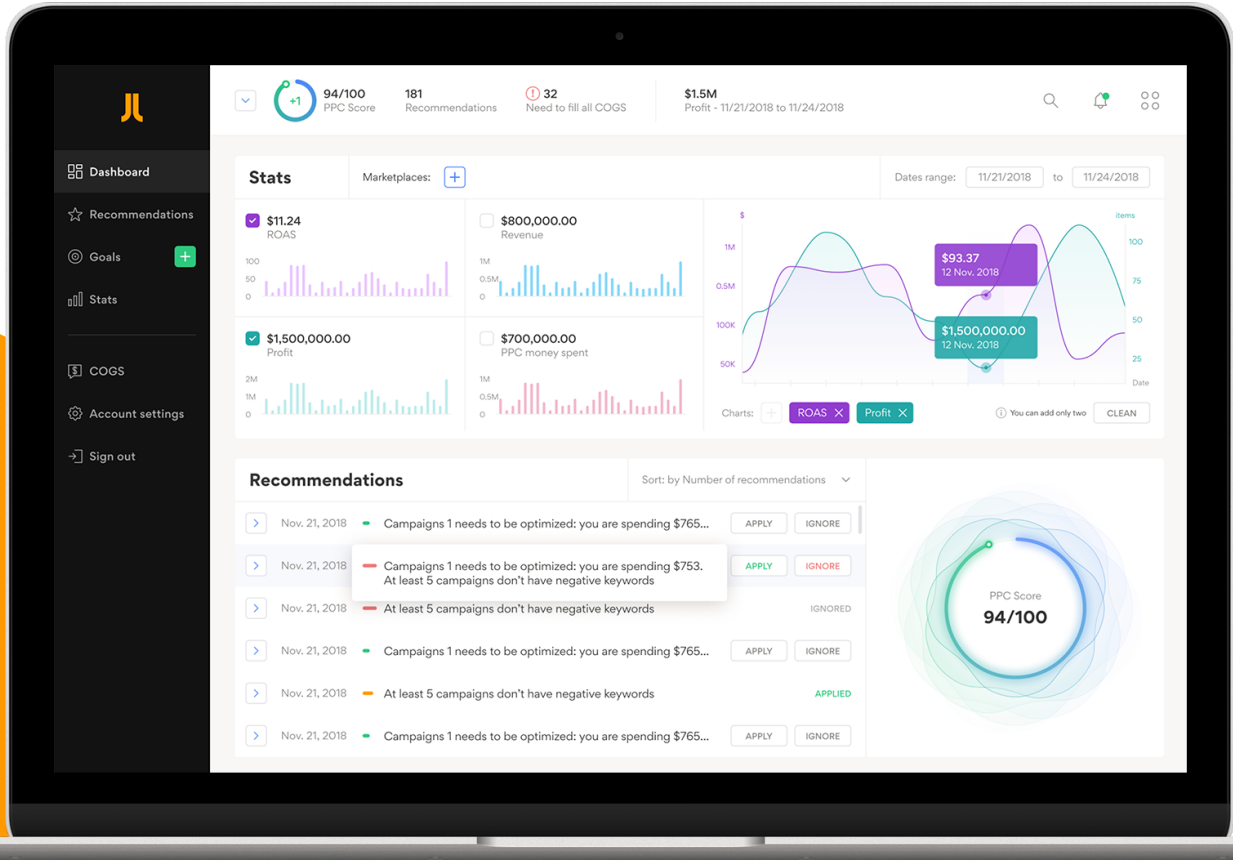


JUDOLAUNCH



THE BEGINNER'S GUIDE TO RUNNING EXPERT AMAZON PPC CAMPAIGNS

How to launch new products on Amazon and send your sales skyward!



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HOW TO RUN EXPERT AMAZON PPC CAMPAIGNS

TO LAUNCH NEW PRODUCTS AND SEND YOUR SALES SKYWARD!

Over 300 million people globally shop on Amazon, but as an Amazon merchant, you already know the size of the prize. The challenge is getting your brand onto consumers' radar and making sure your products are seen – and purchased – in a highly competitive environment.

To fast-track online sales, many Amazon Sellers looking at pay-per-click (PPC) advertising. However, many worry about making the investment – does this sound familiar?

Maybe you're a merchant who wants to try PPC, but doesn't know where to start? Or you've given it a trial run but it's using up lots of your time and budget, without generating good results?

