

# THE LE FORMULA

## Amazon PPC Training

Creating a campaign with automatic targeting is the quickest way to start advertising with Amazon sponsored products. In addition to a quick setup, automatic targeting is designed to generate more impressions to drive sales of your products. I'll get started by signing into seller central and going to the campaign manager. I like to think of Campaign Manager as my command center for creating and monitoring my campaigns, ad groups and keyword performance. I'm going to start by clicking the create campaign button. I give my campaign a name and set my average daily budget at \$28. Next I schedule my campaign by giving it a start and end date. For my campaigns associated with holidays or special events I'll be entering an end date. I want other campaigns to run indefinitely, so I'll leave the end date set to no end date.

Now I select the automatic targeting option because I want Amazon to automatically select all relevant customer search keywords for displaying my ads. When I'm done, I click the continue to next step button. The framework of the campaign is now in place. To get it running though I'll need to create ad groups. I could use the default name, but I'd like to give my ad groups names that are relevant to me. I'm naming mine bath towels. Next, I set my maximum bid. This is how much I'm willing to pay when someone clicks my ads to view and purchase my products. Next, I set the product SKUs I want to include in this ad group. I can scroll through this list and ad SKUs one at a time by clicking select to move them into my ad group below, or I can search for towels to find the products and click the select all link. Remember, I don't need to select or enter keywords because Amazon will automatically select all relevant customer search keywords for my selected products.

When I'm done I click the save and finish button. Once my ads launch, I will monitor the campaign performance from Campaign Manager. From the campaigns tab I can see the overall performance of each campaign. If I click a specific campaign name, I can see how each of the ad groups is performing. I can drill down to the individual ads for each ad group. I can view the performance of the keywords which generate impressions and clicks by downloading the automatic targeting report. Over time I'll be able to evaluate the effectiveness of my campaigns and ad groups with automatic targeting and try modifying my bids and budgets to optimize my advertising dollars.

I want you to know that with automatic targeting you can set your daily budget and your bid pretty low and still get decent results. You don't have to worry about breaking the bank. For instance, \$10 a day with a 20-cent bid can give you plenty of impressions and clicks for many products. P.S., an impression means someone saw your ad, and a click means they clicked it. You only pay when someone actually clicks your ad, not when they see it. Also keep in mind that the sales results and the campaign manager for your ads are not exactly in real time. Those can be a day or two behind.

Now let's talk about manual keyword campaigns. Manual campaigns are something that you should look into after having played around with automatic campaigns for a bit. You set them up pretty much the same way as automatic except you get a screen where you choose the keywords manually that you want your ads to be delivered to. This is useful when you have specific markets and customers that you want to target. It does require some research though. That's the first thing you need to do. To get a good library of keywords you need data. I usually start by running an automatic campaign for a product for a couple weeks. I then download the report for that campaign and see which of the keywords Amazon shows as the best performing. We'll use those in my manual campaign. Best performing would mean the ones that converted the best or that had the most sales based on the amount of money that was spent on them. Then I will use the following websites to find more related and popular keywords for the product that maybe the automatic targeting didn't use. I'll use the websites MerchantWords.com and AdWords.Google.com/keywordplanner.

At this point after doing that, I should have a really good grip of what the top keywords are for the product. I will make a manual campaign based around that information. That's more my method when I really care about how a campaign performs. Now I want to talk about how to use this knowledge to help you get approved for wholesale accounts. There are two ways that you can go about it. One is that you can mention your experience with Amazon ads more nonchalantly, just mixed in as part of your communication with a company. For instance, like this. I'll quote, "Our company is dedicated to finding new customers and audiences for our brands. We have a unique approach to popular online marketplaces that allows us to get your products in front of customers that would not normally see them such as with pay-per-click advertising using our product keyword research." That's a little line that you could mix in on a website or an email or even over the phone that touches on how you can or how you are able to do pay-per-click advertising.

Alternatively, you can have a more direct approach and make it more of the focus for your communication with a vendor. I'll do this by giving you an example of something that has worked well for me in the past. There's a product I've identified, and I really want to carry. Before ever contacting the manufacturer, I would dive deep into researching keyword data on the product. I would use MerchantWords.com just to see how popular related keywords are for the products. Then I would type those keywords into Amazon and see where exactly that

particular product ranked for each of those popular keywords. Was it page one, two, page three? What position on the page was it? I'd make a log of that info.

Everywhere that the product didn't rank well in a popular keyword is an area of improvement. I would make that an emphasis in my first communication with this company. I would be letting them know of a problem that they likely didn't know existed which is that they are ranked poorly for a popular related keyword for that product. The solution I would provide is for them to sell to me, so I can advertise using a manual campaign for that keyword or keywords. This would give them more impressions, clicks and sales for that keyword and raise them in those rankings where they were ranked poorly before. Over time as they go up in the rankings it would boost their sales because they're getting seen more and more. They're not buried on that search anymore, so everybody wins. All that, of course, will be provided to them at no additional charge beyond letting me buy from them.

I think this approach that I laid out works best as a phone call. I think phone calls really work best in general but especially here because going in-depth about PPC would get pretty long and wordy in an email. Nobody reads those long emails. When you get to the topic of PPC in the phone call, here's a rough script of how that conversation should go. You would start by asking them if they know what keywords their Amazon listing was made with. Nine out of 10 times they're going to tell you that they have no idea because most of the time they didn't make that listing themselves, someone else did.

Then you ask them if they know where they rank on Amazon for some of the most popular related keywords for their products, and you give them examples. Again, it's not likely that they're going to know. Then I would tell them where they rank for those keywords and any of them where they aren't page one. I would be sure to mention and talk about how if you aren't page one, you aren't relevant, blah, blah. That's a big area of improvement for their product because Merchant Words says that that keyword is searched x number of times per month. That's a lot of missed sales opportunities. All those searches, they were likely not being seen, or people aren't making it to the second, or third page or whatever.

Then I would tell them how I can solve that with ads targeted for that keyword. After all that, they're generally pretty impressed with the conversation, with us. It's moving in the right direction, and it usually leaves with us getting approved. That pretty much covers what I wanted to talk about. If you wanted a copy of that rough phone script I mentioned, you can get it in the transcription for this video right below it in that PDF. Thanks, guys. If you have any more questions about PPC on Amazon, ask me, Dylan, in the Facebook group. Thanks.