

JungleScout

How to Sell on Amazon | Chapter 7

How to Launch a Product on Amazon



Chapter 7

How to Launch a Product on Amazon

It's important to start getting sales for your product as soon as your listing is live on Amazon as this will help your best seller rank (BSR) and improve your product's visibility on Amazon. Some sellers are also convinced that Amazon gives new products a boost in their first month on the platform, but Amazon has never confirmed whether that's true. Either way, you want to start gaining sales momentum as quickly as possible once you launch your product.

To make sure you have a launch strategy and get strong sales from the start, you need to get your product to rank well. While we don't know exactly what Amazon uses to determine ranking, we'll briefly walk through three factors that definitely play a role.



Having your products consistently in stock:

If your product goes out of stock, your listing will no longer show up in search, causing a loss of sales and rank. Use [Inventory Manager](#) to automate your inventory planning and never worry about running out of stock.



Relevance:

The keywords used within and in the back end of your listing determine your product's relevance to a customer's search query. The more relevant keywords used throughout your listing, the better.



Customer success metrics:

These are the metrics used to measure how well your product is performing and how customers are interacting with your product on Amazon. These include click-through rate, add to carts, purchases, and reviews.

What affects your Amazon conversion rate?

- Price: a lower price will most likely convert at a higher rate
- Reviews: these serve as social proof for why another consumer should buy your product
- The listing itself: images, keywords, mobile optimization, etc.

We discussed the listing in the last chapter, so now we'll focus on pricing and reviews.

Pricing

One key factor we mentioned that affects your product's conversion rate is price. How should you be pricing your product when first launching? Here are a few methods to consider:

1. Offer a lower price than your competitors


Check out the price of the top, non-sponsored listings for competing products, and then consider making your offer lower so people are more likely to choose your product. For example, if the top products are listed for \$13-\$16, consider pricing your product at \$10-\$12.

Of course, you don't want to price your product so low that you start to lose money! Use the Jungle Scout profit calculator to check for this. In Jungle Scout's [Extension](#), click on the net column, and adjust the price till you find your break-even number, or where you're just making a small profit. (In the first few weeks after you launch, you should focus more on improving your ranking and driving consistent sales more than making a profit.)

2. Offer a discount

An alternative to lowering your price is offering a discount inside of Amazon. This is different from using a deal site (more details on that below), as this adjusted price will actually be shown on your Amazon listing.

You can find this option inside of Seller Central under Coupons. This is a great way to get your customers' attention on your listing as it will display a bright green color coupon under the price.




THE BLOOM TIMES Artificial Boxwood (Pack of 6), Artificial Greenery Stems Fake Outdoor Plants UV Resistant for Farmhouse Home...

★★★★★ 1,108

~~\$10.99~~

Save 5% with coupon



THE BLOOM TIMES 2 Pcs Fake Plants for Bathroom/Home Office Decor, Small Artificial Faux Greenery for House Decorations (Potted Plants)

★★★★★ 2,228

~~\$14.99~~

Save 5% with coupon

1

Search & Add Products

2

Budget & Discount

3

Schedule & Target

4

Review & Submit

Continue to next step

Products

Add products to your coupon here. You can add up to 50 ASINs to your coupon.

0 results

Added to coupon

Manage which products and variations appear on your coupon.

0 products

Is it better to just lower the price, or keep a higher price and offer a discount? We've seen varying results, so it can be a good idea to try both and see what works best for you. Like with any Amazon strategy, you need to test what works best for your products.

Another common question is how long you should keep your price low? The best thing to do is to monitor your sales on a day-to-day basis. Once you're getting the organic sales (not through coupons or PPC) that meet your expectations, you can slowly start to raise the price. In our experience, this is typically once you're getting around 10 to 15 organic sales per day.

Reviews

Just think of how often you've bought something on Amazon and not looked at the rating or reviews — not often! Reviews have a [major impact](#) on your conversion rate — so how do you get (good) reviews?

With no effort to increase the number of reviews on your product, the average rate of review you'd see is around 1%, meaning 1 out of 100 people who purchase your product would leave a review for it — positive or negative.

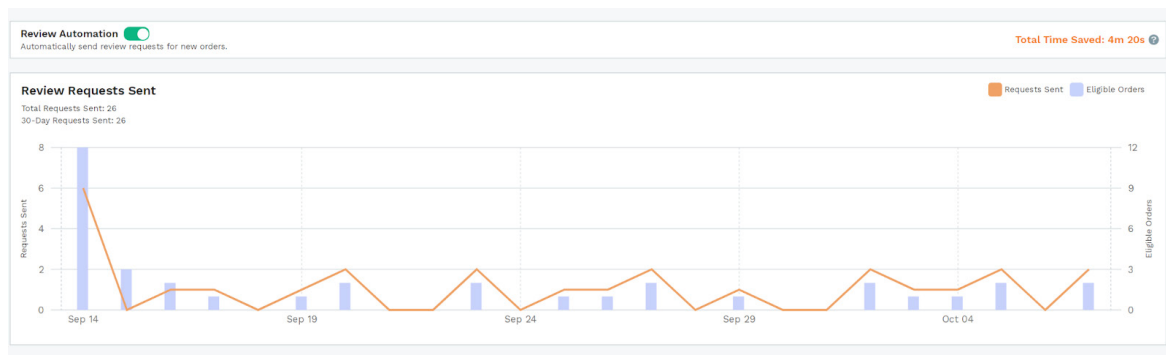
However, by creating a [strategy to get reviews](#), you can potentially improve your rate of review to about 4% (meaning 4 out of 100, or 1 out of 25 people who purchase your product would leave a review), which can have a huge impact on your future sales.