This beginner's guide will cut to the chase and teach you everything you need to know about launching Amazon PPC campaigns that get the job done. Read on to discover:

1. *Why you need to put PPC in your marketing strategy*
2. *How to prepare your products for your first campaign*
3. *What keywords you need to choose, and how to use them*
4. *When to spend big on search terms, and when to scale back*
5. *How to reach your PPC goals quickly – and what happens after that!*

Follow us step-by-step and soon you'll be setting up Amazon PPC campaigns that are straightforward to launch, easy to manage, and generate profitable results.

Over 1 million merchants joined Amazon in 2018 – let's use PPC to make sure it's YOUR products that consumers are buying, not theirs.



WHAT IS PPC AND WHY DO YOU NEED IT?

Pay-per-click advertising does exactly what it says on the tin: enables your business to launch campaigns where you only pay for adverts that customers click on.

It's a cost-effective way to raise your business profile because there's no up-front fee, and you're not wasting money on adverts that aren't generating interest.

A 'belt and braces' approach to search results.

Nearly half of all consumers start their online search on Amazon, so PPC is a great way to promote your products at the point when shoppers are deciding which make, model or brand to purchase.

Your products may appear organically in shoppers' search results, but there's no way to guarantee they'll rank highly – especially if you're up against sellers who have been in the market a long time.

PPC means you don't have to rely on your stock just naturally appearing in consumers' search results; you can give certain items an extra push when needed. Think of it as a doubly secure approach – using your belt AND your braces to hold up your trousers.

WHAT IS PPC AND WHY DO YOU NEED IT?

AMAZON PPC AT ITS MOST EFFECTIVE

There are certain scenarios in which PPC can be particularly useful to Amazon Sellers, giving products a much-needed boost. These include:



SEASONAL STOCK

Such as weather-dependent items or products for special occasions like Christmas and Easter.



LOW-VIEW PRODUCTS

Items that are struggling to appear on the first page of results when potential customers search for an item.



HIGHLY COMPETITIVE ITEMS

Ensuring that your products appear alongside your biggest rivals in a highly competitive marketplace.



PRODUCT LAUNCHES

High visibility and immediate impact for items that are new to your online store.

PERFECT PREPARATION PREVENTS POOR PPC PERFORMANCE

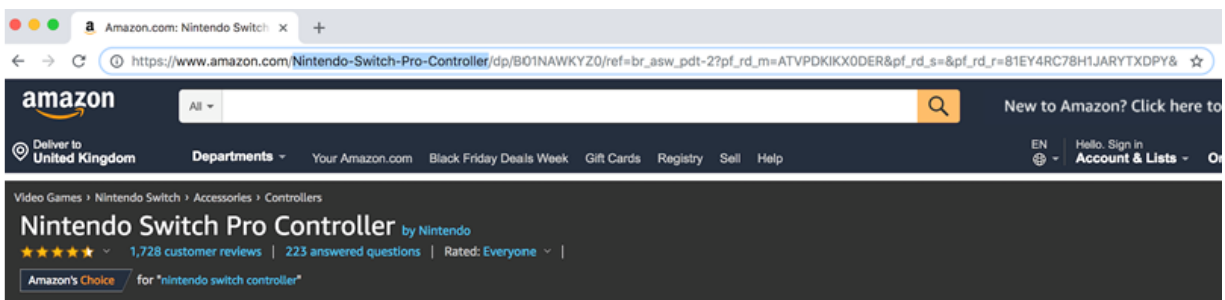
Before you even think about launching a PPC campaign, you need to optimize your product listing.

You might think that the wording you choose is more relevant to organic search results, but it can have a huge impact on your ad strategy – especially if you choose an automatic PPC campaign run through Amazon (but more on that later).

Here are 3 things to pay particular attention to when setting up a new product listing or editing an existing product page:

1. URL

The words in your web address can affect who lands on your product page. Amazon will automatically pull words from your product description and put them in the middle of your web address – this is what is known as a canonical URL. Here’s an example:



You can't set these keywords directly, but you can help Amazon pick the most helpful words by optimizing the title of your page.

