

AMAZON KEYWORD RESEARCH, LISTING OPTIMIZATION AND LAUNCH WORKSHOP

DAY 3

OBJECTIVES

1. Select the right Amazon PPC campaign type based on their product launch goals.
2. Determine the appropriate budget allocation for PPC campaigns to maximize result
3. Set up and optimize PPC campaigns with a focus on visibility, traffic, and conversions.
4. This session will equip participants with the knowledge to make strategic decisions and launch successful PPC campaigns on Amazon.

KEY CONCEPTS & SKILLS

- Choose the right Amazon PPC campaign type based on their launch goals..
- Allocate and manage PPC budgets to maximize ROI.
- Monitor and optimize campaigns for better performance and conversions.

BREAKOUT ROOMS

- Screenshot of Active launch campaign (with 10 days)
- Ask students to optimize the campaign for better results

DAILY WINS

1. Set up your own Campaigns for your Product

RESOURCES

- [SKAC, PHRASE MATCH, PRODUCT TARGETING WALKTHROUGH](#)
- [BROAD MATCH WALKTHROUGH](#)
- [CATEGORY CAMPAIGN WALKTHROUGH](#)
- [AUTO CAMPAIGN WALKTHROUGH](#)
- [MODIFIED BROAD WALKTHROUGH](#)
- [SPONSORED BRAND WALKTHROUGH](#)
- [OPTIMIZATION VIDEOS FROM TRAINING PORTAL](#)