Here are our top three tips for getting reviews:

1. Automate your review request

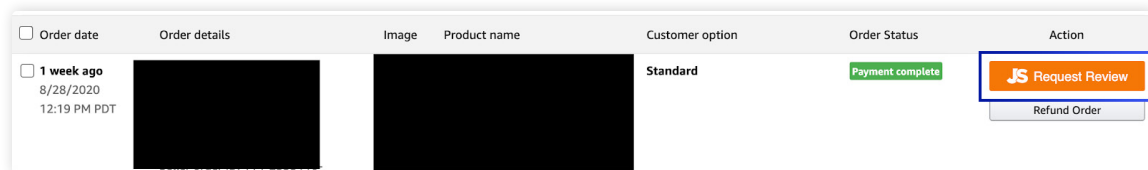
- a. Jungle Scout's [Review Automation](#) allows sellers to have review requests sent automatically to any and all eligible customers. Manually requesting reviews can take up much of your valuable time. All you need to do is turn Review Automation on and the tool will automatically send review requests without you having to think about it.

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Jungle Scout's built-in "Request a Review" button lets sellers automatically send Amazon's review request email out to up to 100 people at a time, eliminating the manual work on your end and ensuring you reach all your customers.

- i. "Manage Orders" inside of Seller Central, you'll see the orange "Request Review" button in Jungle Scout's Extension. Jungle Scout knows which orders are eligible for this email and which ones aren't.
 1. To set it up, click the Extension when you're on the Manage Orders screen, give it permission, and you're ready to go!
 2. The feature will show you which orders it has already sent a review for and prevent you from sending duplicate review requests.



- b. Amazon has a "Request a Review" function on every order detail screen. This allows you to indicate when Amazon should send your customers an email requesting a review for a product purchased within the last 30 days. Amazon will send an email to the customer, asking them to leave a review. This is an incredibly valuable and effective method of getting more reviews because customers (who would often opt out of emails from individual sellers) trust the Amazon brand and are more likely to leave reviews after receiving an email from Amazon.

- i. You simply click into an order and click the Request a Review button.

2. Participate in Amazon's Vine Program

[Amazon Vine](#) allows you to get trusted reviews on your products within days and without sales. The Amazon Vine Program is made up of a group of Amazon's most trusted reviewers who post their unbiased, honest opinions about products. Amazon Vine invites customers to become "Vine Voices" based on their reviewer rank, which is a reflection of the quality and helpfulness of their reviews as judged by other Amazon customers.

You set aside up to 30 units that reviewers will receive for free in return for an honest review. You will receive very thorough, honest reviews about your product, which add credibility to your product and can help persuade other customers to purchase. (Note that Amazon cannot guarantee a positive review and will not remove a review unless it violates their terms of service).

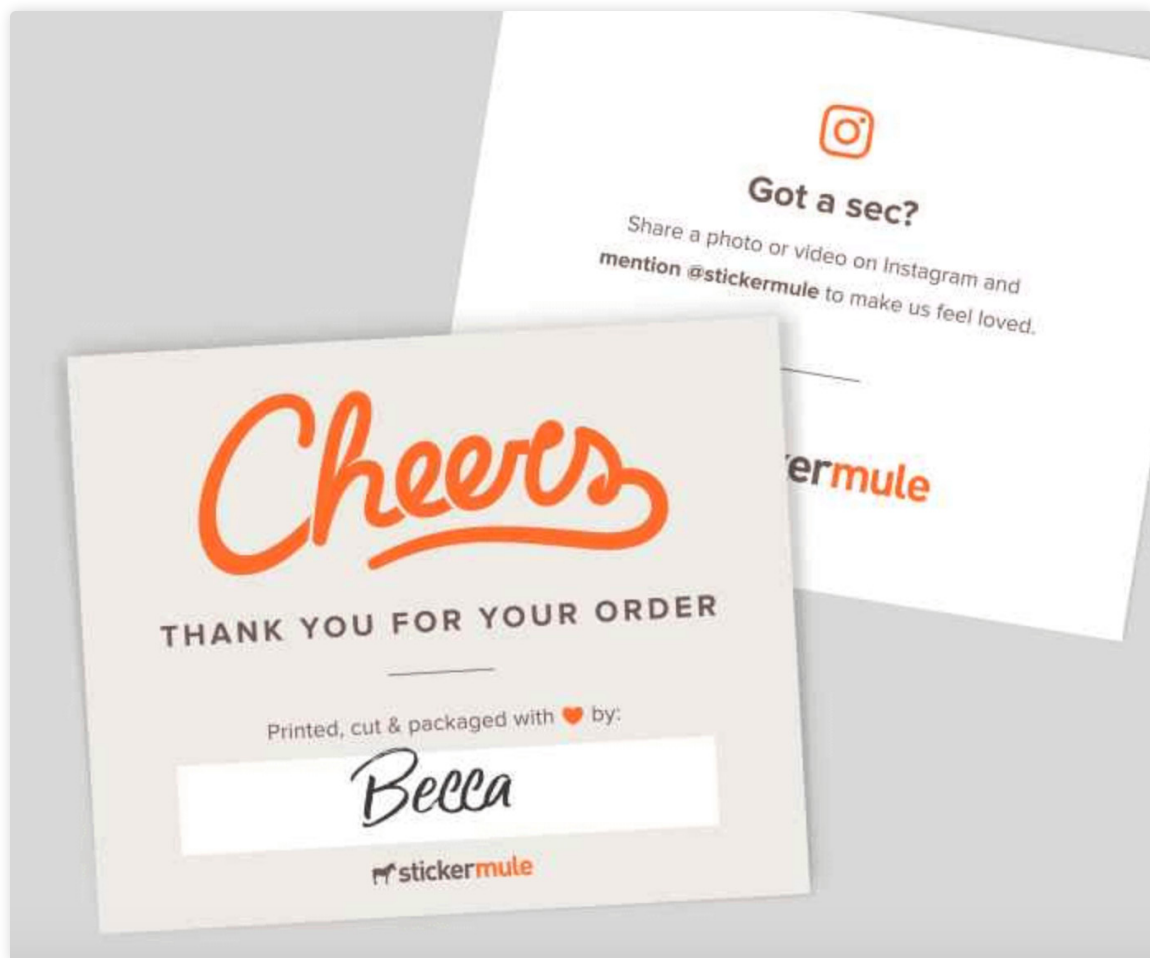
Currently, the Vine program is open to brand registered sellers and costs \$200 to enroll. Once you enroll, Amazon's trusted Vine reviewers can request your product. Once they receive your product, you should expect a review within a couple of weeks. (On average reviews are posted 22 days after requesting, according to Amazon).

