

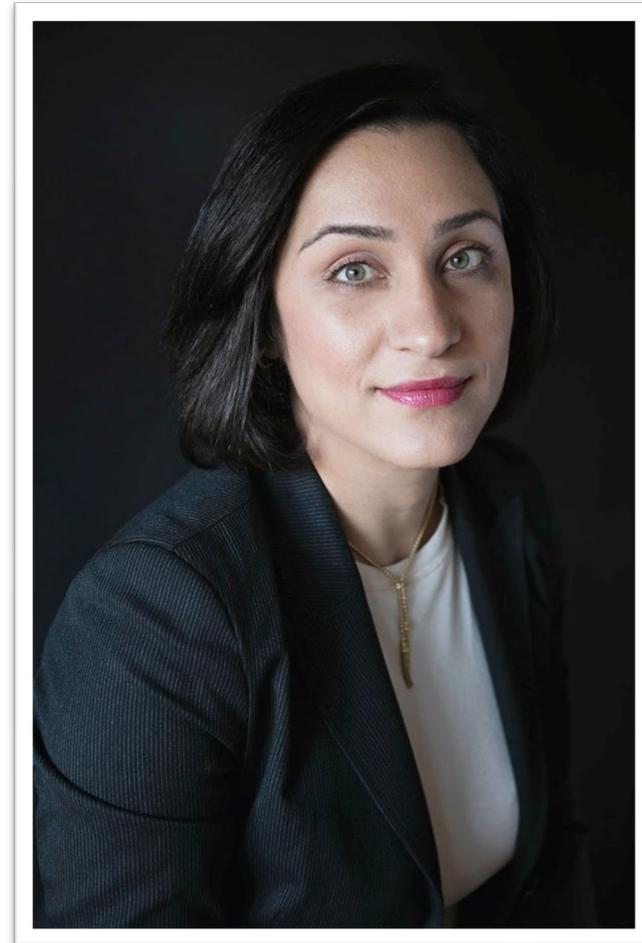


www.DigitalMarketingExperts.ca

Advertising on Amazon

Maryam Golabgir

Maryam Golabgir is a digital marketer, programmer, and a website guru. She's been a speaker at Grind Up, Aurora and Newmarket Chamber of Commerce and 2017, 2018 and 2019 Women's Summit on SEO. Digital Marketing Experts was nominated as one of the top advertising agencies in York Region last year.



Message us anytime you want...

Maryam's Contact information:

Email: maryam.golabgir@digitalmarketingexperts.ca **Office:**

416-848-7692 Mobile: 416-629-9876

Website: www.digitalmarketingexperts.ca

Facebook: @DigitalMarketingExperts **Twitter:**

@eforblog

LinkedIn: /maryamgolabgir/



Amazon Net Sales Worldwide 2017–2020



Source: Amazon Quarterly Earnings Reports



Prime Members Spend a Lot - There are over 100 million [Amazon Prime](#) members around the world (more Prime members than non), and they typically spend over \$1,000 a year

Almost 1 in 3 Americans Have a Prime Membership - The US Amazon Marketplace is a huge one, with over 95 million Americans claiming a Prime membership.

Millennials Are the Biggest Audience - Millennials might get a bad rap in some areas, but not when it comes to using Amazon.

Amazon is Taking Over Traditional Brick-and-Mortar Categories – It is easier to shop from your phone than getting in your car, and head out to the store.

Almost Everyone Price Checks on Amazon - Amazon almost always jumps to the tops of shoppers' list for price checking, with 9 out of 10 shoppers checking out the marketplace for what the best deals are.

Set up Shop on Amazon



Create an Amazon seller account

You can use your customer account to start selling, or you can create a new Amazon seller account with your business email. Before you sign up, make sure you're ready with the following:

- Business email address or Amazon customer account

- Chargeable credit card

- Government ID (identity verification protects sellers and customers)

- Tax information

- Phone number

- A bank account where Amazon can send you proceeds from your sales





Sales channel

You can link your new Amazon Sales Channel to your Shopify website directly or just link back to Wordpress, webflow, Magento, Joomla, Weebly, Wix and other site development platforms.