PERFECT PREPARATION PREVENTS POOR PPC PERFORMANCE

2. PAGE TITLE

Make the title of your page descriptive. Amazon isn't like Google, which favors short and snappy page titles. The more detailed your product page title is on Amazon, the better it will perform, because it gives you an opportunity to include more keywords – this doll is a good example:



Luvabella Blonde Hair, Responsive Baby Doll with Real Expressions and Movement, for Ages 4 and Up

by Luvabella

★★★★★ | 3 customer reviews | 9 answered questions

Amazon's Choice for "luvabella doll"

List Price: \$99.99

Price: **\$76.75**

You Save: **\$23.24 (23%)**

There's a 500-word character limit on Amazon page titles, so use it to your advantage!

WRITING GREAT PRODUCT COPY

If you want some expert support with writing your product page, head straight to the source – Amazon has some great guidance on: **[how to enhance your product listing.](#)**



PERFECT PREPARATION PREVENTS POOR PPC PERFORMANCE

3. PRODUCT DESCRIPTION

The most important part of your product wording is not the main product description, but the introductory bullet points that appear below the page title. This is the first thing potential customers will see.

Your bullet points should be detailed and packed with relevant product keywords to help you formulate a PPC strategy. However, be careful not to put search over style; it still has to be readable and make potential customers want to purchase your product. This video game is a good example:



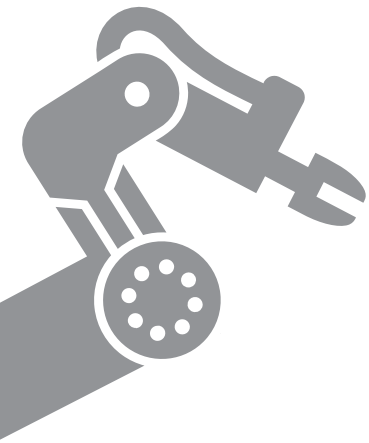
About the product

- New Twist on Classic Battles - All new battle system where players utilize captured monsters to create powerful monster towers to fight foes using their size, element, and order to win the battle
- Customize, Evolve & Saddle Up - Endless customization options that turn monsters into ability-boosting magicite; Evolve them to gain new specializations, or ride them to travel faster
- A World of Vertical Possibility - Dive into vertically stacked dungeons and use creature abilities and magicite effects to get past obstacles and progress

When you're writing descriptive copy, don't forget that many shoppers will visit Amazon via their mobile. Keep sentences short and punchy for anyone reading about your product on a small screen.

CHOOSING THE RIGHT PPC APPROACH FOR YOUR BUSINESS

There isn't a one size fits all approach to PPC advertising. When your product listing is optimized and you're ready to start formulating a campaign, your first big choice is whether to go with an automatic campaign run by Amazon initially, or whether to start from scratch and launch your own manual PPC campaign.



AUTOMATIC PPC CAMPAIGN

- You don't need to know anything about PPC (but it's never too late to learn)
- It doesn't take up much of your time (but you can't control what keywords Amazon's using)
- You can set a maximum budget (but you don't have control over how that budget is spent)



MANUAL PPC CAMPAIGN

- You can weight spend towards your most profitable keywords – and remove keywords that don't generate sales
- You can focus budget on affordable keywords, so you get more adverts for your money
- You learn a new skill!



CHOOSING THE RIGHT PPC APPROACH FOR YOUR BUSINESS

OPTION 3: THE BEST OF BOTH WORLDS

While many Amazon Sellers think there's only two choices for running PPC campaigns, there's actually a third approach that combines the best of both worlds.

New PPC management technology coming onto the market enables merchants to combine automatic and manual campaigns to enhance your PPC results.

You can choose to run an automatic Amazon PPC campaign for a few days, to see what keywords are working – and which aren't – and then start nurturing the best-performing keywords in a manual campaign. Technology to do the analysis on your behalf to see which keywords are performing best, but then puts you in control when it comes to driving sales.

READY, SET, GO!

A GLOSSARY OF KEY PPC TERMS YOU MIGHT NEED TO KNOW

PPC: *Pay-per-click.*

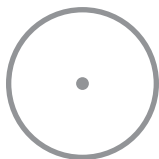
Keyword: *A word or phrase that explains what your product is, which shoppers are likely to type into Amazon when searching.*

ACoS: *Average Cost of Sale of an advertised item on Amazon (calculated dividing ad spend by the number of sales).*

1. CHOOSING A KEYWORD

Whether you choose an automatic or manual campaign, your PPC strategy will be built around keywords that appear in your product listing. There are three types of keyword you can focus on when creating adverts:

BOARD MATCH



You will be included in searches that are related to your keyword, even if it's not an exact match. For example, if the word is spelled differently, or it's a closely related search. This can pull in some customers who might not have found your product through a simple error, but it also opens up the floodgates to you being featured in lots of irrelevant searches.