3. Include Product Inserts

Many sellers have used a card inserted into their product packaging as a means of communicating with a customer about how to use the product — and to request a review.

You can work with a designer to create branded product inserts and typically have the supplier add them to your product packaging very affordably, so these are a great way to connect and communicate with your customer.

Note: These product inserts are not expressly prohibited by Amazon, but be very careful about what you say on the inserts so you don't violate Amazon's Terms of Service. For example, if you do decide to include these, you have to send them to all customers (not only happy customers).



What NOT to do to get reviews: If you attempt to manipulate reviews in any way, Amazon will suspend your account, so make sure you abide by Amazon's Terms of Service:

- You are not allowed to direct an unhappy customer to contact you instead of leaving a negative review.
- Never offer any discount, free product, or any other form of compensation in exchange for a review.
- Do not use manipulative language such as "If you feel this product is worth a five-star rating, please leave us a review, otherwise contact us." Even mentioning something like "We are a small, family-run business" or "We make our products in America, so please support local businesses" is considered to be manipulative.

How to get your first sales on Amazon

We recommend two strategies to use at launch to get initial sales is using [Amazon PPC](#).

First, though, you need to determine your target daily units sold.

Figure out the main keywords that you want to rank on the first page for. Then, using a tool like [Keyword Scout](#), you can figure out how many units you would need to sell per day, over a period of 7 to 14 days, to rank in the top 3 of the first page for the specific keyword.

Each specific keyword will yield different search volumes.

For example, the main keyword for your product is "artificial plant" with 1,000 exact searches per month. The number one competitor for that keyword is selling 20 units per day from that keyword search. You will need to sell at least 20 units per day over a period of 7 to 14 days in order to rank in the top 3 for that keyword.

PPC

[“Pay Per Click” or PPC](#) is a method of internet marketing in which you pay for consumers to click to your product listing. This advertising is a way of driving traffic to your product (in addition to the organic clicks, which you don't pay for and are based on algorithms that help a consumer find the most relevant product for their search).

PPC is a more effective method of [paid advertising on Amazon](#) than other advertising like Google or Facebook because you're targeting shoppers who are already on Amazon for the purpose of buying.

As we mentioned when discussing product launch, PPC will help you rank, and will ultimately lead to sales.

People find PPC intimidating, but we'll walk you through the different types of campaigns, how to set them up, and how to optimize them for sales.

*Note that in order to use PPC you have to have a professional seller account.

So first, what are the three different types of PPC ads on Amazon?

❶ Sponsored Products

❷ Sponsored Brands

❸ Sponsored Display

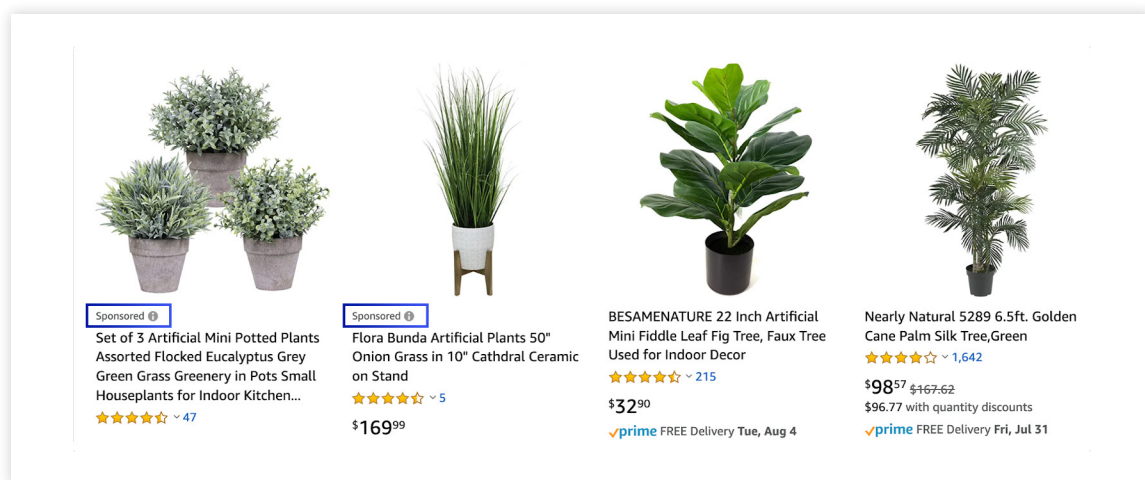
Continue reading for more details about each PPC option.