There are three ways to use the Amazon sales channel:

- If you are selling a product in a online store that is identical to one already listed for sale on Amazon
- If you want to sell a unique product variant or a brand you own that isn't already listed on Amazon, then you need to create a new listing.
- If you are already listing the same products on both website and Amazon, then you can link website to your existing Amazon listings.



Study Amazon's Selling Policies & Code of Conduct

It's also important to understand and comply with Amazon's [Selling Policies and Code of Conduct](#). If you fail to comply, then Amazon might suspend your Seller account.



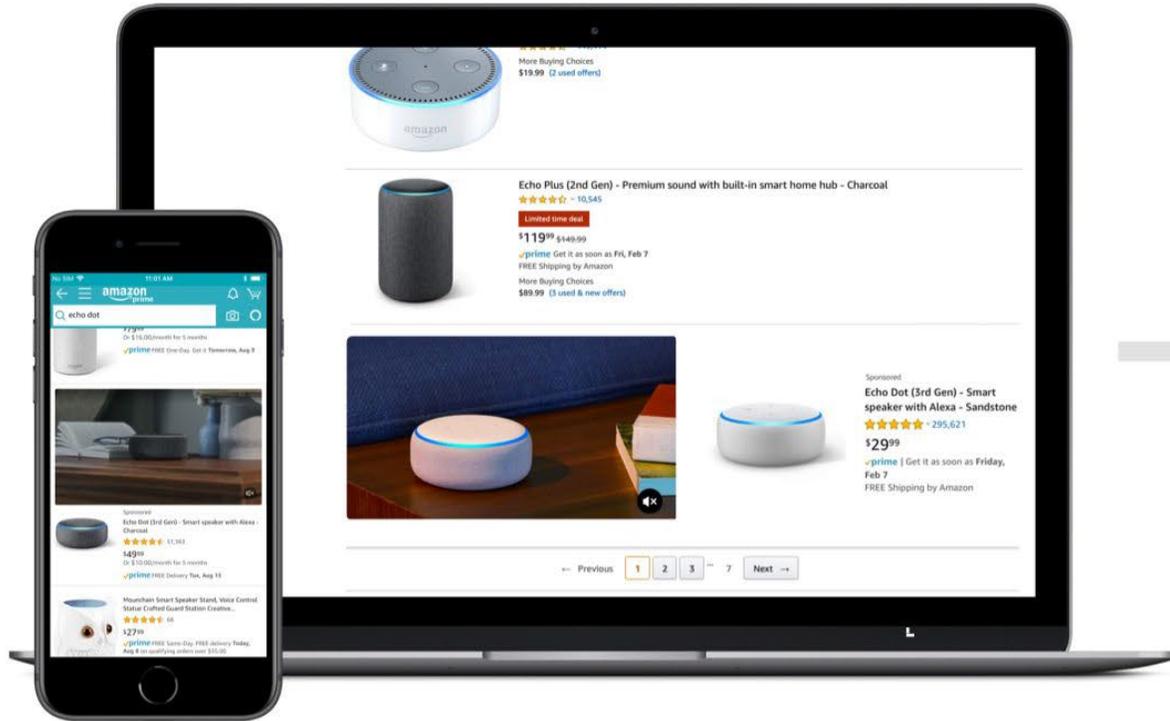
Adding your products

What can you sell on Amazon? It depends on the product, the category, and the brand.

