



How to Run an Amazon Pay-per-Click Campaign

Hey guys, Mario here with a quick video on how to set up an Amazon PPC campaign for one of your products. Not that hard to do, but there's a way to go about it.

If you have a brand new product and you have not run any PPC before, my suggestion was to run some automatic targeting. Which is basically, Amazon's going to find the most relevant keywords to your item and put that in front of customers.

Running and Automatic Campaign

Basically, the way to do it here is, you'll go to Advertising > Campaign Manager. Then, once you've hit that, you click Create New Campaign and it'll take you to this page.

Let's just say we're selling barbecue gloves. Your campaign will be barbecue gloves or whatever is relevant to you. Your daily budget normally, I try to set this to about \$10. You can set it to \$5 if you like.

I'd like to be a little bit more aggressive and keep it at \$10. You can put as much as you want on there. You can put \$100 if you want. But if starting out, I would put anywhere from \$5 to \$10 bucks.

Now, when running an automatic campaign, I usually run it for anywhere from 2 weeks to 30 days. But to be quite honest with you, if you wanna get the most relevant data possible, you're going to want to run this for 30 days.

Your start date is 5-7. Your end date is 6-7. You're going to run this for 30 days, you're going to click Automatic. You're going to continue to Next Step.

Now, you can leave that Ad Group One, it's fine. What you're going to do here is basically find your product. I usually just do this by ASIN, I'm not really putting my competitors product on there.

But this is how you do it. Usually, I'll just click Search by ASIN right here on the drop down menu. I'll put down my ASIN, I'll hit Search, and my item will come up. I will select this. Let's select. That's my product selected.

My default bid is suggesting at \$1.48. I will usually just leave the suggestion. If you wanna go a little bit higher, that's fine. Just put it at \$2. That's great.

But once you do that, that'll save and finish. But this is the suggested bid for each keyword click. For someone to click on this, it's going to cost you \$1.48 or around about that. You can make that higher if you wanna outbid somebody, or lower.

But what realistically, what you want to do is you want to find lower targeting keywords and target those. Or else, this could get quite expensive when you're targeting the most relevant keywords. They could be sometimes \$5 per click.

CHINA IMPORT F O R M U L A

"Your Step-By-Step Formula To Importing From China"



That's going to eat up your profit pretty well.

I'll have a video on explaining on how to get keywords for your manual campaigns. This is just for an automatic so, it's pretty easy to set up.

This is basically, going to collect data for you. Hopefully, make some sales. Then after 30 days, you're going to download this data and you're going to find out which keywords are getting the most impressions, the most clicks, the most sales, and the lowest ACOS.

The lower ACOS, the better. That's basically, what your percentage which is spending on advertising.

Let's just say your margin, your product ROI or your margin's about 30%. Now, your ACOS is 30%. Basically, you're breaking even. You wanna try to keep that ACOS maybe at 10% or less. Ideally, it's going to take a little bit of a work to do.

But in the beginning, I wouldn't worry too much about it. If you're breaking even, it's okay right now because you're gaining sales, you're getting sales velocity, and you're lowering your BSR by getting sales and you can potentially get some reviews in that time as well as you're getting sales.

I wouldn't worry about that too much but I would worry about trying to break even and then, lowering it from there.

Running a Manual Campaign

Once you've run this for about 30 days, you are going to run a manual campaign. With the manual campaign, like we started here, you'll put barbecue gloves. After the 30 days is over, you've got your data.

You're going to create a manual campaign. Go to the next step here Ad Group One. You search for your product. Again, same way. I'm a slow typer. We'll select that.

Now, here's a default bid. Here's Bid Plus. Raises your bid in this campaign up to 50% than your default bid when ads are eligible to show up at the top of search results. You always wanna click Bid Plus. I always do, you always want to. It'll help you out. It's worth it.

There's two ways of selecting keywords. You can click suggested keywords that Amazon's telling you might be relevant to what you're selling. But you're not going to do that.

You're going to provide your own keywords because you have the data from that automatic campaign that you ran for 30 days. If you want to run it for two weeks, get the data, run a manual campaign and just keep the automatic going, you can do that as well.

You don't really have to wait the whole 30 days but you can try that as well.

CHINA IMPORT F O R M U L A

"Your Step-By-Step Formula To Importing From China"



All the keywords that are relevant, that are making you money in that automatic campaign, you're basically just going to list them here. You're going to click Add These Keywords. That's pretty much it.

You're only going to target the keywords that you put inside this box. You already know that the keywords that you're putting inside this box have already been working for you already in the automatic campaign.

You're going to use them in the manual campaign. Basically, you're trimming the fat and just using the good keywords to optimize your campaign. Now, your ACOS will go lower because you're not bidding on irrelevant keywords, you understand?

That's basically how the PPC works. I mean, I will get into a little bit more in depth video on this. I just want to make these beginner videos for you guys so, you kinda understand basics and how it works.

At any point at any time, if there's any questions on any of this stuff that I go over in these videos, please go on to Basecamp or contact one of the coaches. You can set up a call with myself or Casey or Joanne. We can answer any questions for you even through e-mail.

Like I said, these are just basic videos to take you step by step, hold you by the hand, and show you how these things basically work. All right? I'll see you guys in the next video.

 **Mario**