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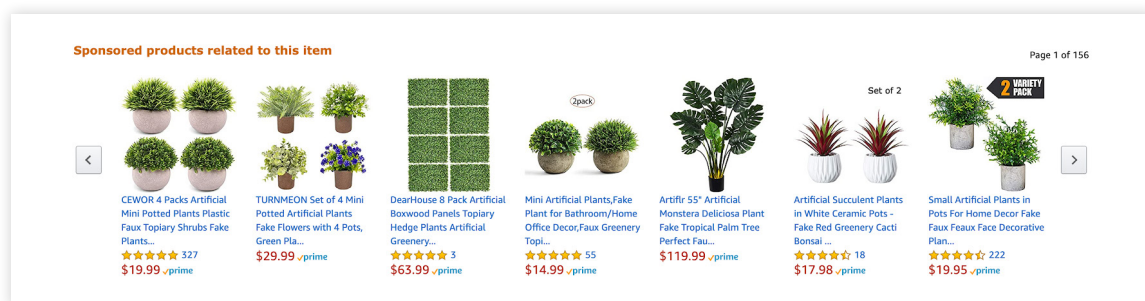
1. Sponsored Products

This is the [most common ad type on Amazon](#), and in our experience, the most effective.

How it works: These appear at the top and bottom of Amazon's search results page, as well as in the product carousel on a competitor's product listing. They appear on desktop, mobile, and the app. A consumer can click on your ad and be taken to your product's listing. As with all types of PPC, you are charged every time someone clicks on your ad (not when your ad is displayed or if someone buys your product).



Sponsored product ads in the search results



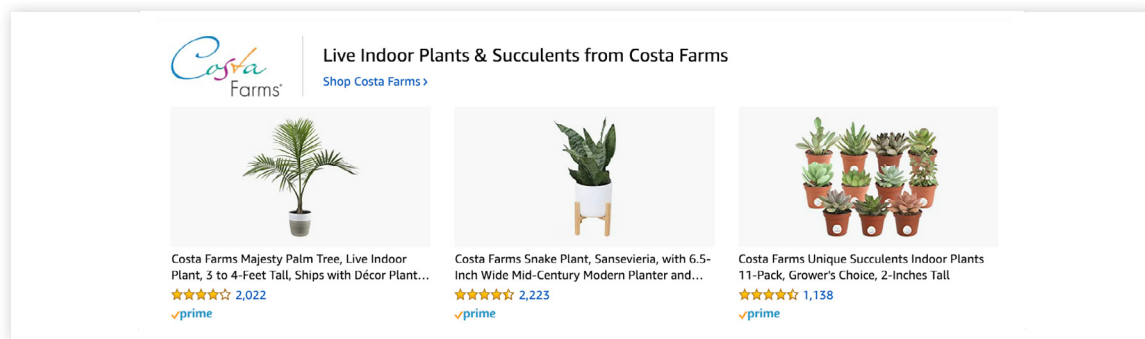
Sponsored product ads on a product listing

2. Sponsored Brands

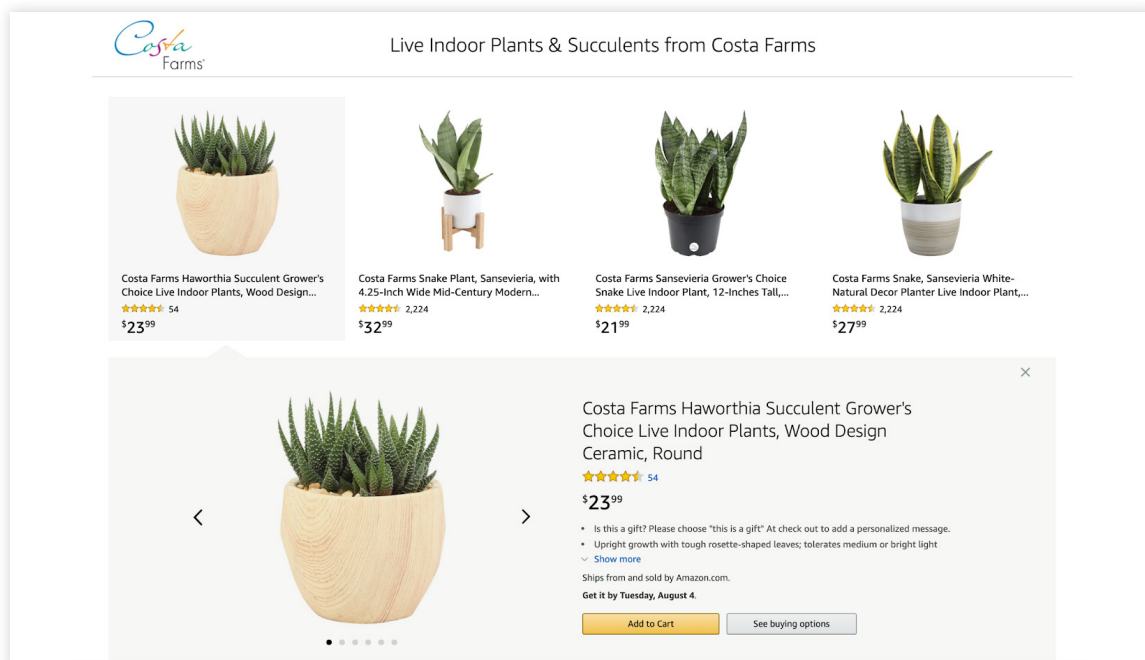
You have to be brand registered to use [Sponsored Brands](#) PPC ads.

