

# THE SELLER'S GUIDE to AMAZON SPONSORED PRODUCTS

## AMAZON SPONSORED PRODUCTS

Getting your products noticed in Amazon's crowded marketplace is a challenge. The Sponsored Products advertising program ([sp.amazon.com](https://sp.amazon.com)) gets your products in front of more Amazon customers.

Here are

## 5 KEY PRINCIPLES

to *grow* your business through

AMAZON'S SPONSORED PRODUCTS ADVERTISING PROGRAM

1

## SET YOUR ADVERTISING GOALS



Your primary goal is to **sell more**

### SPONSORED PRODUCTS CAN HELP YOU



Launch a new product or brand



Generate greater awareness and traffic for existing products



Drive more traffic during seasonal promotions



Protect a leading product or brand against new competitors



If you are launching a new product, you will want to bid more aggressively so your ads show on the first couple of Amazon search result pages. This investment will drive more impressions, clicks and ultimately sales, helping you move up on natural search. Meanwhile, if you sell an industry-leading product which already shows on page 1 of search results, you can bid more conservatively.

## 2

### ASSESS YOUR COMPETITION'S ADVERTISING STRATEGY



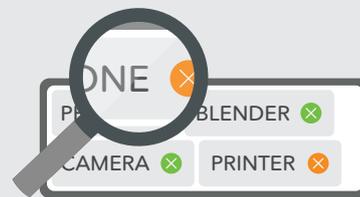
How competitive is advertising in your product category? What potential costs and returns should you expect from your advertising investment (Advertising Cost of Sales, or ACoS)?

**EITHER**



#### View the average winning cost per click bid by category

Amazon provides a Seller Central help page which shows the average winning cost per click by product category. The average bid will provide an indicator as to the depth of competition. You will use this information to help you set your initial bid when creating your campaigns.



#### Perform a sample Amazon search

Choose a keyword or two that a customer would use to search for your product. Look at the ads which show in search results. Do you see ads on the first 2 pages and then the ads stop, or do you see ads on every page when you click through search results? The greater the number of pages, the greater the competition and bids for these keywords.

## 3

### CREATE CAMPAIGNS BY GROUPING SIMILAR PRODUCT TYPES OR BRANDS WITH SHARED GOALS



Build a campaign which groups similar products into one campaign and ad group. Be sure these products also share the same advertising goal. Name your campaigns and ad groups clearly so that you understand what's in it without having to click on the campaign. For example, the name "New Blender Model Summer 2015" is much better than "Mike's campaign 1".

# 4

## USE A MIX OF AUTOMATIC AND MANUAL KEYWORD TARGETING



Create both a manual and automatic targeting campaign for the same set of products. The automatic targeting campaign is used to discover new keywords which can later be added to your manual campaigns.



### In the manual campaign

Use keywords which are relevant to your products. Think of words and phrases which customer's would use to search for your products on Amazon.

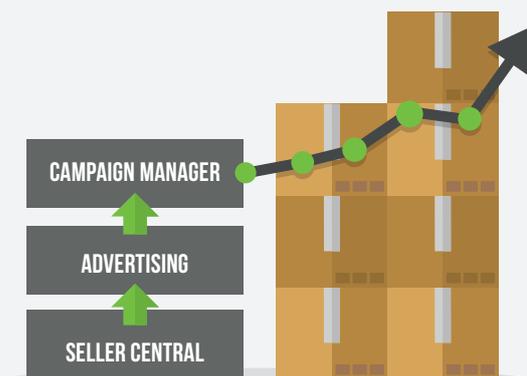


### In the automatic targeting campaign

Amazon enables all relevant keywords for your products. Your bid for automatic targeting should be less than your bids for manual targeting. Eventually you can turn off the automatic targeting campaign once you've gathered all of the top performing keywords for your manual campaign.

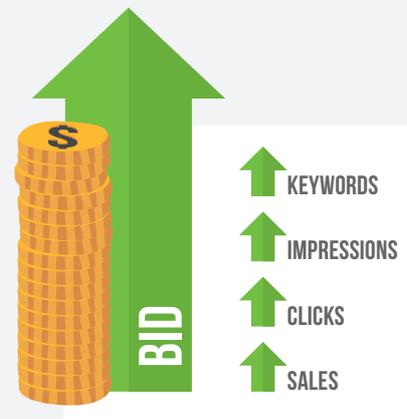
# 5

## ANALYZE AND OPTIMIZE PERFORMANCE



Review your ad performance by viewing and sorting the key metrics columns in campaign manager (*Seller Central > Advertising > Campaign Manager*). Give your ads at least a week to run before making any conclusions about whether or not to begin optimizing.

Begin by comparing your campaign performance to your product goals. View the performance of individual ads and keywords. Identify keywords above your target ACoS, and adjust your bid lower. Or you may want to increase the bids for your better performing keywords, in order to get more impressions, clicks and sales. Spending a few minutes every week to view and optimize your campaigns will pay big dividends when you see how Sponsored Products can help you achieve your product goals.



# Marketplace Clicks

*If you need immediate consulting help  
optimizing your Sponsored Products business*

contact **Mike Ziegler** at  
[www.marketplaceclicks.com](http://www.marketplaceclicks.com)



Mike will also give a detailed workshop at the [prospershow.com](http://prospershow.com) Feb 8-9, 2016 in Salt Lake City. Enroll now to learn from this and other workshops led by former Amazon insiders!