

the appealguru

Digital Growth & Automation Experts

ELEVATE YOUR E-COMMERCE OPERATIONS

THE DEDICATED VIRTUAL ASSISTANT &
FULL ACCOUNT MANAGEMENT SOLUTION

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1. THE APPEAL GURU

YOUR STRATEGIC PARTNER IN E-COMMERCE EXCELLENCE?

- ▶ **The Appeal Guru (TAG)** serves as a premier architect of e-commerce solutions, providing the strategic depth and official Amazon and Google endorsements necessary to secure market share. By bridging the gap between sophisticated technology and deep-rooted marketplace intuition, TAG equips brands with the global reach required to dominate modern commerce.

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THE APPEAL GURU CREDENTIALS

The Appeal Guru's expertise is forged in the "trenches" of the marketplace. Founded in 2012 by active sellers, the agency's evolution into a top-tier Amazon Service Provider Network (SPN) partner is grounded in practical, high-stakes experience. This history of financial stewardship is reflected in several key milestones:

- ▶ **Financial Stewardship:** Over \$60 million in managed revenue, placing TAG in the top 10% of global agencies managing eight-figure accounts.
- ▶ **Validated Excellence:** Winner of the Feefo Platinum Trust Service Award, representing an uncompromising standard of client assistance.
- ▶ **Consumer Confidence:** Over 1,000 5-star Feefo reviews, validating a consistent track record of partner success.
- ▶ **Official Endorsements:** An Amazon Ads Verified Partner, Google Partner, and listed Amazon SPN Provider.

Global Infrastructure:

To facilitate international expansion and capital efficiency, TAG maintains a multi-lingual presence across three continents and five key nations (UK, USA, Canada, China, and Turkey). This global infrastructure ensures that brands can scale into new territories with localized expertise and global insight. This foundational authority acts as the essential bedrock for the advanced, AI-driven architectures discussed in the following sections.



2. THE STRATEGIC ADVANTAGE: EMPOWERING YOUR GLOBAL GROWTH

- ▶ Unlike shared service models where focus is fragmented across dozens of clients, a dedicated Virtual Assistant (VA) operates as a seamless extension of your internal team. Whether you are fortifying your presence on Amazon or diversifying across emerging marketplaces, our tailored service tiers provide the operational stability required to transform growth projections into reality.

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VIRTUAL ASSISTANT VS. IN-HOUSE EMPLOYEE

A clear, side-by-side breakdown to help you make the smarter business decision



	In-House Employee	Virtual Assistant (Our Service)
Monthly Cost	High Salary + Tax + Benefits	Low & Predictable One fixed monthly service fee. No hidden deductions or employer contributions
Training & Onboarding	Weeks to Months Average onboarding cost estimated Productivity lost during ramp-up	Ready from Day One Pre-trained in Amazon, Shopify, listing SEO, A+ content & customer service workflows
Annual Leave & Sick Days	28 Days Minimum (UK) You still pay, and work stalls	Continuous Coverage Your store never pauses. Backup systems & team coverage built into our service
Time to Start	4-8 Weeks Job ads, interviews, notice periods, and onboarding before any real output	Within Days Briefing call → handover → live. No recruitment pipeline to manage
Scalability	Rigid Scaling up means new hires; scaling down means redundancy	Fully Flexible Monthly rolling contract. Cancel with 7 Days notice
Overheads	Significant Desk, equipment, software licences, office space, payroll admin & HR management	Zero Overhead Works remotely with their own tools. You pay for output, not infrastructure
Performance Oversight	Manual & Time-Intensive Requires management and internal monitoring time	Managed for You KPIs, reporting & quality checks handled by our team, not your burden
Specialist Expertise	One Generalist One hire covers limited skills. Specialist roles (SEO, creative, CS) need separate headcount	Multi-Skilled Team Access to listing, A+ content, brand storytelling & CS expertise, all under one service

3. TAILORED SERVICE MODELS: COMPREHENSIVE FULL TIME & PART-TIME SUPPORT



► Selecting the appropriate service level is vital to ensuring that your operational support scales in tandem with your business lifecycle and transaction volume. We offer two primary engagement models designed to provide consistent, professional grade management tailored to your specific requirements.

Feature	Full-Time Package (£895 + VAT)	Part-Time Package (£645 + VAT)
Weekly Hours	40 Hours (8 hours/day, Mon–Fri)	20 Hours (4 hours/day, Mon–Fri)
PPC Support	Basic Management: Setup, Budget Monitoring, & Twice-weekly optimization	PPC Setup ONLY
Account Health	Comprehensive Protection (Appeals, ODR, Policy Compliance), FBA shipment creation	Focused Support (Customer Service & Basic Monitoring)
Listing Services	End-to-End Creation, SEO, & A+ Content, Brand Registry	Description Writing & Basic Optimization
Creative Services	Image Optimization & Full Storefront Creation, Brand Story and Image Editing	Product Image Optimization

► **Strategic Add-On**
Dedicated Full-Time Manager (+£300 per month): For clients requiring a higher tier of oversight and proactive strategy, a dedicated manager can be assigned to provide an additional layer of quality control and project management.



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4. MULTI CHANNEL ECOSYSTEM WHERE WE DRIVE RESULTS

- ▶ Our team is trained to execute high-level operations across the global e-commerce landscape, ensuring your brand maintains its competitive edge across all touchpoints.

- ▶ **Established Platforms:**



- ▶ **Expansion Marketplaces:**



- ▶ **Global Channels:**



- ▶ By utilizing a single, dedicated point of contact to manage multiple platforms, brands achieve critical operational synergy. This centralized approach guarantees brand consistency in creative assets and messaging while streamlining communication.