These ads appear on the top and bottom of Amazon's search results, and will show for both Amazon's desktop and mobile site. Sponsored Brands ads display your logo, a headline, and up to three of your products. When a customer clicks on your logo, they are taken to your Amazon Store or a dedicated landing page that only shows your brand's products. When they click on a product, they are taken to the product listing.

Sponsored Brands works best when you have multiple product offerings within your brand.



Sponsored brand ads shown at the top of the search results



The page you are brought to when you click on the Sponsored Brands ad

3. Sponsored Display

You have to be brand registered to use [Sponsored Display](#) PPC ads.

Sponsored Display ads help expose consumers to your product outside of Amazon.com and help bring more people to the site. Amazon displays an ad for your product on external websites and targets customers who have looked at either your listing (to bring them back) or a similar product within the last 30 days.

Reminder: PPC ads are based on either the keywords that Amazon thinks are relevant, or keywords lists that you have come up with, so before you run these campaigns, make sure you have done proper keyword research.

Let's dig into these PPC Sponsored Product ads further.

How to create a PPC ad

To create a new ad campaign in Seller Central, go to the Advertising tab > Campaign Manager. Click on Create Campaign > Sponsored Products. Here, you will name your campaign, set a daily budget, and choose the campaign type — automatic or manual.

1. Automatic: You allow Amazon to decide which keywords to display your ad for. Amazon chooses keywords based on your listing's title, bullet points, description, back-end keywords, and other listing details, so make sure you've done your keyword research properly!

Automatic campaigns are also a great way to discover new keywords that convert well for your product. Amazon will show you the keywords they target during the duration of your campaign in your search term report.

*These campaigns are the easiest to set up, and therefore a great place to start!

2. Manual: You choose the keywords you want your ad to appear for.

For this, you'll use the keyword list you've made in Keyword Scout. Amazon will also suggest keywords that you can choose from.

1. Choose "Manual targeting" when setting up your campaign in Seller Central.
2. As you scroll down, you will be able to choose the product you want to target, then choose between Keyword targeting and Product targeting. Select Keyword.
3. Below that you will see a large list of suggested keywords as well as a tab to enter your own list of keywords. This is where you will enter in the keywords you found during your keyword research.
4. You'll target keywords by three different match types: broad, phrase, and exact.
 - **Broad match:** Keywords that are targeted can be in any order, and additional words can be included in the keywords.
 - For example, if your product is a set of marshmallow sticks, your ad will be shown for any search results that contain marshmallow sticks and any words before, after, or in between (e.g., marshmallow stick, sticks for marshmallows and hot dogs, roasting stick for marshmallow).
 - Your ad may also appear for a close variant of your keyword such as the plural form, acronyms, abbreviations, etc.
 - This type of targeting can often be more expensive as it targets a broader range of keywords. It is less targeted and is used to expand your keyword coverage and customer reach.
 - **Phrase match:** In this type of targeting you need to include your phrase exactly as it's entered, but can include other words before or after. So in our marshmallow sticks example, as long as you have "marshmallow sticks" without any words in between, you can have any additional words in the search (e.g., campfire marshmallow sticks, marshmallow sticks for campfire).
 - This type of search can be more specific than broad, but leaves room for some longer keywords.
 - **Exact match:** In this type of targeting, the keyword needs to be entered exactly as you want people to search for them. So for "marshmallow sticks," only "marshmallow sticks" will be targeted — no words before, after, or in between.

How to set up an automatic campaign within Seller Central

1. Click on Advertising > Campaign Manager
2. Next, click on Create Campaign
3. Now, click on Sponsored Products
4. It's time to set the ad campaign up! Start by giving your campaign a name. (For simplicity, consider naming your campaign "[Your product] - automatic targeting.")
5. Next, select the products you'd like to advertise.
6. Select Automatic Targeting and enter your default bid.
7. [Optional] Now, you can choose to set up negative keyword targeting and/or negative product targeting. This allows you to pick any keywords you don't want to show for. For example, if you're advertising drinking glasses, you don't want your ad to display for eyeglasses.
8. Next, pick your campaign bidding strategy.
 - a. What is a bid? Your cost-per-click bid is what you are willing to pay when shoppers click on your ad. Note that what you bid is not necessarily what you'll have to pay — it's just the maximum you'd be willing to pay. (And as a reminder, you're paying for clicks, not impressions.)
 - b. For example, you are targeting "marshmallow sticks." You set the bid at \$0.50. That means the most you are willing to pay per click for that keyword is \$0.50. A few strategies you could use for determining how much to bid:
 - Amazon will provide a suggested bid, and you could just go with that!
 - You can adjust your bid based on placement (whether your ad is shown on the search page or on a product listing).
 - You can select dynamic bids. This gives Amazon a little bit of flexibility in terms of bidding. You tell Amazon that they can bid more or less depending on how likely you are to get a sale.