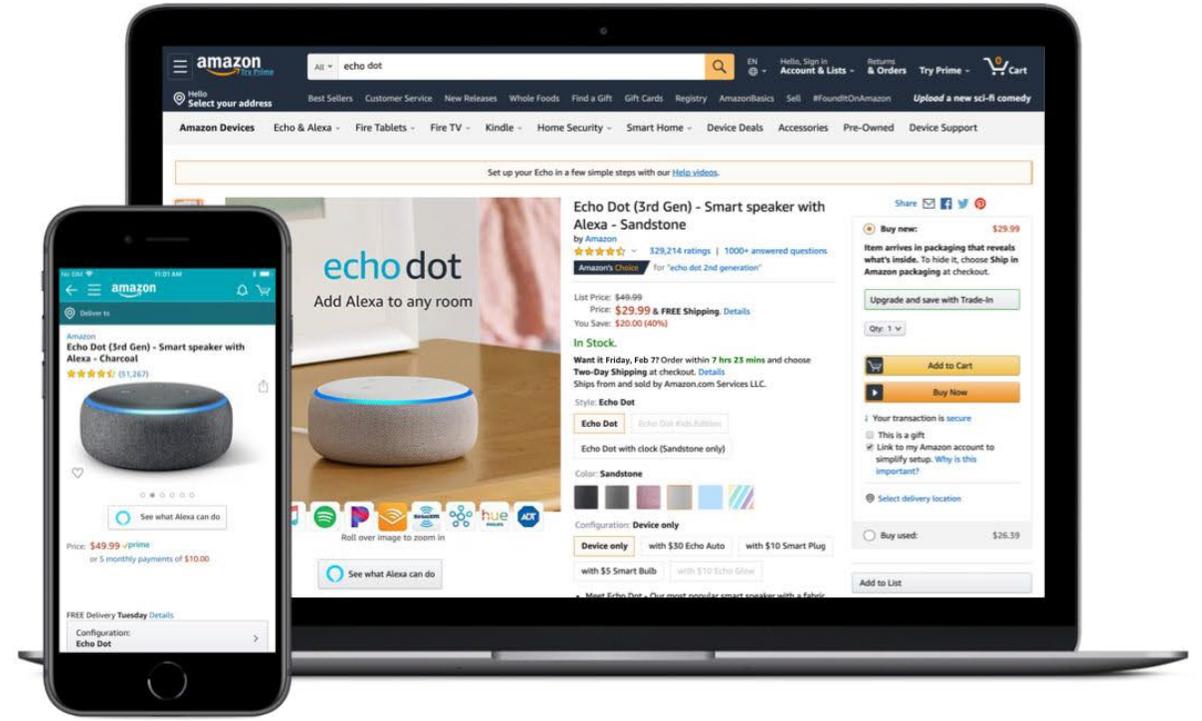
Some categories are open to all sellers, some require a Professional seller account, some require approval to sell, and some include products that cannot be sold by third-party sellers.

Product category	Example products	Conditions allowed
Categories without restrictions —		
Amazon Device Accessories	Amazon devices accessories	New, Used
Amazon Kindle	Kindle devices accessories	Used
Beauty	Fragrance, skincare, makeup, hair care, bath & shower (topicals require approval). See also Health & Personal Care.	New
Books	Books, calendars, card decks, sheet music, magazines, journals, other publications	New, Used
Business Products (B2B)	Business-relevant products across multiple categories. Special pricing features to target business customers.	New, Used
Beauty Tools & Accessories	Brushes, bags, cases, skin care tools, hair styling tools	New