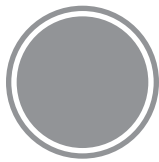
READY, SET, GO!

PHRASE MATCH



Your advert will appear when someone searches with a relevant phrase, including any misspellings or slight variations. This allows you to focus on longer search terms that people might be typing in (we call them long-tail search terms), but there's still room for error.

EXACT MATCH



Your PPC advert will only appear if a shopper types in the exact word or phrase you have requested. This may mean you appear in fewer sets of results per day, but you can feel confident that when your ad does appear, it's relevant and well-targeted, and therefore more likely to generate a sale.

You can include as many or as few keywords or phrases as you like but bear in mind that if you only include a handful of keywords, Amazon has limited options as to where it can place your adverts based on what people are searching for.

If you're launching a manual campaign then Amazon will pick your initial keywords on your behalf. However, be careful: this doesn't always guarantee it will choose the right ones!

READY, SET, GO!

If you're going with a manual campaign then you will need to put together a keyword list yourself. Think beyond the obvious keywords to phrases that are more specific – these are sometimes called secondary keywords. They might not generate a huge number of searches, but people who do search for these phrases are more likely to purchase, because they know what they want, and your product matches their needs. Less common keywords can often give your product launch a huge boost.

KEYWORD SEARCH TOOLS

Amazon Sellers stuck for inspiration on the best keywords to run with can use online research tools such as **Soovle** and **Ahrefs** to help with your list.



2. SETTING AND SPENDING A BUDGET

When you've chosen your initial keywords, you will then need to decide how much you are willing to spend each time someone clicks on your product page as a result of seeing your ad in their search results.



READY, SET, GO!

The broader or more popular your keyword, the more each click will cost, because the market is more competitive. There are two metrics you need to consider within this:

1. *The maximum amount you're willing to pay per click.*
2. *The total amount you're comfortable spending on ads each day.*

Be cautious with your budgeting, as you don't want to get caught up in a bidding war that results in your PPC costs negating any profit you make on sales from your adverts. Consider the profit margin on each item, and the number of items you are hoping to sell when putting your budget together.

Some merchants like to think about the Advertising Cost of Sale (ACoS) and how much they would feel comfortable paying per click in a successful campaign to give them a guideline on their spending. Amazon will calculate your ACoS as part of your campaign dashboard so it's easy to track as you go along.

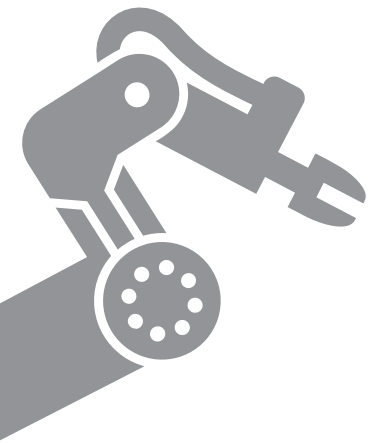
3. CREATING YOUR FIRST PPC CAMPAIGN

With your keywords and budgets decided, it's time to get going! To start creating a campaign, head to the Amazon Seller portal and select 'Advertising' from the navigation bar, then choose 'Campaign Manager'.

Give your campaign a name. Make sure it's easy to remember – especially if you're planning to run multiple PPC campaigns. You will also need to choose the duration of your campaign and your budget.

READY, SET, GO!

From here, the process will differ depending on whether you want to run an automatic or manual PPC strategy.




HOW TO SET UP AN AUTO CAMPAIGN

1. Select the 'automatic targeting option then click 'continue to next step'.
2. Enter the name of your ad group, the products you want to advertise, and how much you are willing to bid on the keywords Amazon chooses for you .



HOW TO SET UP AN MANUAL CAMPAIGN

1. Select the 'manual targeting' option and then click 'continue to next step'.
2. Choose a name for the adverts you'll be creating. Make it precise, as you might want to launch a separate set of PPC ads within this campaign at a later date.
3. Select the product you wish to advertise, and set the maximum amount you're willing to bid per keyword – we'll talk about bidding in more detail a moment.
4. Choose your keywords. Amazon usually gives you a list of suggestions, which is a good starting point if you don't have any words or phrases in mind. Don't worry about it being perfect right from the start, as you will be able to refine it as the campaign progresses.



