

# CASE STUDY: HOW SMART ADVERTISING BOOSTED SALES AND BRAND REACH

Transforming an amazon lawn movers replacements parts brand with strategic  
E-commerce solutions

# KEY HIGHLIGHTS

A premium lawn mower replacement parts brand, was struggling with stagnant sales and limited visibility on Amazon. Despite offering high-quality, niche products, the brand suffered from poor discoverability in search results, under-optimized listings, and ineffective communication of its unique product value. These challenges led to low customer engagement and reduced conversion rates.

Upon partnering with SEO Geniuss, the brand experienced a complete marketplace transformation. Through strategic listing optimization, engaging A+ Content built around lifestyle-focused storytelling, and targeted Amazon PPC campaigns aimed at high-intent shoppers, the brand rapidly gained momentum. SEO Geniuss strengthened brand identity, enhanced product discoverability, and refined listings to better align with customer needs and gifting motivations.

**20%**  
**Amazon Sales Increase**

Within 90 days of partnership

**28%**  
**Campaign Sales Increase**

Within 90 days of partnership

**60%**  
**Review Growth**

Increase in product reviews

# INTRODUCTION

This case study highlights how SEO Geniuss transformed Florida Power Transmission's underperforming Amazon listings into high-impact sales assets while expanding the brand's reach across multiple online marketplaces. As a premium lawn mower replacement parts brand, Florida Power Transmission needed stronger positioning, improved discoverability, and conversion-focused content to turn customer interest into measurable growth.

## The Challenge

A strong, high-quality product that struggled to connect with its target audience due to intense e-commerce competition

## The Solution

Strategic optimization paired with multichannel expansion to unlock new growth opportunities.

# BUSINESS CONTEXT

The brand serves customers seeking reliable and high-quality lawn mower replacement parts, offering well-crafted products designed to deliver durability, precision, and long-term performance. By focusing on premium materials and consistent product quality, the brand has built a strong and loyal customer base that values dependable solutions for lawn care and equipment maintenance.

## Well- engineered designs

Engineered with precision to deliver unmatched reliability and long-lasting performance

## Strong product attraction

Perfect for those drawn to superior craftsmanship and standout design

## High-end durability

Built to endure with premium, high-strength materials

# CHALLENGES

## **Under-optimized Listing Content**

Listings were not SEO-optimized, leading to low organic rankings.

## **Negative or Low Review Count**

Listings had low review counts leads to customer's less confidence, which leads to low conversions.

## **Limited Product Visibility**

Lower search ranking = Fewer shoppers see the products and it leads to amazon's weak performance

## **Weak Visual Presentation**

Lack of A+ Content and enhanced visuals meant poor engagement and brand recall.

## **Minimal Brand Storytelling**

Less brand-telling leads to reduction in long-term brand loyalty.

## **Underperforming Advertising Campaigns**

Existing ad campaigns were not optimized and had high ACOS.

# SEO GENIUS'S STRATEGIC APPROACH

## ❖ Amazon Listing Optimization

- Conducted detailed keyword research focused on lawn mower replacement parts categories
- Enhanced product titles, bullet points, and descriptions to boost visibility and drive higher conversions

## ❖ PPC Advertisement Optimization

- Optimized or paused high-spending campaigns, ad-groups and keywords with low ROAS and high ACOS.
- Launched Strategic Sponsored Products, Brand and Display campaigns with targeting niche audiences.