Search results

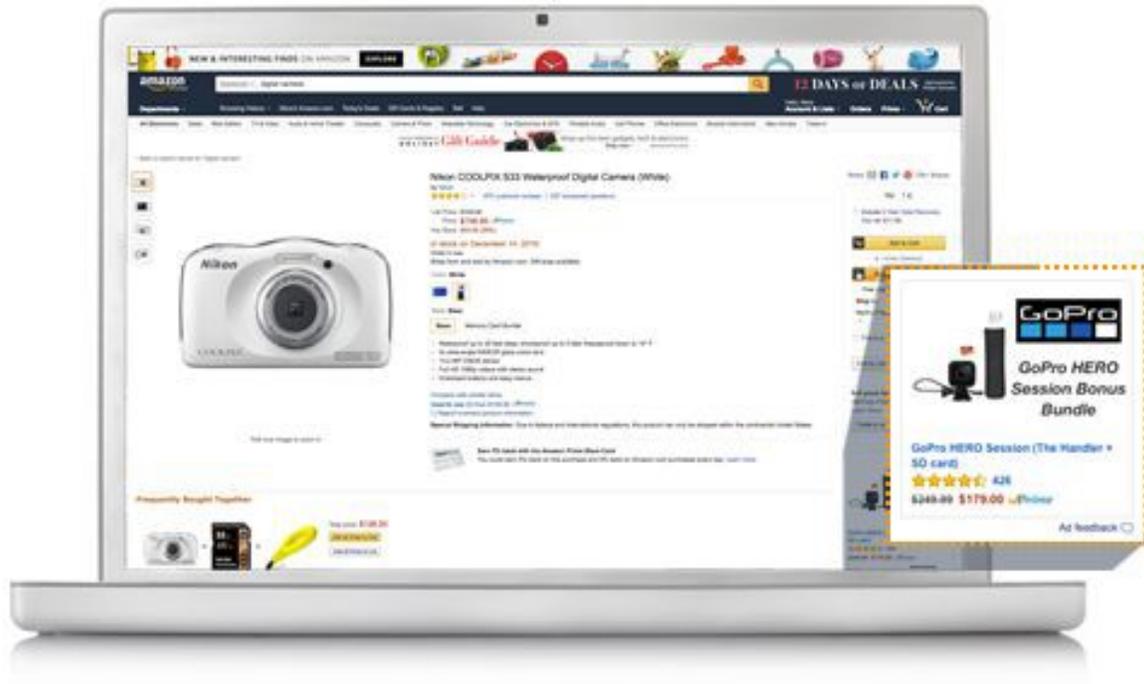


Product detail page



Control

You don't have much control over your product display on Amazon. From content, to design, right down to where your logo sits.



Competition

When it comes to Amazon is that the competition will be sky-high. Amazon is one of the biggest players in its field, so there may be thousands of other sellers that your business will have to compete with.

The screenshot shows the Amazon website interface for a search of "baby care". The top navigation bar includes the Amazon logo, search bar, and "New Year New You" banner. Below the search bar, the results are sorted by "Featured". A hand-drawn orange oval highlights the top three sponsored results:

- Jack & Jill Diapers:** "Caring for your little ones has never been easier." Price: \$119.95. Rating: 4.5 stars (246 reviews).
- Jack & Jill Baby Sunscreen Cream:** "All Natural, SPF 30." Price: \$12.99. Rating: 4.5 stars (252 reviews).
- Jack & Jill Baby Sunscreen Cream:** "All Natural, SPF 60." Price: \$12.99. Rating: 4.5 stars (341 reviews).

Below the oval, other sponsored results are visible:

- iBaby Wifi Baby Monitor M7 Lite:** "Smart Baby Care System 1080p Video Camera with Wi-Fi Speakers, Thousands of Lullabies & Bed Stories, Growing Timeline, Motion & Sound Alerts for Android and iOS." Price: \$149.00 (was \$179.95). Rating: 4.5 stars (24 reviews).
- Baby Diaper Bag Backpack:** "Multi-Function Waterproof Travel Nappy Bag for Baby Care, Large Capacity, Durable and Stylish Changing Bag for Mom and Dad (B Grey)." Price: \$28.79. Rating: 4.5 stars (20 reviews).
- Baby Care Play Mat (Large, Busy Farm):** Price: \$119.95. Rating: 4.5 stars (415 reviews).

The left sidebar shows various categories like "Baby Products", "Baby Gyms & Playmats", and "Baby Diapers". The bottom of the page shows "Refine by" options such as "Amazon Prime" and "Eligible for Free Shipping".

Lack of control

Although your revenue is sure to increase by being on Amazon, it does come at a cost. Regardless of whether you have a professional account or you opt for FBA (Fulfillment by Amazon), you'll still be faced with fees. It's definitely worth doing your research on your Amazon fee plan before setting up your marketplace account.

Amazon Advertising

amazon


Amazon offers three ad formats:

