

Advertising SOP: Advertising First-Time Setup and Segmentation

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Advertising First-Time Setup and Segmentation



Who is this for? This pertains to individuals seeking to initiate ad setup on new Amazon accounts or enhance pre-existing ones.



Objective: The objective of this document is to provide a comprehensive, step-by-step guide on the necessary tasks involved in the ad setup process.

Outline:

1- Segmentation and Keyword Research

- Create an Empty Segmentation Sheet
- Gather ASINs to Advertise Using Business Report
- Find Keywords and ASINs to Target
- Check for Duplicates
- Build the Segmentation Sheet

2- Optimizing, Renaming, and Organization

- Optimize the old campaigns
- Rename and organize the old campaigns
- Create or rename portfolios
- Budget Caps on Old Portfolios

3- Strategy, Ads Creation, Bidding, and Budgets

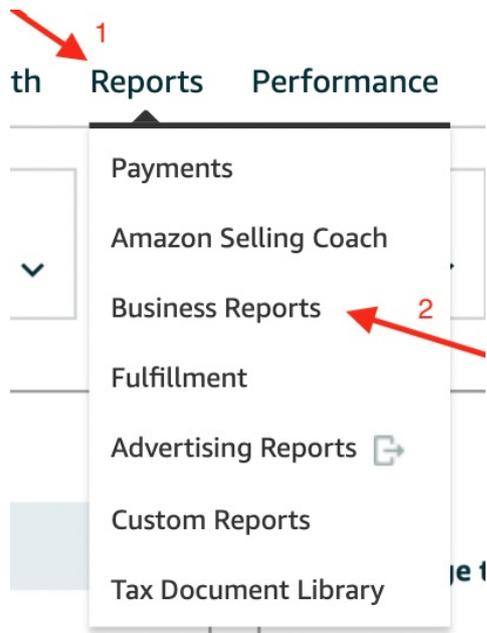
- Ads creation strategy based on the budget
- Create new campaigns
- Bidding Strategies
- Budgets

I - SEGMENTATION AND KEYWORD RESEARCH

1. Create an Empty Segmentation Sheet

2. Gather ASINs to Advertise Using Business Report

- Open Business Reports



- Click on Detail Page Sales and Traffic By Child Item

Sales Dashboard

Business Reports

By Date

- Sales and Traffic
- Detail Page Sales and Traffic
- Seller Performance

By ASIN

- Detail Page Sales and Traffic
- Detail Page Sales and Traffic By Parent Item
- Detail Page Sales and Traffic By Child Item
- Brand Performance

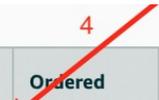
Other

- Sales and Orders by Month



- Sort by Ordered Product Sales

Units Ordered	Units Ordered - B2B	Unit Session Percentage	Unit Session Percentage - B2B	Ordered Product Sales	Ordered Product Sales - B2B	Total Order Items	Total Order Items - B2B
↑↓	↑↓	↑↓	↑↓	↓	↑↓	↑↓	↑↓
∨	∨	∨	∨	∨	∨	∨	∨



- Choose the best 10 Top Sellers products. This step might change depending on the size of the account. It can be top 50, top 100

	5	
<input type="checkbox"/>	(Parent) ASIN ↑↓ ↓	(Child) ASIN ↑↓ ↓
<input type="checkbox"/>	[Red Box]	[Green Box]
<input type="checkbox"/>	[Red Box]	[Red Box]
<input type="checkbox"/>	[Red Box]	[Green Box]
<input type="checkbox"/>	[Red Box]	[Red Box]
<input type="checkbox"/>	[Red Box]	[Red Box]
<input type="checkbox"/>	[Red Box]	[Red Box]
<input type="checkbox"/>	[Red Box]	[Red Box]
<input type="checkbox"/>	[Red Box]	[Green Box]
<input type="checkbox"/>	[Red Box]	[Red Box]
<input type="checkbox"/>	[Red Box]	[Red Box]

- It is imperative to discern between the Parent ASIN and the Child ASIN, ascertaining their unique identities. The visual aid provided illustrates the Parent ASIN clearly demarcated in red and the Child ASIN demarcated in green.