## ❖ A+ Content Optimization

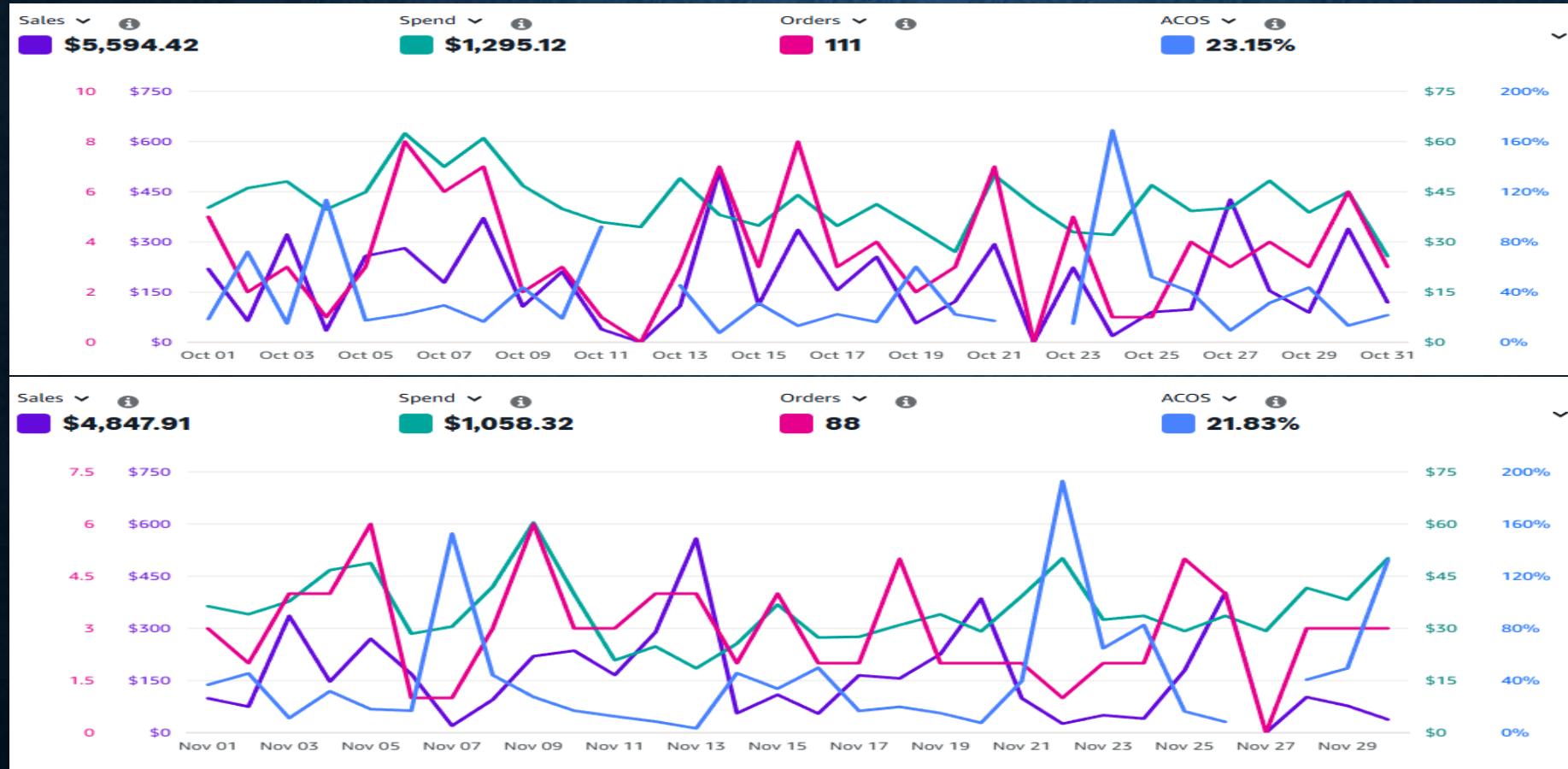
- Developed visually engaging designs that clearly showcased the product and highlighted its key features.
- Updated A+ Content with enhanced overlays, featuring additional lifestyle shots, infographics, and comparison charts for better engagement.