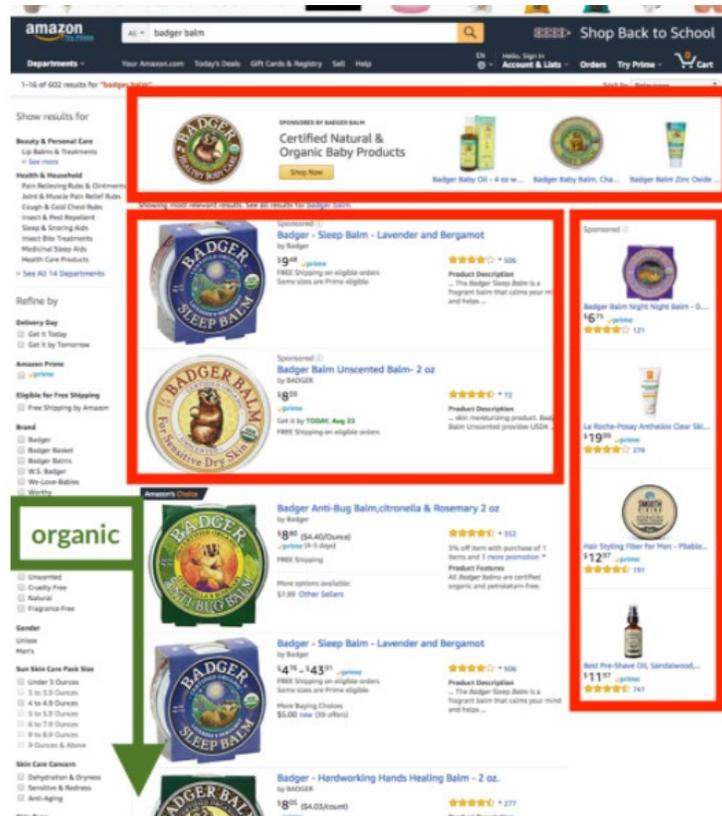
Amazon Sponsored Products Ads

Amazon Headline Search Ads

Amazon Product Ads (a.k.a. “Product Display Ads”)

Amazon Video Ads

Sponsored Product Ads



These ads Virtually blend in with the rest of the listings. It provides customers with the sense that the product

They are triggered by keywords, which you can choose to target manually or automatically.

Minimum budget is \$1/ day. And you will get charged PPC (Pay Per Click)

You Must have a professional sellers account, and be able to ship to all USA, Canada and sell new instead of used products.

Amazon Headline Search Ads



Headline Search Ads are visible at the top of the customer search results page, whether the customer is shopping from a computer or a mobile device.

Headline Search Ads stretch across the entire top of the search results page, standing out from the rest of the search results listed.

Amazon Product Ads (a.k.a. “Product Display Ads”)

 Fender Acoustic Guitar Bundles
[Shop Austin Bazaar >](#)


Fender FA-115 Acoustic Guitar Bundle with Gig Bag, Tuner, Strings, Strap, Picks, and...
★★★★☆ 1,494
prime


Fender FA-125CE Dreadnought Cutaway Acoustic-Electric Guitar - Sunburst Bundle...
★★★★☆ 148
prime


Fender CD-60S Solid Top Dreadnought Acoustic Guitar - All Mahogany Bundle wit...
★★★★☆ 320
prime

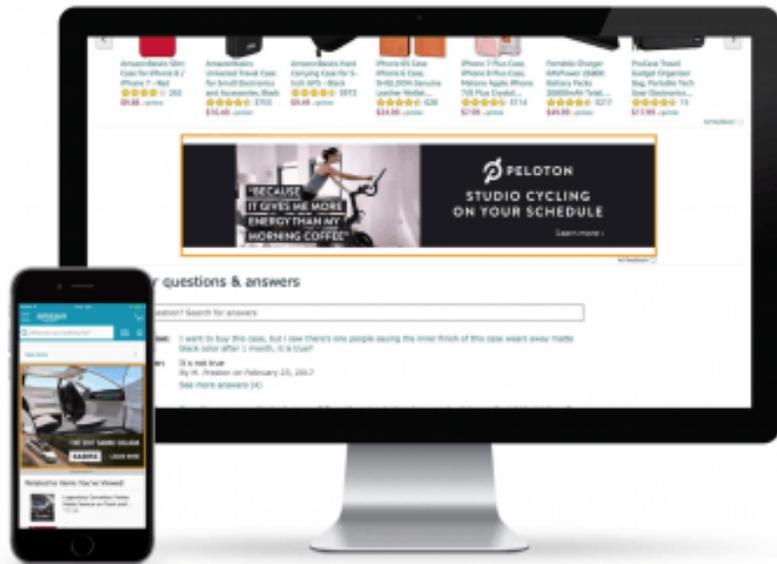
The Sponsored Product ads are really just image ads — similar to display ads in Google Ads — but the cool thing is that they appear in search results on Amazon right next to the searched products.


Sponsored ⓘ
Guitar Acoustic Electric, Acoustic


Sponsored ⓘ
Fender Squier Dreadnought


Sponsored ⓘ
Fender Squier Dreadnought

Amazon Video Ads



Video ads empower you to tell stories and make emotional connections with customers throughout their decision journeys. We help you reach your ideal audience in brand-safe environments and measure the results of your video campaigns. Your advertisements will appear not only on the Amazon shopping platform—they can also be featured in Amazon Echo and other operated sites!

