



## Amazon Marketing Services

Hey guys, Mario here with your next video about Amazon's Marketing Services, also known as AMS. It's just one type of way to advertise through the Amazon platform to gain customers and gain sales.

Now Amazon Marketing Services is going to be changing a little bit. I believe they're going to be doing away with the sponsor products. Which is right here.

But, you can use your regular PPC advertising to basically replace this. So it's not really that big of a deal.

What you will be able to use is headline search. Which basically it's going to target a keyword, and it's going to appear above the search results.

Your listing or your listings, which will be about three different products that you're going to have to put into this headline search, are going to basically appear above the search results. So, before everybody else you're going to be at the top. If you gain that impression.

So your products will be there right at the top of the page. Pretty simple, not that hard to do, but you're going to have to put three different products that are relevant together in this ad. So that'll search result at the top of the page.

Also, the product display is what I was speaking about in the product launch video a little bit. Now what this does is it basically targets your product by interest. What that'll do is, it'll appear on your competitors page.

So, like I said, if you're searching for barbecue gloves, and you click on a barbecue glove listing your listing will show up on the side. Basically you'll be right on your competitors page saying, hello I'm here buy me instead of my competitors. Which is a pretty cool thing to do too.

These ads are not that hard to set up. Basically the same premise. You're going to want to run automatics, and gain some data from these before you run a manual.

You want to try some long tail keywords as well. There's a lot of different tools you can use for that, but the best tool to use is actually the Amazon search bar.

You begin to type something into Amazon search bar, and a whole different bunch of keywords will show up. Those are relevant, because that's what people are searching for on Amazon. To me, that's one of the best keyword tools to use.

So you got your sponsored ads, you got your headline search, you got your product display ads which will put you on your competitors page. Another three ways to market your product on Amazon, to gain some momentum and keep yourself on page one, and keep yourself ahead of the game.



That's it for these, and I'll see you in the next video.

