



Marketing Case Studies



Marketing Case Study

ORCHID MEDIA &
LUNT SOLAR SYSTEMS

orchidmedia.io



Client Overview

Lunt Solar Systems is the world's premier solar telescope manufacturer. For the 2024 US Total Solar Eclipse, Lunt Engaged Orchid Media to drive Amazon growth, pricing, marketing, PPC and Amazon admin interaction resulting in a topline sales of nearly \$30 million USD for the eclipse across all channels.

orchidmedia.io



Services Provided by Orchid Media

Orchid Media played a pivotal role in the success of Lunt Solar Systems by managing and executing a comprehensive marketing and logistics strategy. The services provided included:

- **Amazon Logistics** coordination and management, resulting in a dramatic increase in FBA storage limits, edge coordination for shipping, and full integration with Amazon Multi-channel Fulfillment
- Development of **A+ Content**, **on-page SEO**, and listing optimization to increase conversion rates.
- Management of **Amazon PPC budgets as high as \$1million USD per day** during peak eclipse buying windows.
- Management of **day-to-day, hour-by-hour optimization** during the last 10 days of the event.
- Website and Social media content support and scheduling
- Navigating partnerships with TikTok and connecting MCF to ship all product from Amazon regardless of sales channel.
- Coordination with 3rd party vendors to secure lost product and damaged product reimbursements from Amazon.

orchidmedia.io



Results Achieved by Orchid Media

The collaboration between Orchid Media and MenoLabs resulted in significant achievements:

- Rapid Growth: Exponential sales growth to nearly **\$30 million USD** for the eclipse event.
- Market Segment Domination: Secured an estimated **50% of all Amazon Sales** in the final days.
- Complex Amazon Logistics Management: Secured **22,000 cubic feet of FBA space** and coordinated push to support Amazon management to move product to key fulfillment centers along the eclipse path.



**If you're serious about
growing, contact us today.**

+1 864-276-8319

tony@orchidmedia.io

**110 Somerville Ave,
Chattanooga, TN 37405**