Advertising Cost of Sale or ACoS

Advertising Cost of Sale is a key metric used to measure the performance of Amazon Sponsored Products campaigns. It helps to measure profitability by indicating the ratio of ad spend to targeted sales.

It can be calculated in the following manner: $ACoS = \text{ad spend} / \text{sales}$.

Add target keywords are in your product listings.

Amazon Fashion Women Men Kids Luggage Sales & Deals New Arrivals prime wardrobe Try before you buy

Back to results



Tactical Baby Gear Daypack 3.0 Tactical Diaper Bag Backpack and Changing Mat (Black Camo)

by Tactical Baby Gear

Price: **\$134.99 & FREE Shipping**

Get \$70 off instantly: Pay **\$64.99** \$134.99 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Note: Not eligible for Amazon Prime.

Color: **Black Camo**

\$134.99 **\$134.99** \$134.99 \$134.99

- Hands-Free Handling – Lets you cart all the essentials and wrangle the little ones hands-free with rugged backpack design
- Changing Pad Included – Comes with the essential built-in removable TBG Tactical Changing Mat featuring an easy-to-clean nylon surface and foam padding
- Room for Everything – Toss it all into this military-grade diaper backpack; Features roomy interior, dual bottle pockets, full-open zipper front and more
- Built to Last – Made with heavy-duty YKK zippers and a 600D tactical polyester construction for next-level performance in demanding scenarios
- Dimensions – Diaper bag: 20" H x 11" W x 8" D; Diaper bag capacity: 28.84 liters or 1760 cubic inches; Changing mat size: 25" x 12" (open)

See more product details

Report incorrect product information.

\$134.99 & FREE Shipping

Arrives: **April 6 - 13**
Fastest delivery: Fri, Apr 3

Only 12 left in stock - order soon.

Qty: 1

Add to Cart

Buy Now

Ships from and sold by **Tactical Baby Gear**.

Add to List

Share

Have one to sell? Sell on Amazon

Organic and paid traffic across platforms have one thing in common: They all want to provide the best user experience possible. The best way platforms accomplish this is by providing relevant results for any user search.

Opt for manual, but test with automatic targeting



AUTOMATIC

Sellers select their budget and let Amazon go to work and automatically find keywords.

Amazon looks for keywords that match your product's category, related products, and keywords in your product's descriptions.



MANUAL

Sellers handpick keywords they want to bid on to fine tune where their ad spending goes.

Sellers can choose broad match, phrase match, or exact keywords when bidding to fine tune where their ad spending goes.

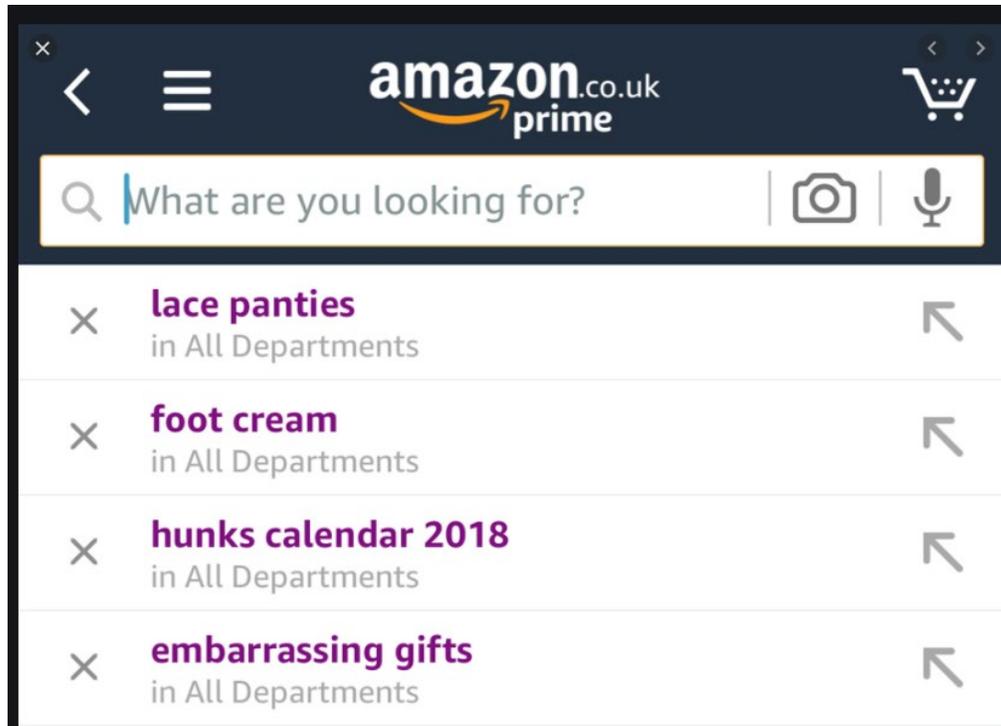
Use match types.