3. Find Keywords and ASINs to Target

- Follow the [SOP: How to Conduct Keyword and ASIN Research](#)

4. Check for Duplicates

- Check for duplicate keywords to not to have the same keywords targeting the same ASINs in different campaigns when we do the ad setup.
 - Follow the document [here](#) to find the duplicate keywords that you might have in your segmentation

sheet before creating new campaigns. This way we will be able to keep the setup clean with min duplicates.

5. Build the Segmentation Sheet

- In the image below we have the segmentation sheet with 7 important columns
 - ASIN COMP - We target Competitor ASIN
 - KW BROAD - We target Short-tail Keywords - 2 max 3 words
 - SV - Search Volume
 - KW EXACT - We target Long-tail Keywords - 4 or more words
 - KW SELF - We target our own brand-related keywords
 - ASIN SELF - We target our own brand-related ASIN
 -

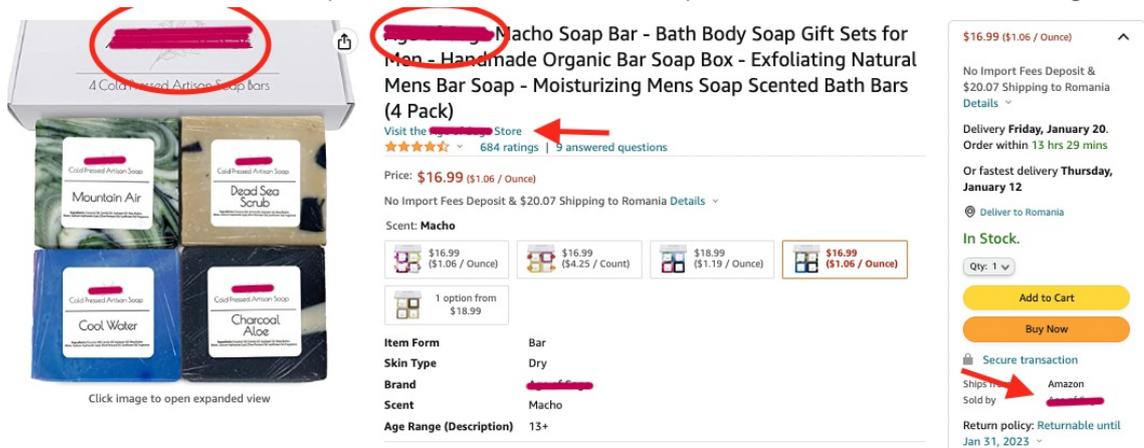
Product 1						
ASIN COMP	KW Broad	SV	KW Exact	SV	KW SELF	ASIN SELF

This is an example of how a final segmentation should look like:

Agent Sage Summer 8oz jar x 3						
ASIN COMP	KW BROAD	SV	KW EXACT	SV	KW SELF	ASIN SELF
	body cream	11150	High Volume			
	coconut lotion	4616	face cream for women	9366		
	organic shea butter	4267	hand cream for dry hands	6149		
	moisturizing cream	3765	body lotion for dry skin	4727		
	sunflower butter	3420	body cream for women	4722		
	dry skin cream	3250	ultra repair cream intense hydration	4490		
	body moisturizer	2484	face cream for dry skin	3256		
	moisturizing body lotion	1917	body moisturizer for dry skin women	3266		
	coconut oil lotion	1811	body cream for dry skin for women	2924		
	womens body lotion	1485				
	body lotions	1401	Low Volume			
	olive oil lotion	1397	body cream for extremely dry skin	988		
	sunflower oil lotion	1262	mens lotion face and body	918		
	olive oil body lotion		vegan body lotion	841		
			dry skin lotion for women body	776		
			men lotion body smell good	701		
			all natural body lotion	701		
			shea butter body lotion	633		
			raspberry body cream	523		
			body cream for dry skin	525		
			coconut oil moisturizer	419		

- Segmentation Glossary
 - **ASIN COMP:** Take the ASINs from the competitor products you decide to target and add those ASINs to this column.
 - **KW BROAD:** Take the KW with 2-3 words you decide to target and add them to this column
 - **SV:** Take the Search Volume from Helium10 or Search Query Report (monthly) and add them to this column

- **KW EXACT:** Take the KW with more than 4 words (long tail KW) and add them to this column
- **KW SELF:** Use ONLY Brand related keywords in Broad Match. There are multiple ways to find the brand name. Make sure that you add the brand name KW only in this column. See the below image:



