**Author Support Group**

**Amazon Advertising**

**June 22, 2022**

This month we’re covering Amazon Advertising. I’m going to share some great resources with you to continue your education on the complex, and potentially lucrative adverting platform Amazon allows.

* The Dave Chesson video I showed is here: <https://youtu.be/MfiEWPITVrU>
* You can take a free amazon ads course from Amazon here: <https://learningconsole.amazonadvertising.com/>
* They have a great resource for keywords here: [https://advertising.amazon.com/library/guides/keyword-strategy-guide-book-sales](https://advertising.amazon.com/library/guides/keyword-strategy-guide-book-sales%20)
* Kindlepreneur has a free Amazon advertising course here: <https://kindlepreneur.com/free-amazon-ads-course/>

Or video explanation: https://www.youtube.com/watch?v=MfiEWPITVrU

* Another good video with more detailed info:
* <https://www.youtube.com/watch?v=zQOu1IgsfM0 (4.52)>

Why Do Amazon Ads:

* Fifty-one percent of global surveyed book buyers are undecided on a title to buy when they start shopping, according to a recent Kantar study.
* Sixty percent of book buyers research online—on Amazon and other websites—before purchasing.
* 65% of global surveyed buyers that visit Amazon discover a new title or author

### Lets Get Started!

1. Go to KDP dashboard for your books and sign in
2. Go to the Marketing tab and select Amazon Ads
3. Choose US Marketing place and go to Ads console
4. In the Ads console, you will need to set up your payment method. I use a business credit card.
5. Once that is set up, go to the far left and hit the second icon: Sponsored Ads
6. Then choose Campaign Creation
7. Choose Sponsored Products
8. Choose Custom Text Ad (this lets you choose the ad copy)
9. Choose your product: the first book in your series, eBook and paperback
10. Choose Type of Ad. Tonight we’re going to create two ads. One manual keyword and one manual product targeting.

**Automatic Ad**: We are going to skip this for now. These can be expensive and not give a great return on your time and mula.

### Manual ad

1. Under Targeting, choose manual
2. Under Manual Targeting choose keyword
3. Under Keyword Targeting click bid and THIS IS SUPER IMPORTANT! Choose Default bid Set default bid to .20. Double check this before you launch campaign.
   1. Choose Filter By broad
   2. Sort by Order if you have been on Amazon Ads for awhile it will show you what keywords have given you sales. I sort by orders. If not, Amazon shows you
   3. Keywords: Add at least 25 keywords. This is where your homework comes in. Add keywords Amazon customers might type in to find your book: specific genre (time travel alternate history, author name and title of similar book, key phrases (strong female protagonist, Native American 1800)
   4. Use suggested keywords from Amazon (171% more impressions)
   5. See Key word strategies below
   6. After you’ve selected their suggested keywords, find your own from your book description, and other ways through the advice below.
   7. Negative targeting, or if you know keywords you don’t want Amazon to target choose them here. I picked young adult time travel, free, free book, free eBook.
   8. Under Creative: Write a short copy for your ad under 150 words. I used: “Sent back in time in a hurricane, Ronnie is accused of witchcraft for her modern ways. Will get back to the future before it is too late?” You can use the same from above and see how the manual vs. automatic ads compare. Or make a new creative.
   9. Campaign Bidding Strategy: Choose Dynamic Bids – Down Only.
   10. Settings: Set Campaign name. Use manual book (ST), bid (.20), budget ($5) and any relevant info (ad copy back to future)
   11. Portfolio, you can create a group of ads in a portfolio. You can name this Author Support

### Product Targeting

Another way to set up an ad under manual targeting is to target products. P**roduct targeting** allows you to target by ASIN or product category and gives you greater control over when and where your ads appear in Amazon shopping results and product detail pages.

* Start a new campaign
* Under Ad Format choose Custom Text Ad
* Targeting, choose Product Targeting
* Under Products choose the first book in your series
* Under Product Targeting
* Set default bid to .20
* Click on categories and review the categories suggested and select ones that fit.
* Click on Individual Products and see if any of those suggested books are worth targeting. Make sure they have a number of reviews.
* Or you can go below and choose Search or Enter List to add the Also Boughts you researched. Enter as many as you want but keep the bids low.
* Add negative targeting, or if you know keywords you don’t want Amazon to target choose them here. I picked young adult time travel, free, free book, free eBook.
* Under Creative: Write a short copy for your ad under 150 words. I used: “Will Ronnie find her way back to the future before she is convicted of witchcraft, or will she die by the hangman’s noose?”
* Campaign Bidding Strategy: Choose Dynamic Bids – Down Only.
* Settings: Set Campaign name. Use Product, book (ST), bid (.20), budget ($5) and any relevant info (ad copy back to future, special targets)
* Portfolio, you can create a group of ads in a portfolio. (You can name this Author Support)
* Choose end date July 23, 2022
* Daily Budget: $5.00
* Review everything! Double check you have fixed bid of .20 cents. This will be really low but keep your budget down as you’re figuring this out.
* Launch

You can run a bunch of ads and see what creatives stick. Run several for different keywords or products as well.