Campaign

Campaign bidding strategy ⓘ

Choose your bidding strategy

☒ Dynamic bids - down only
We'll lower your bids in real time when your ad may be less likely to convert to a sale.

☐ Dynamic bids - up and down ⓘ
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.

☐ Fixed bids
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

Adjust bids by placement (replaces Bid+) ⓘ

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9. Here, you can set an end date if you want, but you may want to leave these running so you can collect as much keyword data as possible from Amazon (since Amazon may target keywords that you haven't found). Check the data in your search term report to see which keywords are performing the best in your automatic campaign.
 - a. Keywords that are above your target advertising cost of sale (ACoS), you can move as a negative keyword so they no longer show up and cost you money.
 - b. As long as your automatic campaign is profitable, there is no reason why you should shut it off.
10. Next, you'll set your daily budget. If you have the money, we recommend \$50 to \$100 per day, otherwise start lower at \$30 (but your budget probably won't last through the day).
 - a. As your campaigns run for the first week or two, you will have a better understanding of your average ad spend. If your ads are spending up to your daily budget, you should increase your budget, as long as the campaign is profitable.
11. [Optional] Now, you can choose to set up negative keyword targeting. This allows you to pick any keywords you don't want to show for. For example, if you're advertising drinking glasses, you don't want your ad to display for eyeglasses
12. Click Launch Campaign, and you're all set!

The screenshot shows the 'Settings' page for an Amazon Advertising campaign. The main form contains the following fields:

- Campaign name:** Campaign - 9/12/2022 15:08:26
- Portfolio:** No Portfolio (dropdown menu)
- Start:** Sep 12, 2022
- End:** No end date
- Marketplace:** United States
- Daily budget:** \$ 50.00
- Launch to other marketplaces:** (toggle switch is off)

At the bottom of the form are two buttons: 'Save as draft' and 'Launch campaign'.

On the right side, there is a 'Forecast' section with a 'New' tag. It includes a link to 'Learn about forecasts' and a 'Weekly' dropdown. Below this, it shows 'Cost type: CPC' and two rows of data:

Metric	Forecast
Clicks	24-96
Orders	3-9

How to set up a manual campaign within Seller Central

1. Click on Advertising > Campaign Manager
2. Next, click on Create Campaign
3. Now, click on Sponsored Products
4. Create a name for your ad group.
 - a. Here's where ad groups make a bit more sense. Essentially, you can set up different manual targeting types (broad, phrase, and exact), which will all use the same keyword list. So, under the campaign you've created, you'll have three different match type ad groups. One for broad match keywords, one for phrase match keywords, and one for exact match keywords. For now, choose broad.
5. Choose the product you would like to advertise. We recommend one product at a time, including one variation at a time. This makes your campaigns easier to manage.
6. In this next section, you'll then select if you're using either Product or Keyword targeting:
 - a. Product: You can choose either an entire category, or specific products to show your ad for. You can use categories Amazon suggests, or you can add your competitors' ASINs or categories that you'd like to specifically target.
 - i. You'll want to use this to potentially target competitors' products, specifically products where you offer a better price or higher value.
 - ii. Enter in the ASINs of your competitors and Amazon will show your ad on their product listing.
 - b. Keyword: There's a variety of ways you can get keywords to target. Amazon can suggest keywords under "related," or you can enter your own list that you previously researched here, which we recommend.
 - i. In order to get this list, go to Keyword Lists in Jungle Scout's Keyword Scout, export the list, then copy and paste the keywords.
 - ii. If there are keywords in Amazon's suggestions that you do not have in your list, add those as well if you think they're relevant to your product.

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7. Then enter to keywords you want this ad campaign to target. Before clicking “Add keywords,” select the match type you’re targeting (broad).
8. Next you’ll select the bid. Again, this is how much you are willing to spend per click. You can go with Amazon’s suggested bid, do a custom bid, or a default bid. If you use Amazon’s suggested bid amount, we recommend bumping up the keyword bid by 25% since Amazon’s suggested bids may be conservative. The reason you would increase the suggested bid amount is to get as many impressions as possible, especially for a new product launch.

Keyword targeting [See keyword targeting guidelines](#)

Suggested [Enter list](#) [Upload file](#)

Bid [Suggested bid](#)

Filter by [Broad](#) [Phrase](#) [Exact](#)

Sort by [Orders](#)

Keywords IS IR i	Match type i	Sugg. bid i Regular days	Add all
puppy IS: 0.01% IR: 173	Broad	\$0.92	Add
	Phrase	\$0.58	Added
	Exact	\$1.34	Added
whelping box IS: 0	Broad	\$0.84	Added
	Phrase	\$0.65	Added
	Exact	\$0.95	Added
dog pee pads extra large IS: 0.01% IR: 81	Broad	\$1.42	Added
	Phrase	\$0.86	Added
	Exact	\$1.52	Added
potty pad IS: 0.05% IR: 27	Broad	\$1.12	Added
	Phrase	\$0.72	Added
	Exact	\$1.05	Added
training pad IS: 0	Broad	\$0.85	Added
	Phrase	\$0.53	Added
	Exact	\$1.23	Added
washable IS: 0	Broad	\$1.50	Added
	Phrase	\$0.95	Added

600 added [Remove all](#)

