Amazon PPC Playbook:

Success Made Easy

Start free PPC course! ⊙

> " The whole game with Advertising on Amazon is casting a wide net, optimizing, casting a wide net, optimizing. And with time, you will see results."
>
> Liran Hirschkorn,
> 7-figure seller

Start your Viral Launch free trial to empower your business.

⊙

STEP 1

Get in the right mindset.

Read a solid business book (We recommend The Slight Edge!)

Schedule a specific number of hours per week to work on your Amazon business

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STEP 2

Know the important terms.

Impressions: The number of times your ad was displayed

Clicks: The number of times shoppers clicked on your product ad

Click Through Rate (CTR): The number of times your ad was clicked on for every time it was shown

STEP 2 [CONTINUED]

Cost Per Click (CPC): The amount Amazon charges every time someone clicks your ad

Conversion Rate: The number of people who visit your listing and purchase your product

Advertising Cost of Spend (ACOS): The ratio of ad spend to sales generated from ads

STEP 3

Ensure your listings are optimized.

Find your most important keywords and ensure they're in your title

Ensure title, bullet points, and description are optimized for humans and the algorithm

Fill up your backend keywords with terms you've missed in your front end

Make sure your photos are professional and set your product apart

Split test your price to determine the most profitable point

Set up an email follow-up sequence to gather as many reviews as possible

Differentiate your product, so you're not so dependent on price and reviews

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STEP 3 [CONTINUED]

Start your Viral Launch free trial to get access to:

Kinetic to **easily manage and automate your ads**

Research tools to **find the most important keywords**

Tracking tools to **see how your ads affect sales**

>

Try it for free!

Use coupon code:

PPCPlaybook

STEP 4

Set up your ad campaigns

Start an automatic campaign

Suggestion: Start with $10 budget and scale with time

Find 6-10 high volume, high opportunity keywords

Create one manual campaign called "BPE" which stands for Broad, Phrase, Exact

Suggestion: Start with $10 budget and scale with time

Create an ad group called "Broad" and target your 6-10 keywords as broad match

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Set up your ad campaigns

Create an ad group called "Phrase" and target your 6-10 keywords as phrase match

Create an ad group called "Exact" and target your 6-10 keywords as exact match

Bid highest for exact and lowest for broad

Let you ads run for about a week to gather data

Set up your ad campaigns

Download your search term report from Seller Central

Filter by Campaign

Find high performing search terms by filtering for any with an existing ACOS

Adjust bids on exact keywords that got sales

Move high-performing broad and phrase keywords to exact ad group

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Pro Tip:

Avoid the Excel headache and move keywords around easily in Kinetic's search term tab.

Filter for search terms with an ACOS lower than 40% (or your profit margin)

Find high performing keywords by sorting ACOS low to high

Click "Add to Ad Group" to easily start targeting them

Find keywords that are wasting money by sorting ACOS high to low

Click "Add as Negative" to easily avoid targeting them

Repeat daily, unless you opt for automation, which will do this for you

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STEP 5 [CONTINUED]

Find keywords that are wasting money by filtering for any with a blank ACOS

Sort by spend

Evaluate keywords and either lower bid or add low-performers as a negative keyword

Repeat daily

STEP 6

Keep your ads profitable with automation.

Start your Kinetic free trial, if you haven't already

Click "Add Rule" in Kinetic's rules tab

Click "From Template"

Choose "Keyword - Low ACOS: Increase Keyword Bid" to drive more profitable sales

Edit conditions if needed

Choose the campaign to apply the automation to

Click preview rule to see how the rule would have acted in the past

Click Save and Run in Automatic Mode (or Manual mode for more control)

Choose "Keyword - High ACOS converting: Decrease Keyword Bid" to stop unprofitable sales

    Edit conditions if needed

    Choose the campaign to apply the automation to

    Click preview rule to see how the rule would have acted in the past

    Click Save and Run in Automatic Mode (or Manual mode for more control)

Choose "Keyword - No Orders: Pause Keyword" to stop spending on unprofitable ads

    Edit conditions if needed

    Choose the campaign to apply the automation to

    Click preview rule to see how the rule would have acted in the past

    Click Save and Run in Automatic Mode (or Manual mode for more control)

Choose "Keyword - Low Conversions: Pause Keyword" to turn off low converting keywords

    Edit conditions if needed

    Choose the campaign to apply the automation to

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STEP 6 [CONTINUED]

Click preview rule to see how the rule would have acted in the past

Click Save and Run in Automatic Mode (or Manual mode for more control)

Check in on your automation and ads each day and tweak until you're comfortable with results. Then, scale back and let the tool work for you.

Want to hand off your ads to the pros? **We'll run your ads for you. Plus, you get access to invaluable insights about your market with our full software suite.** LEARN MORE

Amazon sellers around the world have gone from 9 to 5's to making millions with their own private label brands. Over the past few years, selling on Amazon has become more complex. Competition and Amazon's algorithms are always on the rise. Sellers that are still achieving financial freedom are the ones making the smartest decisions based on data and the latest tactics that work with the algorithms.

Viral Launch equips you with the tools you need to understand your market, make small changes with big impacts, and track your progress. We've helped thousands of entrepreneurs build impressive businesses, driving over $10B on Amazon. Don't let this Amazon gold rush pass you by. Get your hands on the data that will take you to the next level. Try it out for free, and get our best deal ever as a course participant.

Take action and be one of the greats for only ~~$249~~ $179/month

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