

AMAZON SPECIALIST WORKSHOPS

Explore our CampEcom agenda with workshops, trainings and networking events!



2023 ANNUAL CONFERENCE

JAN 8-10



DoubleTree by Hilton
at SeaWorld Orlando



Fireside Speed Networking

Jumpstart relationships while roasting marshmallows.

Attendees will answer business and personal questions while rotating groups in this fireside speed networking event.



Finding Potential Products

Easily fill your funnel with winning product ideas.

Using the provided Criteria Checklist, attendees will practice filtering through large groups of potential products based on real world data sets.



Validating Products

De-risk product ideas and determine launch feasibility.

After being given a group of real products, attendees will get hands-on experience implementing the Product Scorecard to evaluate overall risk for the niche and maximize opportunity.



Sourcing: China / India / Mexico

Learn the best practices to source like a local. Attendees will be placed into groups and given a niche to research. Using our Sourcing Checklist, groups will create a comprehensive sourcing strategy and receive feedback on how to better optimize for product quality and cost.



Product Design - Winning Differentiation

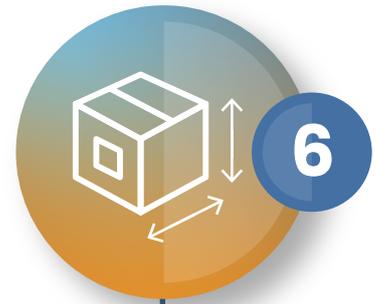
Create unique products that stand out from competitors.

After being placed into groups, attendees will use our Product R&D Workflow to pitch variations and evaluate ROI.

Packaging and Insert Design

Reimagine your packaging while cutting costs.

In this interactive workshop, attendees will rethink product packaging while learning to develop creative briefs that are designed to maximize reviews, conversions and Click Through Rate.



Images That Convert

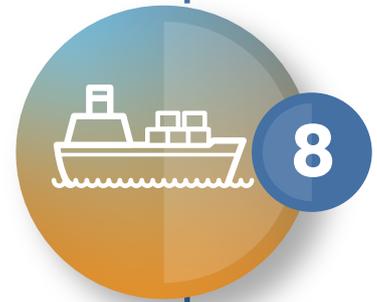
Demystify the creative process to create data backed images.

Attendees will learn a never-before-seen methodology to objectively score the strength of an image gallery. Groups will receive constructive feedback as they practice making a conversion focused creative brief.

Logistics Optimization - Landed Costs

Maximize margin and eliminate stock-outs.

Using our Annual ROI Calculator, attendees will practice creating an evolving logistics plan that optimizes for landed costs as a brand grows.





Written Content to Maximize Rank

Dominate Amazon's ranking algorithm.

Attendees will get hands-on experience using Data Dive to create a Master Keyword List. Using the Listing Builder, groups will create a comprehensive ranking strategy.

Product Launch Fundamentals

Leverage the honeymoon period to quickly establish rank.

Attendees will be given a series of very challenging product launch scenarios. It will be their job to analyze each situation and adapt their strategy to create the perfect launch.



Intro to PPC

Build the foundation for profitable paid traffic.

We'll set the stage for the interactive PPC workshops that follow by covering the most essential elements for paid traffic on Amazon

PPC for Launch

Develop a winning launch campaign

Attendees will be given a hypothetical product and as a group will create and receive feedback on a comprehensive launch strategy.

Image: Rocket, paid traffic, burning money, ranking charts





PPC for Growth

Learn to modify a post-launch PPC strategy. Attendees will be given a data set for a post-launch product and after analyzing the results, will practice refining the PPC strategy to achieve different goals specific to the growth phase.

PPC for Maintenance

Optimize ranking performance while minimizing ACOS

Attendees will practice using the PPC Maintenance Workflow on a hypothetical product and using real-world data will create and receive feedback on a comprehensive strategy to maintain this brand.





