

# SPONSORED SHOWDOWN

## **CLASS 1: CAMPAIGN MANAGER**

### LEARN SHORTCUTS TO SAVE TIME AND STREAMLINE YOUR WORKFLOW

I'm going to provide you with a complete walkthrough of the new Amazon Campaign Manager, and share the shortcuts that I use to quickly set up new campaigns. I'll provide you with the Google Doc templates I use to outline Sponsored Product campaigns. These templates will save you hundreds of hours and streamline your workflow. You'll learn how to adjust your campaign, ad group, keyword, and ad settings for high performing PPC campaigns.

I'll provide you with a cheat sheet that outlines your Key Performance Indicators (KPI's) for profitability, to make your daily campaign management quick and easy. You'll hit the ground running with an understanding of Impressions, Clicks, Clickthrough Rate (CTR), Cost-per-click (CPC), and ACoS and how these numbers impact your campaign performance. You'll learn how to sort the data in the Campaign Manager to spot trends and opportunities.

## **CLASS 2: CAMPAIGNS & AD GROUPS**

### SECURE THE TOP AD POSITIONS FOR COMPETITIVE KEYWORDS

Learn how to properly structure your campaigns and ad groups to lower your ad spend and increase orders. I'll provide you with my proven campaign structure to secure multiple ad positions for a single product on page one for your most competitive keywords. You'll learn how to use manual campaigns instead of auto campaigns to discover new keywords, and the trick to using auto campaigns for low cost clicks that boost your organic search rank.

I'll show you how to segment keywords into targeted ad groups based on performance and conversion potential. You'll learn how to set up a tiered ad group structure that will focus your budget on the keywords that make you the most money. I'm going to teach you the best way to maximize your brand visibility for low cost sales, and how to continually test new keywords without impacting your overall campaign performance and blowing your advertising budget.

## **CLASS 3: BIDS & BUDGETS**

### INCREASE SALES TO BOOST YOUR ORGANIC SEARCH RANK

In this class you'll learn how to set your bids and budgets for scale. Your goal with Amazon PPC is to increase your sales volume enough to push your product listings to the first page of the organic search results. You've done your keyword research and created campaigns that will convert clicks to sales, now it's time to win the top ad positions. I'm going to teach you how to adjust your bids in real time to achieve first page positions on day one.

That's how you'll play the game. Come in from the behind, when your competitors aren't paying attention, and lock in the ad positions at the top of the search results page where shoppers are most likely to buy. I'll show you the exact formula that I use to calculate starting bids that guarantee first page positions for the lowest click price possible. You'll also learn how to confidently uncap your daily budget to maximize your sales and search rankings.

## **CLASS 4: PERFORMANCE REPORTS**

### TRACK AND MEASURE YOUR PPC AND SEO EFFORTS LIKE A PRO

Do you have the bad habit of setting up PPC campaigns and then letting them run on autopilot after a few weeks (or days)? This class is designed to help you stick to your strategy and reap the rewards of increased sales and profits. You'll learn my simple weekly optimization system. With just a few focused hours a week, you can beat the competition and scale your campaigns. Amazon is constantly changing. To win, you have to stay on top.

PPC advertising is a major profit center in your business that increases cash flow, drives sales, and gets your products in front of new buyers on Amazon every day. I'm going to provide you with my Performance Report template to track the results of your PPC campaigns, and see the impact on your total orders, revenue, costs, and profits. Learn how to measure the success of your PPC and SEO efforts like a pro - scaling what works, and eliminating what doesn't.