- **ASIN SELF:** Use all of the ASINs from the (Child) ASIN column from “Detail Page Sales and Traffic By Child Item” on the Business Report. See the (Child) ASIN column below the image:

<input type="checkbox"/>	(Parent) ASIN t_1	(Child) ASIN t_2
<input type="checkbox"/>	[Redacted]	[Redacted]
<input type="checkbox"/>	[Redacted]	[Redacted]
<input type="checkbox"/>	[Redacted]	[Redacted]

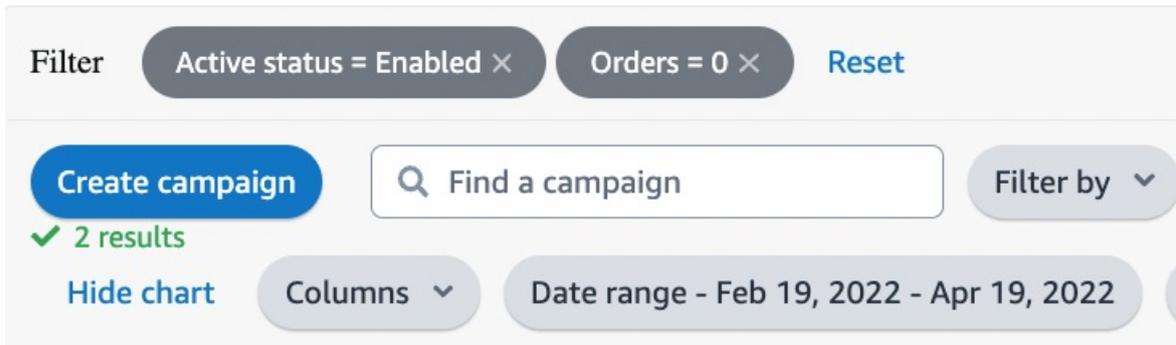
- Here is a very good example of doing Segmentation, KW Research, Renaming, and some Optimization
 - [Sample Client Segmentation](#)

II - OPTIMIZING, RENAMING, AND ORGANIZATION

- When we begin working with most accounts, we often find that they already have active campaigns. Our goal is to identify the campaigns that are performing well in terms of conversion and keep them running while pausing any unnecessary ones.
- Our final goal is to only create campaigns that are missing from the account. To do that, we need to complete 3 important steps:

1. Optimize the old campaigns

- 1st Filter - Active Campaigns | 0 Orders | Data Range - Select Manually Last 60 days



- Create a new Google Tab in your segmentation sheet named Actions. Export all the campaigns in that sheet. After that, you can select all campaigns and pause them.



- We do that because we want to pause all the campaigns with no sales in the last 60 days to clean the ads and to have a better view of what's missing.

- 2nd Filter - Active Campaigns | ACOS > 150% | Orders > 0 | Orders < 5 | Data Range - Select Manually Last 60 days



- Export all the campaigns in the same Actions tab. After that, you can select all campaigns and pause them.
- We do that because we want to pause all the campaigns with slow sales and high ACOS and create campaigns according to our own strategy. We don't want to pause campaigns with more than 5 sales in the last 60 days (even if the acos is more than 150%) because we can optimize them.

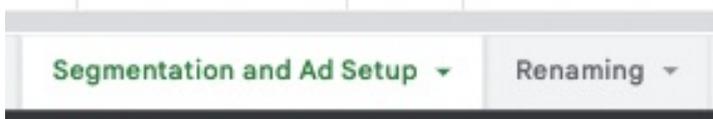
- NOTE 1:

- Never pause a campaign with a high amount of orders > 5 in the last 60 days even if the ACOS it's high. We need to protect the account and we don't want to lose traction on the ads.

- **NOTE 2:**
 - Some accounts might have more than 150% ACOS goal. In that case, check the goals first before pausing anything.

2. Rename and organize the old campaigns

- After we finish the optimization we will remain with the ads that deserve renamed. These ads will remain active and will be part of our strategy.
- Naming convention file [Advertising SOP: Naming Conventions and Creation Guidelines](#)
- To start the renaming use the “Rename” sheet on your segmentation sheet.



- In this tab you will see 3 columns:
 - Old Campaigns Name
 - New Campaigns Name
 - Portfolios
- The last step it's to export all the old campaigns that are already optimized and put them on the list.