5. THE CORE SERVICE PILLARS: ACCOUNT HEALTH, LISTINGS, & OPTIMIZATION

- ▶ E-commerce success is driven by two engines: the rigorous protection of account longevity and the continuous optimization of conversion assets. Our service scope is structured into three pillars designed to safeguard your business and maximize Buy Box eligibility.

I. Account Health & Brand Protection Protecting your Amazon account health is a non-negotiable priority. This pillar moves beyond simple monitoring to include proactive defense of your most valuable asset.

- ▶ **Monitoring & Resolution:** Constant oversight of Performance Notifications, Order Defect Rate (ODR), and A-to-Z claims.
- ▶ **Compliance:** Chargeback claims monitoring, suppressed listing resolution, and policy compliance checks.
- ▶ **Appeals:** Full-time packages include appeals for up to 10 ASINs per month to resolve policy or performance issues.

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5. THE CORE SERVICE PILLARS: ACCOUNT HEALTH, LISTINGS, & OPTIMIZATION

II. Listing Excellence & Creative Services We transform product pages into high-converting assets using industry-standard tools and creative workflows.

- ▶ **Optimization:** Keyword research via Helium 10 to build SEO-optimized titles, bullet points, and backend search terms.
- ▶ **Creative:** Development of Enhanced Brand Content (A+ Content) & full Storefront creation.
- ▶ **Visual Standards:** Professional image optimization and creation using Canva and Adobe Photoshop.

III. Growth & Customer Management Daily operational excellence ensures customer satisfaction and provides the data necessary for scaling.

- ▶ **Customer Support:** Management of buyer messaging, returns, refunds, and negative feedback removal.
- ▶ **PPC Operations:** "Basic PPC" for full-time clients includes campaign setup (Auto/Manual), keyword optimization, and budget monitoring conducted twice weekly to ensure efficient spend.

Strategic Note: While "Basic PPC" is included for account maintenance, high-volume sellers requiring algorithmic bidding and advanced scaling should inquire about our **Advanced AI PPC Package**, available as a specialized separate service.



6. OPERATIONAL FRAMEWORK: COMMUNICATION, REPORTING, & SHIFT STRUCTURE

- ▶ Transparency and structured communication are the bedrock of a successful remote partnership. We maintain a rigorous framework to ensure you remain the architect of your business while we handle the labor.
- ▶ **Professional Communication:** All interactions occur strictly through **Microsoft Teams or Email**. To maintain data security and professional standards, personal messaging apps such as WhatsApp are strictly prohibited.
- ▶ **Strategic Planning:** We utilize a **Shared Excel Sheet** for advance task assignment. This allows you to plan workloads and prioritize high-impact projects.
- ▶ **Reporting Cadence:** You will receive detailed **Daily & Weekly Work Updates** via email, providing a granular view of completed tasks, performance metrics, & pending items.
- ▶ **Operational Shifts:** Staff operate on two primary IST shifts (beginning at 11:00 AM and 12:00 PM), strategically aligned to cover the UK business day.

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7. THE PROFESSIONAL STANDARDS & SUCCESS PREREQUISITES

- ▶ We operate under a strict protocol to ensure your business interests are always protected.
 - **Data Security:** A comprehensive Non-Disclosure Agreement (NDA) is executed prior to service commencement. We adhere to strict file handling and data protection measures.
 - **Escalation Path:** Should any issue require attention, we utilize a four-tier escalation structure:
Dedicated VA → Assigned Manager → Senior Management → Director.
 - **Professional Conduct:** Our VAs are skilled professionals and an extension of your team. We maintain a zero-tolerance policy toward disrespectful or abusive behavior to ensure a productive environment.
- ▶ **Success Prerequisites (Client Responsibilities):** To maximize the impact of your VA, the following inputs are required from the client:
 - **Access & Data:** Provision of necessary account permissions and complete product data/brand assets.
 - **Inventory & Logistics:** Maintenance of adequate inventory levels and timely updates on stock or pricing changes.
 - **Feedback Loop:** Prompt responses to VA queries and timely approval of creative content to maintain workflow momentum.



8. RELIABILITY & COMMITMENT: POLICIES AND TERMS



- ▶ Our administrative policies are designed for business continuity, ensuring your e-commerce operations never pause due to staff absence.
- ▶ **Public Holidays:** We observe annual public holidays. A calendar is provided during onboarding, with reminders sent one week in advance.
- ▶ **Leave & Continuity:** Staff receive 15 annual leave days. During these periods, a trained Proxy VA is assigned to your account following a full handover to ensure zero service interruption.
- ▶ **Operational Resilience:** While standard sick leave is not "included" in the billing hours, we maintain a commitment to continuity by arranging a replacement staff member (Proxy) whenever necessary to keep your account active.
- ▶ **Financial & Termination Terms:**
 - **Contract:** Monthly rolling contract with no long-term lock-in.
 - **Notice Period:** 7-day written notice required for cancellation.
 - **Payment:** All services are billed monthly in advance via mandatory Direct Debit.



9. NEXT STEPS: SECURING YOUR COMPETITIVE ADVANTAGE

- ▶ A single professional who understands your entire e-commerce footprint can identify cross-channel opportunities and mitigate the risks of a fragmented brand identity.

To secure your competitive advantage and begin the process of intelligent optimization, contact The Appeal Guru today for an account audit and strategic consultation.

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CONTACT US



+1 209-395-2874	(USA)	
(+44) 020 8323 2818	(UK)	
www.theappealguru.com		
info@theappealguru.com		



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