

MARKETING MAVERICK

CLASS 1: HEADLINE SEARCH

THURSDAY, JULY 6TH, 2017

Learn the proprietary techniques that I use to create keyword lists that increase brand visibility and drive sales. I'm going to show you how to quickly and easily get your products listed at the top of the search results pages, and in front of the people most likely to buy. You'll discover how to mine your search term report for the keywords that convert to product sales, and segment your keywords into focused groups for better campaign performance and lower CPC's.

I'll show you how to outsell your competition with smarter ad copy. I'll share the exact software tool that I use to swipe the best performing Google ads and titles to double your CTR's. You'll learn the right way to structure a Headline Search landing page to increase engagement and conversion rates. You'll master the most import skill for Amazon Advertising success - combining keywords, copy, and product images to match the shopper's search intent.

CLASS 2: PRODUCT DISPLAY

THURSDAY, JULY 13TH, 2017

Now that you've secured the top positions in the search results, it's time to boost your sales velocity with Product Display ads. You'll learn how to use advanced strategies to target relevant product pages to quickly improve your sales rank. The secret to effective display ads is to focus on complimentary products - driving upsells and cross-sells to increase revenue. The goal is to increase your average order value, and dominate your category by leveraging frequently bought together data.

You'll learn how to write compelling display ad copy that highlights your products features and benefits. I'll show you how to create hooks in your product descriptions that get shoppers attention. We'll also cover the most effective way to format your brand logo in your ad campaigns. I'll provide you with a simple campaign structure that will make tracking and weekly optimization easy. This will allow you to scale your campaigns for continual growth.

CLASS 3: COMPETITIVE ADVANTAGE

THURSDAY, JULY 20TH, 2017

In this class you'll learn how to leverage brand visibility to gain trust and buyer preference with shoppers. Amazon is a competitive marketplace with hundreds of similar products competing for market share. Most sellers don't realize the impact product visibility has on click-through rates and conversions. AMS is the fastest way to get your products to the top of the Amazon search results, placing your brand first in shoppers minds when they make a buying decision.

You'll learn how to combine your AMS and Sponsored Product strategy for maximum organic impact. Repetition of your ads on the most relevant search terms will elevate the perceived quality of your product. You'll convert shoppers to buyers at a higher percentage than your less known competition. The result will be increased organic positions on the first page of the search results. This will translate to lower advertising costs and a sustainable cost per sale (CPA).

CLASS 4: KEYWORD MINING

THURSDAY JULY 27TH, 2017

It only takes a few high volume, high converting keywords to generate six figure monthly product sales. Like everything else in business the 80/20 principle applies to keyword selection. I'll show you how to evaluate your campaign performance and keyword reports to quickly "mine" out the money making keywords and scale them for increased traffic and sales. You'll also learn how to test new keywords without blowing your advertising budget.

You can't manage what you can't measure. You'll learn how to do a quick review of your AMS Advertising Campaigns and determine immediately if a campaign or keyword has potential to drive sales, revenue, and profits. You'll learn how to measure the success of your Amazon Advertising like a pro - scaling what works, and eliminating what doesn't. You'll finish this class with the ability to expand your targeting and keywords to exceed your monthly sales goals.