The diagram illustrates three match types for advertising keywords, each with a description, examples, and notation for inputting keywords.

- Broad match**: Ads may show on searches that **relate** to your keyword. Example: "lawn aeration prices". Notation: **keyword**.
- Phrase match** (marked with a '1' in a yellow circle): Ads may show on searches that **include** the meaning of your keyword. Examples: "lawn mowing service near me", "hire company to mow lawn", "landscaping service to cut grass". Notation: **"keyword"**.
- Exact match**: Ads may show on searches that are the same meaning as your keyword. Examples: "lawn mowing service", "grass cutting service". Notation: **[keyword]**.

Amazon advertising uses broad, phrase, exact, and negative match types to refine targeting. The key is to use a combination of these match type options to get ultra-targeted and reach the buyers with the highest level of purchasing intent.

Restrict your ads from showing for irrelevant searches



Amazon advertising offers the option to “block” ads from showing for specific searches with the help of negative keywords. For example, if you sell heels but you don’t sell sneakers, you can add sneakers as a negative keyword to prevent ads from showing for searches related to sneakers.

Set different bids according to performance and value

<input type="checkbox"/>	Active	Keyword	Match type ⓘ	Status	Suggested bid ⓘ	Bid ⓘ
		Total: 46				
<input type="checkbox"/>	<input checked="" type="checkbox"/>	fathers d...	Exact	Delivering	ⓘ \$0.70 \$0.56-\$1.10	Apply <input type="text" value="\$ 1.50"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	gifts for ...	Exact	Delivering	ⓘ \$0.87 \$0.69-\$1.74	Apply <input type="text" value="\$ 1.50"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	father's ...	Exact	Delivering	ⓘ \$0.93 \$0.68-\$1.67	Apply <input type="text" value="\$ 1.50"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	dad gifts	Exact	Delivering	ⓘ \$0.76 \$0.62-\$0.99	Apply <input type="text" value="\$ 1.50"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	birthday...	Exact	Delivering	ⓘ \$0.77 \$0.62-\$1.54	Apply <input type="text" value="\$ 1.50"/>

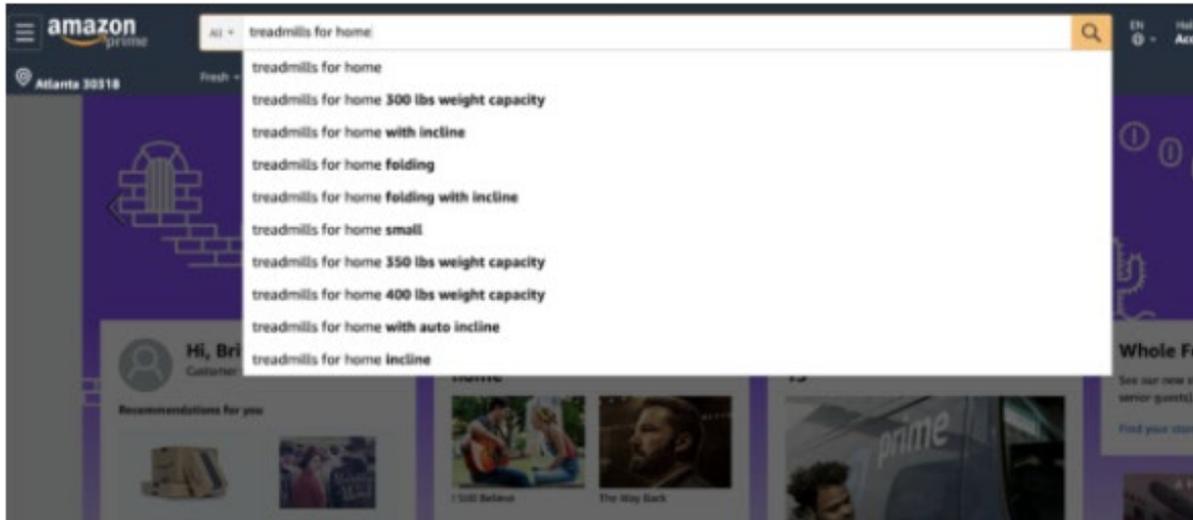
Not all your products have the same profit margin; therefore, you cannot bid the same amount for all keywords.

