early traffic and capture email leads.
-

5. Amazon to DTC Migration

- ✓ Inserted promotional cards in Amazon packages: "Join the Club – First Box Free!"
- ✓ Tracked Amazon customers through post-purchase opt-ins and retargeted them via social media.
- ✓ Established an online community featuring tips, user-submitted pet videos, and rewards.

Results



Achieved a 78% growth in total revenue, with DTC accounting for 52% by month 9.



Realized a 4x increase in customer LTV compared to Amazon-only buyers.



Secured 22% of all orders through subscriptions by month 6.



Attributed 35% of total revenue to email and SMS marketing efforts.



Received over 200 user-generated content submissions from pet owners, fueling a content creation cycle.