"Our content is close to the realities of business, backed by data and easy to follow."

eroFame Speakers' Corner: GlobalAMZ is going to talk about Amazon

The change of scenery won't be the only thing that's new at this year's eroFame. Among other things, there is going to be a number of lectures under the newly created eroFame Speakers' Corner banner. Over the course of the trade show, industry experts will discuss various topics that are relevant to the industry. Among them are Linda Laakes and Fiona Schmid of GlobalAMZ who will talk about Amazon. In our interview, they share some early details about their lectures.



Fiona Schmid (Head of Marketing & Business Development GlobalAMZ) and Linda Laakes (General Manager GlobalAMZ)

What topics will GlobalAMZ talk about at Speakers' Corner during this year's eroFame?

Fiona Schmid: We will focus on three topics which our clients deal with on a daily basis and which they often underestimate.

Firstly: How brands in sensitive categories such as sexual wellness can be successful on Amazon in spite of advertising restrictions, content regulation, and other sources of frustration in that marketplace.

Secondly: How important SEO is if you want to be visible and generate

sales in 2025 - und what the most common mistakes are in this area.

And thirdly: How Amazon can be used as a platform for international expansion in a structured and scalable fashion, without unnecessary overhead.

Could you sum up the focal points of your lectures about these topics?

Linda Laakes: Love to. Our first lecture is titled “From Frustration to Global Growth: How Sexual Wellness Brands Can Win on Amazon - Even in Critical Categories” and it is aimed at brands that are doing business in strongly regulated or sensitive categories. We show them how, in spite of all these limitations, they can achieve growth on Amazon and boost their sales numbers and their revenue if they have the right strategy, targeted content, and actively protect their brand.

Fiona: The second lecture is “Amazon SEO - From Invisible to Irresistible”, and we’re getting really hands-on here, giving the audience practice-oriented advice that is relevant to their day-to-day business, for instance, how to optimize listings for visibility and conversions - spoiler, it is all about keywords, content structure, images, and A+ content. The goal is clear: Getting better rankings, making bigger sales.

Linda: And in our third lecture, titled “Global Expansion - Scaling Without Burnout or Borders”, we provide a roadmap for brands, showing them how they can use Amazon to test new markets and scale their business internationally - step by step, without getting caught up or bogged down. What’ makes this topic really exciting is that Amazon is a great platform for launching new products, with a low risk factor, rapid feedback cycles, and scalable logistics. Among other things, we will be talking about choosing a marketplace, local optimization, smart and sustainable fulfilment strategies, and the most common pitfalls.

Why did you decide to focus on these three topics?

Fiona: We have picked them because conversations with brands, producers, and e-commerce businesses have shown us what a tangible impact they can have on business operations. We are addressing issues that people encounter in their day-to-day business.



For instance, having a strong product but zero visibility, trouble with resellers, or the feeling of being stuck in a marketplace. We've heard it countless times: "Amazon is nerve-racking business, but we know that we have to be here." This is the jumping off point for our lectures, and we provide concrete advice and suggestions that are actually actionable.

Linda: Not to mention that all three topics revolve around areas of business that are quickly evolving. The platform is changing constantly, the tools are becoming more efficient … and also more complex. If you don't stay on the ball, you run the risk of becoming less visible or even losing access to this marketplace.

Which trends, developments, and changes in the sexual wellness industry are reflected in your lectures?

Fiona: The big one is obviously the conflict between growing demand and ever-tightening regulations. Sexual wellness is a highly dynamic, evolving growth market, but on Amazon, brands quickly find themselves beating their heads against invisible walls - when it comes to advertising, when it comes to product names, when it comes to the wording of descriptive content, and so on.

Linda: At the same time, we see more and more D2C brands using Amazon to test new markets. You don't have to make big investments, barriers to entry are low, it is a scalable sales model, and if you know what you are doing, there aren't any great risks. Of course, we offer strategic advice on this front as well.

Fiona: And last but not least, artificial intelligence is changing everything right now, from listings to keyword game plans all the way to international expansion strategies. We demonstrate how people can use AI in effective ways so they won't get steamrolled by automation.

Who is your target audience for these lectures? And how do you make sure that the topics you cover are relevant to this audience?

Linda: Our target audience is decision makers, i.e. brand owners, heads of marketing, e-commerce managers, etc. People who are holding the reins and don't want to wait any longer to strengthen their presence on Amazon. People who seek to take their business to the next level.

Fiona: Our content is close to the realities of business, backed by data and easy to follow. So, no empty buzzwords, just concrete advice, recommended actions, and eye-opening insights. We want our audience to think: "Yes, we can implement everything we've learned here - or maybe we already use some of these strategies but now we know how to use them more efficiently."

What will be the key takeaways from your individual lectures?

Linda: With the first lecture, it's how to strategically use Amazon, also when you are dealing in more sensitive products. What can you do when you are not allowed to advertise your products? How do you protect your brand against copycats? How do you tackle problems such as deteriorating prices or listings over which you have no control? Things like that.

Fiona: As for lecture number two, we show you how SEO really works on Amazon today. Which tools you have at your disposal and how to use them. How you can optimize visibility and why organic growth is much more sustainable than paid visibility.

Linda: And the third lecture is all about expansion. How do I plan an international rollout without spreading myself too thing? What measures are worth taking – and which ones should I avoid? What does a realistic and scalable launch roadmap look like?

Can the audience members ask questions or talk to you after the lectures?

Fiona: Absolutely! We want there to be direct communication. Before and after the lectures, we will be at our meeting point next to the stage, so just approach us. Naturally, you can come find us during the entirety of eroFame. And if you don't find the time for a chat at the trade show, please get in touch using our socials or via e-mail. So, to get back to your question: The conversation doesn't end when we leave the stage. We are always ready to have a chat - personally, in concrete terms, and on equal footing.