READY, SET, GO!

4. TIMESCALES

Ultimately, it's up to you how long you run a campaign for, and eventually you'll want to get to a point where you're constantly operating PPC ads to support and boost your product sales.

However, if this is your first PPC campaign or you're just wanting to test the water, six weeks is a good amount of time to gather initial results and refine your PPC strategy.

MEASURING AND IMPROVING

One area where many Amazon Sellers go wrong is failing to properly measure your PPC campaigns. If you're not working to tangible results, how do you know your adverts have been a success?

Setting clear goals for your PPC ads will also help you to focus on what you want to achieve, and give you a target to go after when you're experimenting with pay-per-click campaigns.

By following our guide you will hopefully get some great results straight off the mark, but there's always room for improvement. The great thing about PPC campaigns is that they can always be analyzed and refined, so it's easier to make them better and better as you gain experience. And this iterative improvement process comes from constantly tweaking your campaign keywords.

TOP TIPS FOR REFINING YOUR KEYWORD STRATEGY



If a keyword isn't working, remove it from your PPC campaign. If you decide to set up an auto campaign on Amazon to run alongside your manual keywords, don't forget to place a stop on any unprofitable keywords here as well.



Question why certain keywords aren't performing, and whether you need to change your product listing. If lots of irrelevant keywords are being suggested to you, perhaps your product is categorized incorrectly. It also might indicate there aren't enough good keywords in your product description for Amazon to draw inspiration from.

MEASURING AND IMPROVING



Expand the keywords that are working best to include variations on a theme. For instance, if the phrase ‘baby doll’ is working well, you might want to include plastic baby doll, blonde baby doll, baby doll for girls, first baby doll and so forth.



Put powerful keywords into your product description.

Remember we talked about optimizing your product listing before you launch PPC? The impact of good search terms is circular – so if any effective keywords revealed through your PPC campaign are missing from your product description, make sure you add them in.



Weight your ad spend towards profitable key words. You’ll be charged every time a potential customer clicks on your product page, but obviously you’ll only make money if they then purchase that item. The more people who buy it, the better your ACoS. Concentrate the majority of your spend on keywords with a good ACoS, and reserve a smaller proportion for experimenting with new keywords

THE BENEFIT OF BETTER KEYWORDS

Although the purpose of refining your product keywords is for PPC results, if you use the results to optimize your product pages then you will naturally see a boost in organic search results as well.