### What happens after you launch?

Amazon will review your ad. There are some rules, you’re not allowed to make claims about your book, mention other books, and a few other things. If approved, you will get an email that says “Your add has been moderated.” This means it’s live. You should check your ads everyday and see how they’re performing. You can pause ads or turn off key words that are costing you money with out bringing you clicks. Don’t make many changes until they’ve been running for two weeks. This gives Amazon time to get some data and serve the ads to the right people.

To manage your ads:

* Go to KDP dashboard for your books and sign in
* Go to the Marketing tab and select Amazon Ads
* Choose US Marketing place and go to Ads console
* In the Ads console, go to the far left and hit the second icon: Sponsored Ads
* Select Campaign Manager and click on Management at the top to see your ads
* Amazon will show you a targeted bid for keywords and products. If you see a lot of impressions (how many people saw the ad) but no clicks, you can increase the bid on that one keyword or product.
* Any keyword or product that is costing you clicks but not delivering sales can be turned off.
* If you’re failing to get impressions or clicks after a two weeks, change your creative. Find different ways to hook your book to the audience.
* Your ads will stop in a month. If you want to change the end date if they’re doing well, keep them running. Or pause at any time.

**Remember A Click Through Rate: Above 1% is good**

### Amazon Ads Glossary

1. **Automatic Targeting – We skipped this but you might want to try it out.**

If you are just getting started, Amazon recommends using automatic targeting to reach more relevant audiences as you learn more about your brand and audiences. This method lets you stay on top of search trends and discover new keywords that are generating clicks and sales. Dave Chesson, however, does not because Amazon picks more expensive targets.

* Automatic targeting: Amazon matches your ad with keywords and products that are similar to the product in your ad. We choose keyword and product matches for you based on shopping queries related to your product information.

There are 4 targeting options\* to refine how Amazon targets your ads to shopping queries and products:

• Close match: Amazon may show your ad to shoppers who use search terms closely related to your products

• Loose match: Amazon may show your ad to shoppers who use search terms loosely related to your products.

• Substitutes: Amazon may show your ad to shoppers who view the detail pages of products similar to yours.

• Complements: Amazon may show your ad to shoppers who view the detail pages of products that complement your product.

Amazon recommends using automatic targeting in the following scenarios:

• If you’re looking for a source of keywords and ASINs to target

• If you’re looking to drive sales on Amazon by leveraging Amazon insights

• If you advertise in countries, you are not familiar with the language

1. **Manual Targeting (This is what we used)**

Manual targeting lets you choose your own keywords (and/or Amazon’s suggested keywords), ASINs, or categories to target. When targeting by category, you can make further refinements. You set your bid for each keyword, ASIN, or category.

Manual targeting gives you increased control over spend, letting you bid more competitively on targets that perform well for you.

• If you have a list of known keywords

• If you want to reach shoppers browsing in certain product categories

• If you want to reach shoppers looking for a specific price point, brand, or customer review rating

• If you bid competitively on targets that are generating clicks and sales from automatic campaigns (Sponsored Products only)

Depending on your brand, you may want to consider close variations for your products.

Misspellings are not accounted for.

* Ex: If a customer enters “vaccuum” in the discovery bar, an ad that is only associated with “vacuum” will not serve.
* It is a best practice to add common misspellings of brands/products as keywords.
* The following words are ignored: “the,” “of,” “when,” “and,” “if.”

**Keywords**

**Use branded terms**

Depending on the objective of the campaign, use branded product keywords (containing your brand name and product name, or some variation of it). Use keywords targeting products similar to yours in the same category or use complementary product keywords. For complementary product keywords, target items sold separately from yours but used together. For example, if you sell memory cards, bid on the keyword "digital camera." Also, consider separating campaigns or ad groups based on campaign objectives.

