



THE TRIFECTA PART 3

In our Phase I PDF we covered how to find the right competitors to analyze and determine which keyword phrases you should be tracking in Keyword Tracker and then which ones to use in your listing.

In our Phase II PDF we covered how to track & analyze keyword rankings to determine which keywords to Include in your PPC ranking campaigns

Here, in Phrase III, you'll learn how to pull it all together, having an awesome listing that is fully optimized with dynamic PPC campaigns that are driving your product's ranking with Single Keyword Ad Group ranking campaigns.

- 1. Take the keyword phrase you want to rank for, and create a new Campaign, with just the single product you want to advertise, and put the one keyword in as an "Exact Match" phrase type.
- 2. After you enter it, Amazon will tell you what the Suggested Bid is for this keyword (including a minimum and maximum number as well).
- 3. For ranking purposes, you will want to have a bid that is at least 100% higher than the maximum suggested bid.
- 4. Critical: You must consider how much you can spend and assign a budget to the campaign. Think along the lines of how many clicks, and how many conversions you need to generate results.

Assume you should start with at least 10 clicks in a day. However, you must be mindful of the conversion rate. Set a daily budget that can support at least 10 clicks with the bid you set above. The more you can add to this, the faster your ranking efforts will be.







Let's take a closer look at the math.

If your conversion rate is 10% and you want to have 10 sales per day, you need 100 clicks to achieve that. If your suggested bid is \$.75/ per click, then as we suggest above, you would have set a bid of \$1.50. Therefore, 100 clicks would cost \$150 per day.

This is an aggressive approach however, it is probably less expensive than 100% rebate giveaways. In addition, this will move the needle and get results within the Amazon ecosystem.

Remember, these are added sales to your existing organic results. So if your product is getting 5 sales per day on a particular KW, it would now be getting 15 sales per day. An increase of 300%.

5. Weekly Review:

- a. Look over your campaign to see if it is spending the maximum amount of money you have allocated. If so, great. If not, you need to review your product to see if there is something that is discouraging people from clicking on your ad.
- b. Watch your Keyword Tracker rankings. If your ranking has started to improve after 5 - 7 days, great. If not, check your conversions.
- c. If your ranking is not improving, it's either staying level or it goes down, there are two things to check:
 - Either you are going after a word that is too competitive, and your competitors are spending even more money on their ads
 - ii. Or you have something wrong with the product optimization which is causing people to not purchase your product for that keyword for some reason.







- d. If your rankings are going up, then don't change anything. Keep the ad spend going until your product is ranking above Position #20 on Page 1 for that keyword (being in the top half of Page 1).
 - i. If you are pushing for Position #1, then keep this ad going until you are in the top 1-5 position regularly. You may need to increase the budget as you get closer and closer to Position #1.
 - ii. If you are fine with being in the top half of Page 1, then repeat this process with another keyword, starting from Step 1 above. And remember, each KW you want to rank is a new campaign, in addition to the one you started with.