CHOOSING THE BEST TOOLS FOR THE JOB

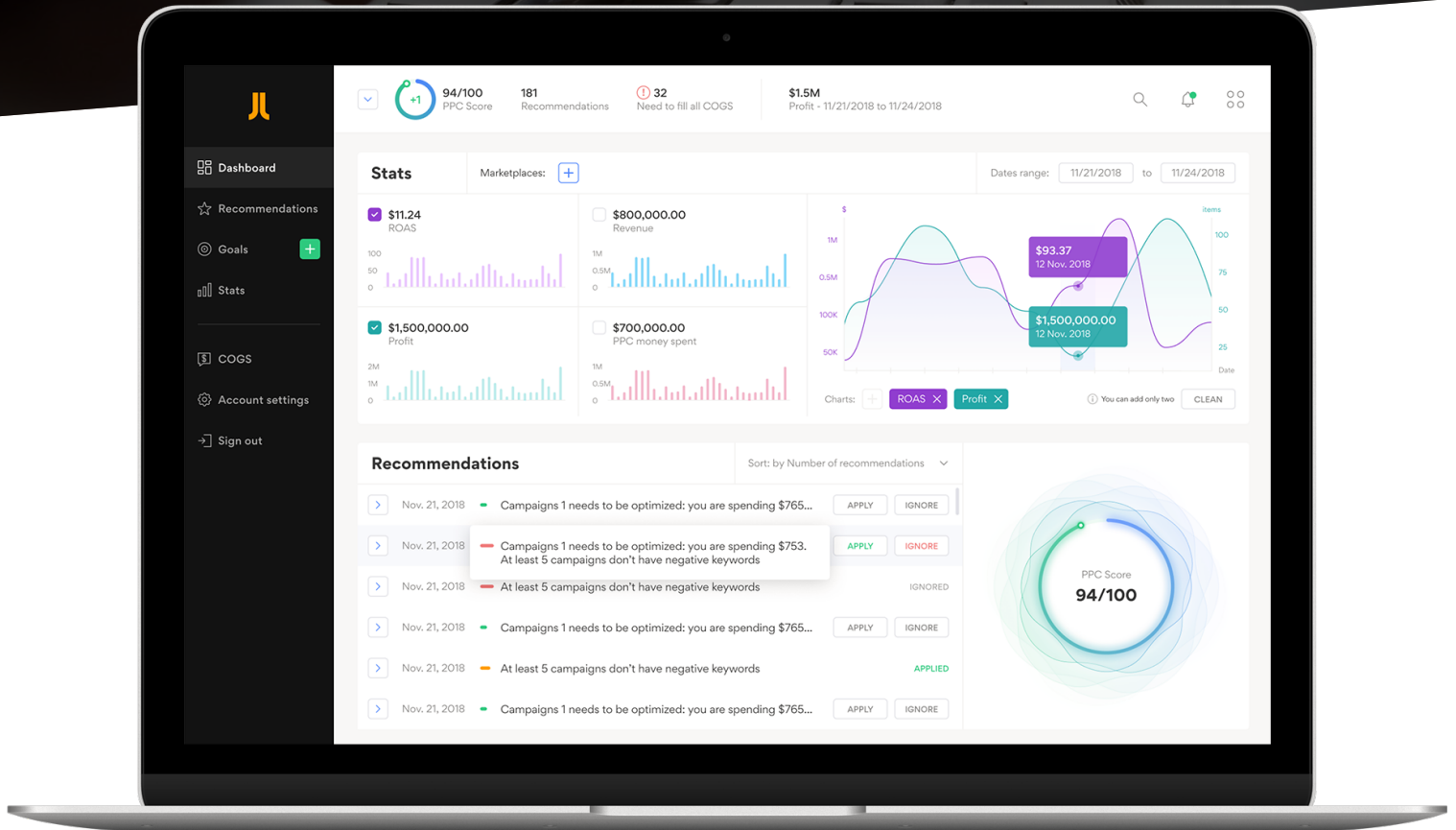
The stages we've walked you through might seem like a lot of work, but they don't have to be. If you're worried about lacking the time or expertise to run effective PPC campaigns, technology can take the weight off your back and ensure you yield strong results.

There are ground-breaking tools coming into the market that use Artificial Intelligence (AI) to do the work of a PPC expert, searching for the right keywords to use and calculating spend to ensure you meet your goals, profitably.

It's important to look out for a comprehensive tool that can do everything you need in one place. You don't want to be relying on multiple pieces of software to do the job, as this can become confusing and long-winded.

Ultimately, technology is supposed to make your life easier, so find the solution that's going to achieve this when running your PPC adverts.

CHOOSING THE BEST TOOLS FOR THE JOB



JUDOPPC: THE ONLY PPC TOOL YOU'LL EVER NEED

JudoPPC is the solution you've been searching for – an integrated smart tool that generates the results of an Amazon PPC expert. You don't need industry knowledge to use it, results are quick and profit potential is limitless.

Our AI-powered Amazon PPC tool gets real results without rinsing your budget – without hours of behind-the-scenes work. With JudoPPC you can sell more products for just 15-30 minutes' input each day and we guarantee \$0 wastage on non-converting keywords.

CHOOSING THE BEST TOOLS FOR THE JOB

5 REASONS TO CHOOSE JUDOPPC



1. PURE PROFIT AMAZON PPC

You'll never run a campaign at a loss again, as ad spend will convert into sales within weeks – if not days.



2. MINIMUM EFFORT, MAXIMUM OUTPUT

Campaigns can be optimized in a few minutes, so you can spend more time running your business.



3. RESULTS YOU CAN'T ARGUE WITH

Real, measurable outcomes and recommendations that help you achieve your PPC goals.



4. CUT THROUGH THE COMPETITION

Get rid of irrelevant or unprofitable search terms and discover the keywords your rivals aren't tracking.



5. BONUS ORGANIC TRAFFIC BOOST

JudoPPC recommendations will enhance your product listing to improve organic search results as well.

CHOOSING THE BEST TOOLS FOR THE JOB

We're almost ready to launch our Amazon PPC game-changer. You'll be the first to know once it is.

In the meanwhile, please feel free to contact us by emailing hello@judolaunch.com if you have any questions!



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