



# The Amazon 90-Day Profit Scaling Roadmap

*A Step-by-Step Guide to Doubling Profits in 3 Months*

This roadmap is for growth-focused brands ready to scale revenue and cut waste by dialing in PPC, LTV, and inventory.

# Who is this for?

Built for **DTC, eCommerce, and service-based brands**—this roadmap helps you scale profits fast by refining three key levers:



## **PPC (Pay-Per-Click Advertising)**

Optimize ad spend for better ROAS



## **LTV (Lifetime Value)**

Increase repeat purchases & customer retention



## **Inventory Management**

Reduce waste, improve cash flow

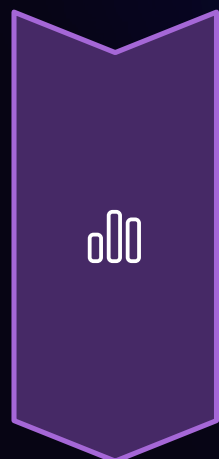


If you've ever felt stuck trying to scale, this roadmap will give you the exact week-by-week steps to follow.

# PHASE 1: Foundation & Optimization (Weeks 1-4)

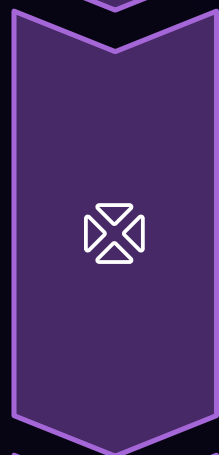
## PPC Optimization: Fix the Leaks Before Scaling

Follow this progressive timeline to optimize your advertising performance:



### Week 1: Conduct an 80/20 Audit of Your Ad Campaigns

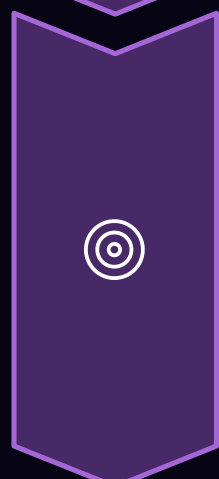
- Identify the **top 20% of ads generating 80% of revenue** using Google Analytics or Facebook Ads Manager
- Kill the underperformers—ads with high CPC (cost-per-click) and low CTR (click-through rate)
- Reallocate the budget to top-performing campaigns



### Week 2-3: Improve Ad Relevance & Quality Score

A low Google Quality Score means higher CPC—fix it by improving **ad copy, keywords, and landing page experience**.

**Example:** If running a Google ad for "best running shoes," your landing page should showcase only running shoes, not all footwear.



### Week 4: Retargeting Setup for Higher Conversions

Launch high-intent retargeting ads for:

- Visitors who abandoned checkout (Dynamic Retargeting)
- Email subscribers who haven't purchased yet
- Past buyers for cross-sells & upsells

✔ KPI to track: ROAS (Return on Ad Spend)  $\geq$  3.5x

# LTV & Inventory Optimization

Maximize your profitability by optimizing these two critical business components:

## LTV Optimization: Increase Repeat Purchases



### Implement Post-Purchase Upsells & Cross-Sells

Use "Frequently Bought Together" offers or one-click upsells.

Example: Selling coffee? Offer a **subscription model** or a **bundle deal** with a coffee grinder.



### Win-Back Email Sequences

Automate a **3-part email series** for customers who haven't purchased in 60-90 days:

- Email 1: "We Miss You" (reminder + discount)
- Email 2: "Exclusive VIP Offer" (limited-time bonus)
- Email 3: "Final Chance" (Scarcity-driven close)



### Launch Loyalty & Referral Incentives

Offer store credits for referrals.

**Example:** "Refer a friend, get \$10."

VIP tiers: The more they spend, the better the rewards.

KPI to track: Increase repeat purchase rate by 10-15%

## Inventory Management: Optimize Cash Flow



### Identify Best-Sellers vs. Dead Stock

Check your **sell-through rate**—if an item hasn't moved in 90 days, consider discounting or bundling.



### Adjust Order Frequency & Forecasting

- If demand is seasonal, **adjust reordering timelines instead of overstocking**
- **Use a predictive sales model** to align supply with customer demand

KPI to track: Reduce inventory carrying costs by 10%

# PHASE 2: Scale Profitable Channels (Weeks 5-8)

Follow this strategic approach to maximize growth during weeks 5-8:



## PPC: Scale What's Working, Expand Reach

- **Increase Budget on Winning Campaigns:** Double down on **highest ROAS campaigns** while keeping **CAC stable**.
- **Test New Audiences & Ad Creatives:**  
Example: If Lookalike Audiences perform well, test a **1-3% range** to scale.
- **Expand to Other Ad Channels:** Test **YouTube, TikTok, and Native Ads** to reduce reliance on Facebook & Google.

**i** KPI to track: New customer acquisition ↑ by 20%



## LTV: Build Deeper Customer Relationships

- **Automate Personalized SMS & Email Flows:** SMS open rates are 98% vs. 20% for email—use SMS for high-value customers.
- **Implement a Subscription Model:** Subscription customers spend 2.5x more than one-time buyers.

**i** KPI to track: Increase LTV by 20-30%



## Inventory: Negotiate Supplier Terms

- **Leverage Bulk Ordering for Better Margins:** Use previous sales data to negotiate lower per-unit costs.

**i** KPI to track: Increase profit margins by 10%

# PHASE 3: Maximize Profitability & Automate (Weeks 9-12)

## PPC: Use AI & Automation for Smart Scaling



### Automate Bid Strategies

Use **Google Smart Bidding** or **Facebook Automated Rules** to optimize bids based on conversion data.



### Expand Retargeting Beyond 30 Days

Increase customer touchpoints with **longer-duration retargeting ads**.

 KPI to track: ROAS  $\geq$  5x

## LTV: Exclusive VIP Programs & Partnerships




### Launch a VIP Community for High-Value Customers

Example: If selling skincare, offer "**Exclusive Members-Only Access**" to new product drops.



### Cross-Promotions with Complementary Brands

Example: A fitness apparel brand can **partner with a supplement company** to co-promote.

 KPI to track: Increase retention rate by 20%

# Summary: The 90-Day Profit Scaling Roadmap

This roadmap is your 3-phase, week-by-week guide to doubling profits in just 90 days—without guesswork, fluff, or overspending by dialing in:

## PPC Optimization

Cut wasted ad spend, scaled high-ROAS campaigns, and retargeted for maximum conversions.

## LTV Boosting

Increased average order value, automated reactivation flows, and built customer loyalty.

## Inventory Management

Improved cash flow by moving dead stock, forecasting demand, and negotiating better margins.

## What's the result?

A smarter, leaner, more profitable business with every dollar working harder than ever.

# Final Takeaway: Scale Smart, Not Just Fast

Scaling profitably is all about maximizing every dollar spent—not just spending more. Whether you apply this roadmap yourself or let PAS execute it for you, the next 90 days can transform your business.



## Analyze

Identify what's working and what's not

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## Optimize

Fix the leaks before scaling

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## Scale

Double down on profitable channels

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## Automate

Use AI and systems to maximize efficiency

Let's scale smarter. 🚀

# Stuck trying to grow revenue? We'll fix it for you!

Optimizing PPC, increasing LTV, and managing inventory can be overwhelming. We'll take care of everything so you can start seeing higher profits—fast.

**1 We audit & optimize your ad strategy for better ROAS**

**2 We increase customer retention & maximize LTV**


**3 We streamline inventory management to boost cash flow**

Let's make scaling simple. **Book a free strategy call now!**

 [Schedule Your Free Call](#)



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