2023 CampEcom Camper's Schedule

SUNDAY JAN 08

3:30 PM – 7:00 PM

Registration Open

📍 Majestic Foyer

7:30 PM – 10:00 PM

**Welcome Event –
Campfire Networking
Snacks + S'mores
+ Drinks**

📍 Pavilion

MONDAY JAN 09

7:30 AM – 4:30 PM

Registration Open

📍 Majestic Foyer

7:30 AM – 8:30 AM

Breakfast

📍 Exhibitor Hall

8:30 AM – 9:00 AM

**Conference Opening
Welcome**

📍 Majestic Ballroom
1 & 2

9:00 AM – 10:30 AM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

10:30 AM – 11:00 AM

Morning Break

📍 Exhibitor Hall

11:00 AM – 12:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

12:30 PM – 2:00 PM

Lunch

📍 Exhibitor Hall

2:00 PM – 4:00 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

TUESDAY JAN 10

7:30 AM – 8:30 AM

Breakfast

📍 Exhibitor Hall

8:30 AM – 9:00 AM

Day 2 Welcome

📍 Majestic Ballroom
1 & 2

9:00 AM – 10:30 AM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

10:30 AM – 11:00 AM

Morning Break

📍 Exhibitor Hall

11:00 AM – 12:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

12:30 PM – 2:00 PM

Lunch

📍 Exhibitor Hall

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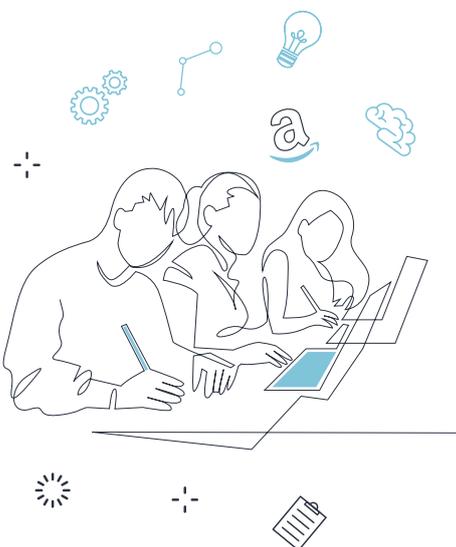
**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

4:00 PM – 4:30 PM

Afternoon Break

📍 Exhibitor Hall





2023 CampEcom Camper's Schedule

SUNDAY
JAN 08

MONDAY
JAN 09

TUESDAY
JAN 10

4:00 PM - 4:30 PM

Afternoon Break

📍 Exhibitor Hall

4:30 PM - 5:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

5:30 PM - 6:00 PM

Day 1 Wrap-Up

📍 Majestic Ballroom
1 & 2

8:00 PM - 11:00 PM

Dinner + Drinks

📍 Veranda

4:30 PM - 5:30 PM

**8-Figure/Amazon
Specialist Workshops**

📍 Majestic Ballroom
1, 2 & 4

5:30 PM - 6:00 PM

Day 2 Wrap-Up

📍 Majestic Ballroom
1 & 2

8:00 PM - 11:00 PM

Closing Party

📍 Pavilion/Veranda



Download the CampEcom
App for full agenda details

Download on the
App Store



Available on
Google Play





THRASIO™

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic.



CARBON 6

Carbon6 simplifies the success of marketplace entrepreneurs with a connected ecosystem of tools and expertise. Developed by the brightest minds in the Amazon seller marketplace, Carbon6 helps businesses streamline everyday operations and maximize profit to turn opportunity into freedom.



SoStocked

SoStocked - Recover profit with smarter inventory management and forecasting. SoStocked is fully customizable and helps sellers avoid stockout, limit overstock, and put their inventory on cruise control.



Seller Investigators

Seller Investigators - Amazon owes 99% of sellers money. With cash recovery and reimbursement services from Seller Investigators, sellers can find out how to get your money - and time - back.



Tactical is an end-to-end logistics solution for retailers and eCommerce clients with a niche for solving logistic headaches for AmazonFBA sellers (we were once sellers ourselves). This means we provide services for every step of the supply chain: freight forwarding, customs clearance, drayage, 3PL warehousing, and speedy trucking into Amazon. We're here to deliver our customers livelihood.



SellersFunding was recently included in Growjo's 500 Fastest Growing Startups in NYC and recently awarded Best E-commerce Support Business at the eCommerce Expo in London. Today the company has over 40,000 registered users and has offices in New York, London, and Miami. For more information, visit www.SellersFunding.com.





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