

# COMPACT MIRROR PPC PLAN OF ACTION





# CAMPAIGN STRUCTURE AND PLAN OF ACTION FOR THE NEXT 30 DAYS

- **Objective:**
- **ACoS:** Reduce to below 50%
- **CPC:** Reduce to below \$1.30
- **Sales Growth:** Increase sales while reducing cost per click.

# STEP-BY-STEP ACTION PLAN



## *Step 1: Analyze Current Data & Identify Key Insights*

Before setting up the new campaigns, we'll need to extract valuable data from existing campaigns, including:

- **Top-Performing Keywords:** Identify keywords and search terms that have the highest conversion rates.
- **Product ASINs:** Review the ASINs that have generated the most sales, so we can prioritize them.
- **Current Campaigns Performance:** Pinpoint areas where ACoS is exceeding expectations (e.g., underperforming keywords, irrelevant targets, etc.).
- This will allow us to **build a foundation for targeted campaigns**, focusing on high-converting keywords, relevant ASINs, and optimizing bid structures.

# STEP 2: SET UP THE 9 NEW CAMPAIGNS

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## ***1. Auto Campaign (Substitute & Complement Targeting) – High Bid Placement***

- **Why:** Compact mirrors are accessories, so we'll target complementary products (like makeup kits).
- **Goal:** Capture impulse add-on purchases.
- **Performance Target:** Achieve **ACoS below 40%** for this campaign (as complementary products are often more cost-efficient).

## ***2. Auto Campaign (Loose & Close Match) – Normal Bid Placement***

- **Why:** This campaign will target broader and more related searches to gather keyword insights, maintaining moderate cost control.
- **Goal:** Discover new profitable keywords without overspending.

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## 3. *Manual Category Targeting – High Bid Placement*

- **Why:** By targeting specific categories (makeup accessories), we ensure that we appear in front of customers who are already in the buying mindset.
- **Goal:** Improve targeting precision in high-traffic, high-relevance categories.

## 4. *Manual ASIN/Competitor Targeting – Strategic Targeting*

- **Why:** Competing with weak or overpriced products (either with a better price or better quality) will help capture market share.
- **Goal:** Steal market share from weaker competitors.



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## ***5. Manual Exact Keyword Targeting – High Bid Placement***

- **Why:** Focus on high-relevance, high-volume keywords that directly relate to the product.
- **Goal:** Ensure the highest possible conversion for specific target keywords.

## ***6. Manual Phrase Keyword Targeting – Smart Scaling***

- **Why:** Slight variations of the exact match, allowing for controlled scaling.
- **Goal:** Expand keyword reach while maintaining high relevance.

## ***7. Manual Broad Keyword Targeting – Controlled Expansion***

- **Why:** Use broader terms to test a wider audience but limit to only a few carefully chosen keywords.
- **Goal:** Increase reach without overspending.



# STEP 2: SET UP THE 9 NEW CAMPAIGNS

## 8. *Sponsored Brand Campaign – Awareness & Recognition*

- **Why:** A Brand Campaign builds trust and brand recognition, which is key for long-term sales growth.
- **Goal:** Boost visibility, brand awareness, and trust.
- **Performance Target:** **ACoS below 60%**, focusing on long-term brand value rather than immediate sales.

## 9. *Sponsored Product Video Ad – Engagement & Conversions*

- **Why:** Use a video to showcase the compact mirror's features, such as portability and durability, increasing the product's attractiveness.
- **Goal:** Boost **CTR** and **Conversions**.



# STEP 3: BUDGET ALLOCATION

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- **Starting Budget:** \$14 to \$20 per day for the compact mirror campaigns.
  - **Increased Budget:** Gradually increase the daily budget to **\$25 to \$35 per day** once we identify the highest-performing campaigns.

This gradual increase in budget will allow us to focus on high-converting campaigns and scale them effectively without overspending on underperforming ones.





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