Choose the keywords that have the potential of bringing the most value and bid higher on them.

At the same time, select the keywords related to low-profit products to lower their bid according to your set target advertising cost of sale.

After all, your goal is to make a profit, not to lose money or break even

Get ultra-targeted with long-tail keywords



Long-tail keywords are longer keyword phrases that are more specific about search terms. They usually consist of three or more keywords put together.

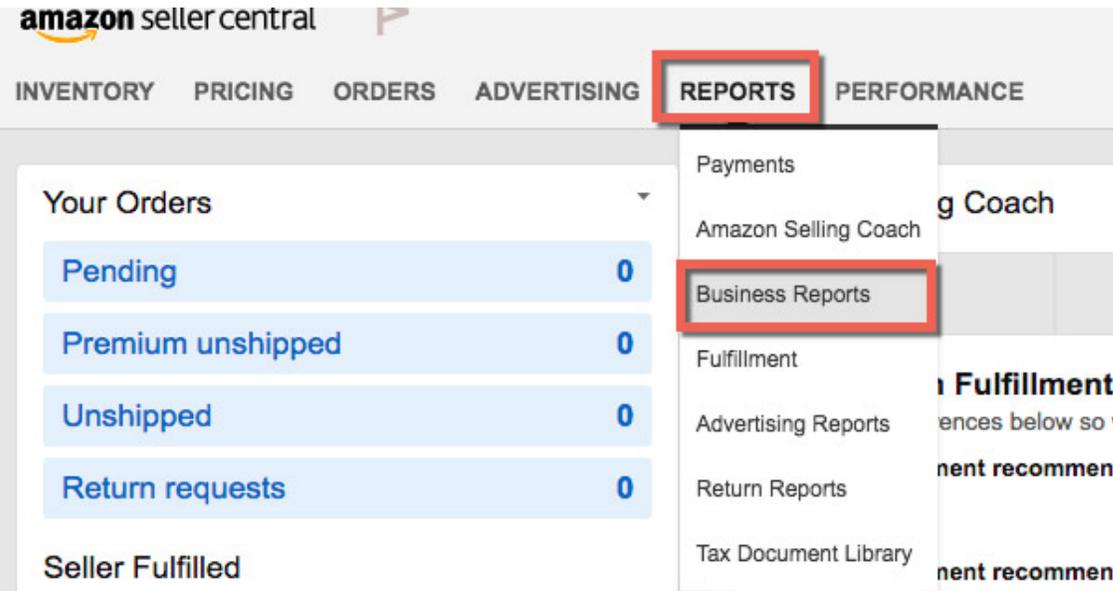
For example, if you sell makeup bags, a good potential long-tail keyword may be 'small brush makeup bag.'

Find key data to increase conversions

Optimize your workflow and find the best opportunities to improve your sponsored product campaigns. To get started, download your search term report to discover which keyword searches were responsible for retrieving your ads.

Then, organize the data in your report to easily visualize and filter out search terms that are not performing well.

From there, you'll also want to analyze keyword bids, add matching types, and add long-tail keywords as discussed previously



Give it time and optimize

At first, it may take some time to see campaign results. Be patient and wait to see results before making optimizations.

Using advertising settings such as budget caps will allow you to stay within a specific budget to prevent overspending while waiting for results

bidding amounts will vary according to the target cost of sales and profit margins of different products. Once you've identified the most beneficial optimizations, test your changes by changing one variable at a time and waiting a couple of days to analyse results.

The A/B testing approach will allow you to confirm the changes are indeed successful.



Questions?

We're happy to help!