**Use descriptive words**

Check the descriptive words you use in your product detail pages (or in the pages of your competitors) and add them as keywords. Brainstorm a list of shopping queries you would expect your customers to use when looking on Amazon for products like yours and add those as keywords as well.

**Ensure that your keywords don’t compete against each other**

We suggest keeping similar combinations of ASINs and keywords in the same campaign to best understand your campaign performance. If you advertise the same product with the same keywords across different campaigns, your ads won’t perform better or worse. However, you’ll have to review more campaign pages to determine your ad performance.

### Match types (Broad, Phrase, Exact)

* For each match type, we'll look at examples of eligible and ineligible shopping queries using an advertiser that sells baseball caps.
* The first match type listed is the broadest match type, which has the highest likelihood of matching customers' shopping query. The match types become progressively more restrictive.

**Description**

* With **broad match**, the shopping query must contain most of the keyword terms, or close variations.
* Words can be in any order and contain additional words.
* Broad match only works in cases with three or more keywords. Only a subset of the keywords need to match in these scenarios.

**Advantages / When to use**

* Broad matchwill deliver to a large audience since it is not restrictive.
* Use it when you’re starting a sponsored ads campaign from scratch and/or don’t know specific keywords your target market would use.

**Example:**

Shopping query for “red baseball cap”  
Ads associated with these keywords would be eligible to display:

* Cool red baseball cap
* Red caps for baseball

But ads associated with these keywords would be ineligible to display:

* Sports cap
* Baseball hats

**Phrase match** is when a shopper uses the exact phrase in their shopping query, or a close variation that is in the same order as keyword item.

The shopping query may contain words before or after keyword term phrase.

Advantages / When to use

Phrase match will reach a smaller audience than broad match but can target more specific searches.

Use it when you think you know what your customer is searching for. We recommend incorporating phrase match once you have insights to determine which keywords audiences are frequently reviewing.

Example (baseball cap)

Eligible

Red baseball caps

Baseball caps for kids

Ineligible

Caps for baseball

Baseball red caps

Exact Match

**Exact Match Description**

* With **exact match**, the customers shopping query must be the exact word or phrase, or very close variations.
* The shopping query needs to be in the same order and cannot contain additional words.

**Advantages / When to use**

* Exact match will reach a very specific set of customers.
* Use it when you are certain what your customers are looking for (e.g., high-performing keywords).

**Example (baseball cap)**

*Eligible*

* Baseball cap
* Baseball caps

*Ineligible*

* Red baseball cap
* Caps baseball

**Negative Match**

**Description**

* **Negative match** types prevent an ad from being served if the customers look for the exact word or phrase or close variants.
* Negative phrase match reaches a broader audience by allowing additional words before and/or after.
* Negative exact match targets a very specific audience by targeting an exact phrase.

**Advantages / When to use**

Use negative keywords to help reduce costs by making sure you’re only showing up in the most relevant searches and you’re not paying for unwanted clicks.

**Example** (Baseball hat advertiser makes “sun hat” a negative phrase match)

*Eligible*

* Baseball hat
* Hats
* Caps

*Ineligible*

* Sun hat
* Summer sun hat
* Sun hat cap

**After adding keywords**

**Don’t set and forget**

Once your campaign has been running for 2 weeks, check which words are performing best and which search terms generate the best traffic and clicks. Consider archiving your lowest-performing keywords and increasing your bid on the high-performing ones. Check the suggested bid and suggested bid range for ads that have won impressions over the past 7 days for guidance.

**Use the Search term report**

The Search term report from your campaigns provides visibility into the actual shopping queries entered by shoppers that resulted in at least 1 ad click. Download this report from the campaign manager and use it to identify top-converting search terms and trends and bid more competitively on these keywords in your campaigns.

**Other best practices to keep in mind**

* No need to add multiple keywords with plurals or close misspellings of existing keywords. For example, you don’t have to add both ‘Headphone’ and ‘Headphones,’ or ‘Head phones’ and ‘Headphones.’
* Setting 3 match types for the same keyword with the same bid is the same as adding a keyword once with a broad match type. This happens because you can only bid once on each available ad. Setting multiple match types for the same keyword won’t cause you to lose impressions.
* If you have a broad match keyword but negatively target that exact match, you'll still be able to receive impressions on the broad match keyword but not on the exact phrase. For example, if you use Broad match on "men’s running shoes" and negatively target "running shoes" you may still receive an impression on Adidas men’s shoes. But you won't receive any impressions where the string "running shoes" is part of the shopping query.
* Phrase or Exact keywords shouldn't be longer than 3 words to assure search-ability.