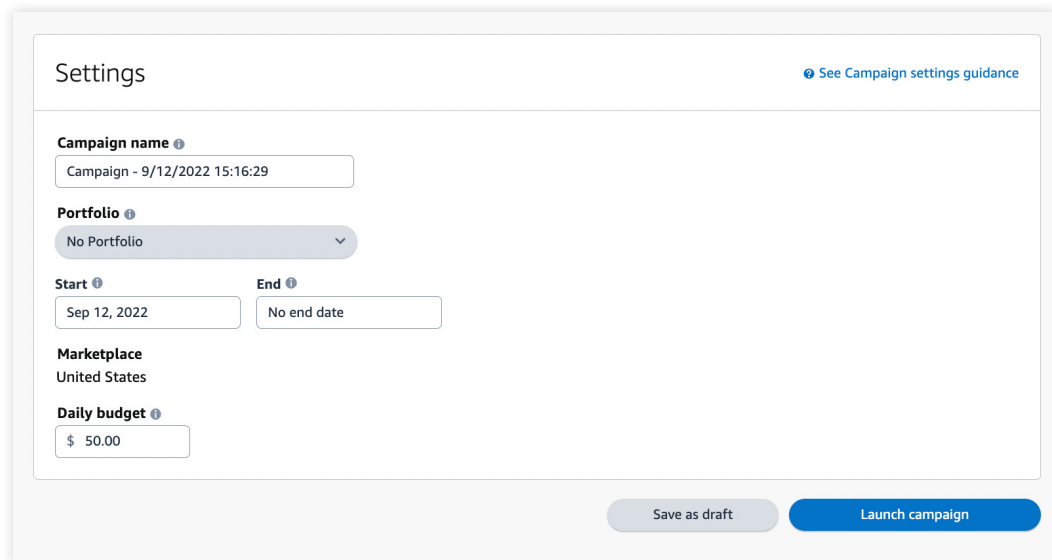
Keywords IS IR i	Match type i	Sugg. bid i Apply All	Bid i	
doggie pads pee IS: 0	Exact	-	\$ 2.21	X
xl dog pee pads washable IS: 0	Phrase	-	\$ 2.21	X
xl dog pee pads washable IS: 0	Exact	-	\$ 2.21	X
pet training washable pads IS: 0	Exact	-	\$ 2.21	X
washable pee pads 3 pack IS: 0	Phrase	-	\$ 2.21	X
washable pee pads 3 pack IS: 0	Exact	-	\$ 2.21	X
30 inch puppy training pad IS: 0	Phrase	-	\$ 2.21	X
30 inch puppy training pad IS: 0	Exact	-	\$ 2.21	X
cloth puppy potty pads IS: 100% IR: 1	Phrase	-	\$ 2.21	X

9. [Optional] Consider adding negative keyword targeting. (You may want to use this if you don’t want your product to show up when someone searches for a specific brand.)
10. Under Campaign Bidding Strategy, we recommend “Dynamic Bids, down only” as you have more control over the data and bidding for each keyword in a manual campaign.
11. Choose the portfolio to add this to or choose no portfolio. (Portfolios enable you to group and organize campaigns for the same product.)
12. Choose an end date if you’d like, or leave this at “no end date.” You can always pause the ads if needed.
13. Select a daily budget (we recommend \$50 to \$100).

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14. Now you can launch your campaign, and you're all set!

- a. Once your campaign is launched, you can always go back and edit it. If you've set up your manual broad match campaign, you'd want to do the same for phrase and exact.



The screenshot shows the 'Settings' page for an Amazon campaign. At the top right, there is a link 'See Campaign settings guidance'. The form contains the following fields:

- Campaign name**: A text input field containing 'Campaign - 9/12/2022 15:16:29'.
- Portfolio**: A dropdown menu currently showing 'No Portfolio'.
- Start**: A date input field showing 'Sep 12, 2022'.
- End**: A date input field showing 'No end date'.
- Marketplace**: A dropdown menu showing 'United States'.
- Daily budget**: A text input field showing '\$ 50.00'.

At the bottom right of the form, there are two buttons: 'Save as draft' and 'Launch campaign'.

PPC Best Practices

Structuring your campaigns

As mentioned before, campaign structure can really help you keep your campaigns organized, especially as you keep adding more. Here's our recommended structure:

- 1. Portfolio:** This is the top level of your advertising structure. We recommend this being your product or product variation. This is so you can organize all your campaigns for a specific product in one place.
- 2. Campaign:** This is how you will name each campaign type. We recommend this using the same keyword list or targeting type. So, for example, here you'd have:
 - a. Automatic targeting campaign
 - b. Manual keyword targeting campaign
 - c. Others might include a manual product targeting campaign, a Sponsored Brands campaign, a Sponsored display campaign, etc.
- 3. Ad group:** This is the bottom level where the match type comes into play. This is where you can organize each match type and even organize by variation. For example, if you are running a manual keyword targeting campaign, you'd have a:
 - a. Broad match
 - b. Phrase match
 - c. Exact match

Optimizing your campaigns

The next step is to optimize your campaigns so they perform better and become more profitable.

The first thing to note here is that you don't want to make changes till at least one week after you launch your campaigns (maybe even longer). At first, it will look like you're just losing money and not making any sales, but that's totally normal. Your campaigns also need some time to gather data before you can start making changes.

Before we start optimizing your campaigns, you should figure out what your break-even ACoS is. (Remember, your ACoS is a metric used to measure the performance of an Amazon Sponsored Products campaign.)

