

UPLIFT FUTURE

PPC PLAN

AMAZON PPC STRATEGIES

GUIDE TO AMAZON ADS MASTERY



UPLIFT FUTURE

REGULAR PPC

SIMPLE AMAZON PPC STRATEGY FOR EVERY
ACCOUNT



- We will test out each type of PPC ad campaign, and play around with automatic and manual keyword targeting to see what's best for your brand.
- Perform detailed keyword research using Helium10 Keyword, focus both on related keywords and competitor products.
- When we will start out, we will set daily budgets and default bids 50-100% higher than what Amazon recommends.
- We will run ad campaigns for at least two weeks before running reports and making adjustments.
- We will get ad reports from automatic campaigns to find keywords for your manual campaigns.
- Before adjusting or removing a keyword from a manual campaign, make sure the keyword gets at least 10 clicks.
- Continue reviewing your ad reports once a week, subtracting, adding, and adjusting keywords as needed.

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HOW DO WE SET UP PPC ON AMAZON?

- ESTABLISH YOUR GOALS
- OPTIMIZE YOUR LISTING
- DO KEYWORD RESEARCH
- CONSULT AN AMAZON PPC EXPERT



ESTABLISH YOUR GOALS

Write down what you want to achieve with the ads, whether it's just exposure or conversion. This will help you map out your strategy, determine your budget, forecast your investment return, and determine if investing in PPC is worth it.

EXAMPLE - ROI - Focused For us, metrics matter, and stats rule. As an Amazon Sponsored Ads Management agency, we handle everything from strategy creation to campaign building to campaign optimization and maintenance. We put enough effort to keep your ROI higher and advertising costs at the lowest.



OPTIMIZE YOUR LISTING

- Before you run your ad, you must first make sure that your listing is optimized for you to get maximum results.
- SEO optimization entails using proper keywords in your listing, having engaging photos, and posting well-written copies and bullet points.



DO KEYWORD RESEARCH

When setting up your campaign, Amazon will search for keywords related to the products you're boosting. You can either choose from the suggested keywords Amazon will provide or bid on keywords based on your research. There can be no guarantee as to how well a keyword can perform. This is why there are Amazon PPC experts who have done enough research to determine the right combination of words that the Amazon algorithm can easily pick up.



CONSULT WITH AN AMAZON PPC EXPERT

At this point, you might already be overwhelmed by the amount of work running a PPC ad will require. After all, running a business has a lot of other aspects, aside from advertising. The following are some of the top functions that an Amazon PPC expert can help you with as you focus on other aspects of your business.

- Product photography and branding
- Search engine optimization
- Keyword analysis
- Ads management



The image features a solid teal background. In the center is a white hexagon with a thick teal border. The words "THANK YOU" are written in a bold, dark grey, sans-serif font, centered within the hexagon. The text is arranged in two lines: "THANK" on top and "YOU" below it. There are also some grey geometric shapes in the corners of the image, specifically triangles pointing towards the center.

**THANK
YOU**