## ❖ Customer Engagement & Reviews

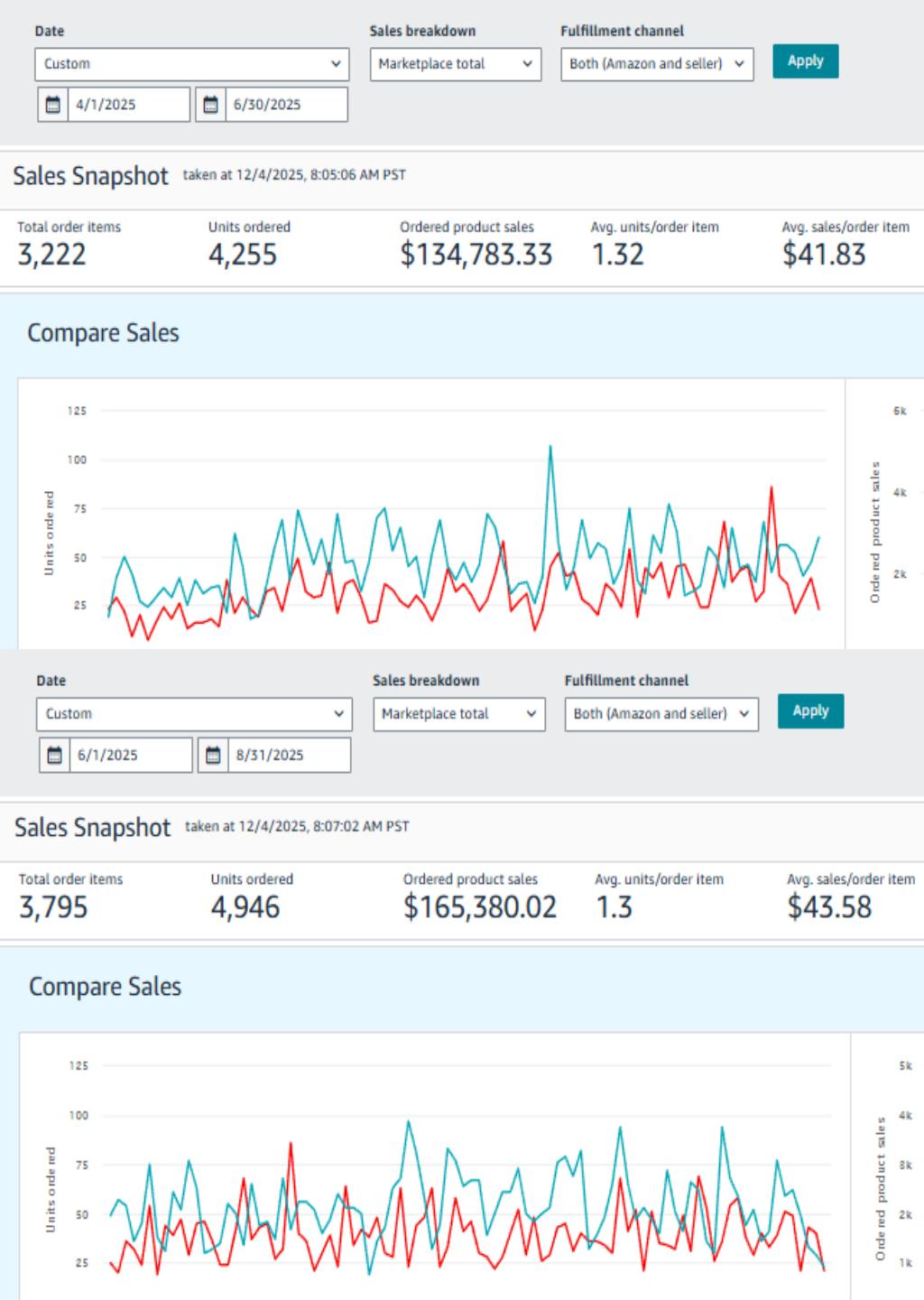
- Encouraged review generation through automated post-purchase follow-up campaigns through our automated tools.
- Addressed FAQs and added a detailed FAQ section in listings to reduce customer hesitation.

# PPC advertising Success

We launched segmented Sponsored Product, Sponsored Brand, and Sponsored Display campaigns tailored to specific audience groups. The strategy prioritized high-converting long-tail keywords and retargeting to reduce ACOS, improve conversion rates, and maximize ROI.



- ❖ Spend has decreased in control by 20% in one month .
- ❖ As spend decreased, the ACOS has decreased by 2% in one month.



# Results and Impact

**Amazon Sales Increase:** 23% Growth in revenue within 3 months

## ❖ Improved Organic Rankings

- Total sales has increased by 23% and total units sold increased by 16%.

## ❖ Enhanced Ad Optimization.

- 20% Decrease in Spend and 2% drop in ACOS.

## ❖ Customer Engagement

- Product reviews increased by 18% with an average rating of 3.8+

# CLIENT TESTIMONIAL & CONCLUSION

“Working with SEO Geniuss was a turning point for our brand. They understood our vision, strengthened our brand story, and aligned every strategy to reach the right customers. The difference in visibility, sales, and market presence was immediate. For the first time, we feel like our products are being seen—and valued.”

*Marketing Director, Brand Owner*

## Conclusion

This case clearly demonstrates how a data-driven, creative, and strategically executed approach can transform the trajectory of a niche brand. By combining precise listing optimization, compelling brand storytelling, and targeted advertising strategies, brand strengthened its online presence, enhanced customer engagement, and unlocked measurable sales growth.