You can calculate your break-even ACoS by dividing your profits by your revenue. Find your revenue by taking your sales and subtracting the landed costs and Amazon's fees. Now you know how much of your sales price you can spend on PPC before you're losing money.

When you're first launching, you may be comfortable spending more than your ACoS as you're just trying to get sales.

Optimizing your automatic campaign

1. In campaign manager, go to your automatic targeting ad.
 - a. At the top, you can see a summary of your campaign, including how much you've spent, how much you've made in sales, the ACoS, and impressions.
 - b. Further down, you can see how many clicks your campaign has gotten and how many orders you've received.
 - c. Once you click on your one automatic ad group, you will see the search terms tab. This will show you all the search terms Amazon has been targeting for your product.
 - i. You can see a breakdown of how many clicks, spend, sales, and ACoS for each individual search term.
 - ii. As you scroll through the list, you'll see not only the keywords that Amazon has been targeting, but also the ASINs they may have been targeting. You may see competitors' ASINs because Amazon will also show your ad on a competitor's product listing.

2. Two things we want to find now: Our worst-performing keywords, and our top-performing keywords:
 - a. Worst-performing keywords: These are keywords that you're spending a lot of money on, but not getting any orders for.
 - i. To find out which ones these are, sort by clicks or spend descending to see which search terms have the most clicks or that have spent a lot.
 - ii. If you see terms with lots of clicks but no sales, these are the ones you want to stop targeting. The general rule of thumb: any keyword that has 10 clicks but no sales is one you want to remove.
 - iii. Make a list of these keywords, click on negative targeting, and add these keywords here. Amazon will no longer target these keywords.
 - iv. Over the next week or so, you will begin to see your ACoS go down for your automatic campaign since you added negative keywords.
 - b. Best-performing keywords: These are keywords that have a low ACoS. We want to find out which ones these are, so we can remove them from this automatic targeting campaign. Instead, we'll put them in a manual targeting campaign so we can increase our spend and control.
 - i. Sort your list by ACoS, and find the search terms with a high number of sales but a low ACoS.
 - ii. Make a list of these, and again, go into negative targeting and add the list there.
 - iii. Then, you'll want to add these keywords to your manual targeting campaign where you can adjust the bids for each individual keyword.

Optimizing your manual campaign

Once you pull the high-performing keywords from your automatic campaign, you should add those keywords in your manual campaign. We suggest adding them into your exact campaign since you know those exact keywords already perform well.

The way you optimize manual campaigns will be a little different than automatic ones.

1. First, click into the manual campaign you'd like to optimize and sort by spend. The goal is to decrease spend on keywords that aren't performing that well and increase spend on keywords that are performing well.
2. Earlier, you determined your ACoS (what you are willing to spend for each keyword). If your target ACoS is 30%, then you want to be sure we are spending no more than that amount.
3. Go through each keyword in your campaign and adjust bids accordingly.
 - a. If you want to continue spending up to 30% for each keyword, for any keywords above that number, we can begin lowering the bids or removing that keyword completely.
 - b. If you see a keyword with a high number of impressions and clicks but a low amount of sales, this is a keyword you would want to **lower** the bid amount on.
 - c. If you see a keyword with low impressions but also a low ACoS, you should **increase** the bid on this keyword in hopes to gain more impressions and sales.
 - d. If a keyword has little to no impressions but is highly relevant to your product, **increase** the bid and check back in a couple of weeks to see if anything has improved.
 - e. If you see a keyword with high clicks but a high ACoS, your best bet may be to just **pause** that keyword.
4. Repeat this process every week or so to ensure your campaigns are performing at the highest level. You'll have more to do when you first launch your campaign, but you'll see that over time, this process becomes easier, and after a few months, there won't be many changes to make because it becomes more and more optimized each time.

A few final PPC reminders:

- Start running PPC campaigns as soon as you can. Start with an automatic campaign as soon as you've optimized your listing to get started quickly.
- Once you've set up your automatic campaign, also set up a manual campaign, and create an ad group for the three targeting types: broad, phrase, and exact. Yes, we recommend setting up all three from the start!
- Sponsored Product ads are the most effective for most sellers, but once you've set these up, feel free to try out Sponsored Brands and Sponsored Display ads as well.
- Remember: don't jump into your campaigns every day and make changes! You want to give them some time, and maybe make changes once a week.

More Promotion Do's and Don'ts

Social Media

Another consideration to help you get initial sales (but is not typically as effective as promotions and PPC) is leveraging social media:

1. Create a Facebook and/or Instagram account for your product. Ask family and friends to like and share these pages to help establish your brand.
2. Ask social media influencers to promote your product to their audience (likely for a fee). For example, find some popular Instagram accounts in your niche or somehow related to your product, and send them a free product or offer to pay-per-post/story.
3. Find Facebook groups that might be interested in your product.

What should you NOT do when working toward initial sales?

- Do not ask friends or family to purchase your product. (This is against Amazon's Terms of Service and Amazon may be able to track accounts from the same household.)
- Do not drive paid traffic to your product using Google, Facebook, or Instagram ads. (For products and brands just starting out, this can be expensive and difficult to convert visitors, especially because your product has few reviews. Consider this later when you've built some traction for your product and brand.)

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And as always, if you have any questions, don't hesitate to reach out: gmerc@junglescout.com.



[Greg Mercer](#)

Founder & CEO of Jungle Scout
8-figure Amazon seller



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