

AMAZON ADVERTISING

NEW OPPORTUNITIES FOR AUTHORS

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AUTHOR & FOUNDER OF BOOKSGOSOCIAL

What opportunity?

#Let's Get Started

At BooksGoSocial we've created over 8,500 Amazon and Facebook ad campaigns over 5 years.

We've analysed the results, across all genres & the data is clear.

Your Relevancy Score is more important than your bid per click (price you want to pay) and CPC (cost per click you do pay.) I'll show you how to improve it.

Laser Targeting titles & ASINs reduces your ACOS (Average Cost of Sales.)

It all starts with your book. Here's what you need – the basics:



A well written book with 5+ 4* reader reviews



A great modern genre-appropriate cover



A middle range price with a print edition too



A well laid out story/bio related description

Next – To Improve your Relevancy Score, Increase:

#1 Your #Ranking – Boost it Before You Start/Restart

#2 Your Reviews (number & score) – Never Stop

#3 Your Keyword Relevancy – Title/Description/Int KWs

#4 CTR & ACOS & Unknown Amazon Factors

**Next:
101
Learn
The Basics**

Practice Creating Amazon Ads

Start with Sponsored Product Ads & \$5 a day budget.

Access through your Amazon KDP Dashboard.

Spend time learning the dashboard.

If you are not familiar with the basics of Amazon ads please use the Amazon training or Search for the Free Kindlepreneur Amazon ads course.

This session is aimed at intermediate & advanced users of Amazon ads.

Next: Move To Laser Targeting

Create Laser Target title/ASIN lists

List all the books in your Also-Boughts List in a spreadsheet with their ASIN (Amazon ID.)

Click through to each book and add 10 of their Also-Boughts to your list, if the themes in the book are similar to yours.

Create a second list of books by title, targeting the high selling titles in your genre & new titles, excluding super star authors.

Next: Start Golden Keyword & New Auto Ads

Create Golden Keyword Ads & New Auto Ads

List all the most successful/obvious keywords.

Create Sponsored Product GK1 ads with just those keywords & close variants.

Create new Auto ads and experiment with Up & Down Bidding A1 ads, Down Only A2 ads & watch for overspend on Complements.

Test Top of Search & Product Pages + 15%

Leave existing low ACOS ads running.

Managing New LT1 & GK1 & Auto Amazon Ads

Managing your ads on Amazon

Create Sponsored Product ads first with compelling copy up to 150 chars. 5-15 words rec.

Test Lock Screen & Display if you have a series.

Test fixed bids SP ads too.

For ASIN LT1 ads set Manual Targeting to Product Targeting – Individual Products and paste ASIN lists in there.

For Title LT2 ads set Manual Targeting to Keyword Targeting - Enter Titles Lists and paste titles lists in there as Keywords.

Sponsored Product LT1 & GK1 targeting:

× New campaign

[Go back to campaigns](#)

[Save as draft](#)

[Launch campaign](#)

Targeting ⓘ

- Keyword targeting**
Choose keywords to help your products appear in shopper searches. [Learn more](#)
- Product targeting**
Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.
Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

Keyword targeting

[See best practices](#)

Related ⓘ **Enter list** Upload file

0 added

[Remove all](#)

Bid ⓘ

Default bid ▾

\$ 0.50

Match type ⓘ

Broad

Phrase

Exact

Political Thriller|

Keywords

Match type ⓘ

Sugg. bid ⓘ
Apply All

Bid ⓘ

✓ 20/20 keywords were added successfully.

[Add keywords](#)

Sponsored Product ASIN targeting:

× New campaign

[Go back to campaigns](#)

[Save as draft](#)

[Launch campaign](#)



Targeting ⓘ

- Keyword targeting
Choose keywords to help your products appear in shopper searches. [Learn more](#)
- Product targeting
Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

Product targeting ⓘ

Default bid ⓘ

\$ 0.50

[Categories ⓘ](#)

[Individual Products ⓘ](#)

[Suggested ⓘ](#) [Search](#) **[Enter list](#)** [Upload](#)

Enter ASINs separated by a comma, space or new line.

Target

How To Scale Up?

Scaling up

Repeat all ads + include different title lists and new titles that appear in the top 50 for your genre.

Change the Copy – from logic to emotion to ethics.

Also create a new Auto ad each week as well.

Increase budget when daily budget breached if ACOS is below target.

Work on improving your Relevancy Score again.

AMS Ads Are Demanding:

Testing

is Required

+ Being in



Select helps



**Daily
Monitoring
Required**



**Patience
is required**

**Multiple
Ad types
Required
+ Having a
Series helps**



Thank you for listening – please send feedback:



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BGS Free Extra Training

BGS Paid Author Ads

BGS Free Author Support

BGS Paid Editorial Reviews