OLD CAMPAIGNS NAME	NEW CAMPAIGNS NAME	PORTFOLIO
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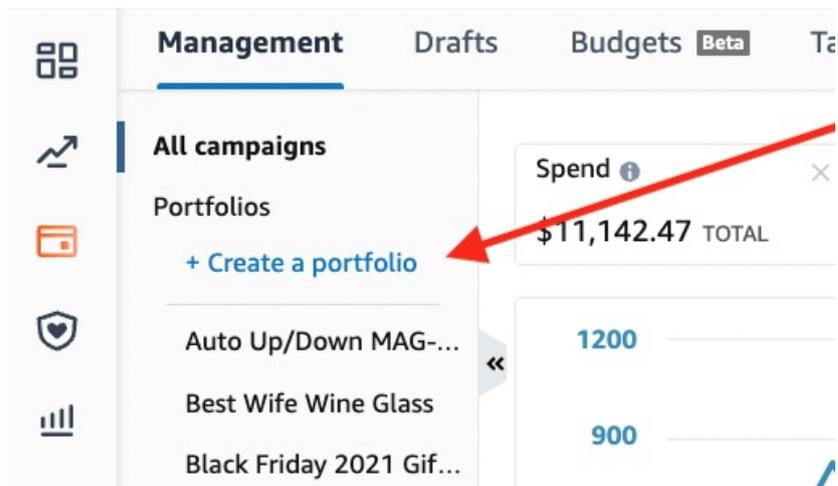
- Each campaign has to have a portfolio. When we rename the old campaigns we need to assign them a portfolio. The only campaign that doesn't accept portfolios is the Sponsored Display Audience campaign.

- The final result should look like this:

Old Campaigns Name	New Campaigns Name	Portfolio
SP - Broad KW targ - Smudge Sticks - MAG	SP - KW - Broad - Smudge Sticks - Mixed Products - MAG	MAG - Smudge Sticks - Mixed Products
SP - Prod Targ - Smudge Sticks - MAG	SP - ASIN - SELF - Smudge Sticks - Mixed Products - MAG	MAG - Smudge Sticks - Mixed Products
SB - kw targ - Smudge stick video - MAG	SB - Video - KW - Mixed - Smudge Sticks 6 Pack - XXXXXXXXXX - MAG	MAG - Smudge Sticks - Single ASIN
White Sage Smudge Stick Test - Manual Keywords	SP - KW - Phrase - Smudge Sticks 3 Pack - XXXXXXXXXX - MAG	MAG - Smudge Sticks - Single ASIN
SB - Fruity Soap - KW Targ - Video - MAG	SB - Video - KW - Broad - Fruity Scent Soap - XXXXXXXXXX - MAG	MAG - Soap - Single ASIN
Smudge Stick - hodgepodge keywords	SP - KW - Broad - Smudge Sticks 3 Pack - XXXXXXXXXX - MAG	MAG - Smudge Sticks - Single ASIN
Galatic Soap - Targeting Mens Soap	SP - KW - Broad - Galactic Scent Soap - XXXXXXXXXX - MAG	MAG - Soap - Single ASIN
SB - Prod Collection - Smudge Sticks - MAG	SB - Headline - KW - Mixed - Smudge Sticks - Mixed Products - MAG	MAG - Smudge Sticks - Mixed Products
This is the way beer XXXXXXXXXX	SP - KW - Mixed - Star Wars Beer Glass - XXXXXXXXXX - MAG	MAG - Beer Glass - Single ASIN
SP_Harvested ASINs - Sage Smudge Sticks - MAG	SP - ASIN - SELF - Smudge Sticks - Mixed Products - MAG 1	MAG - Smudge Sticks - Mixed Products
WAYWINE3861-Auto	SP - Auto - Star Wars Wine Glass - XXXXXXXXXX - MAG	MAG - Wine Glass - Single ASIN
SD VCPM Y SD check 6 (Man Soap Andrei)	SD - PT - VCPM - ASIN - Mixed Products - MAG	MAG - Mixed Products

3. Create or rename portfolios

- For a better organization, we should have portfolios on all our accounts. To create a portfolio you need to click on the left blue button + Create a portfolio



Create a portfolio ×

Organize your campaigns by business line, product category, or season, and manage total spending with budget caps. [Learn more](#)

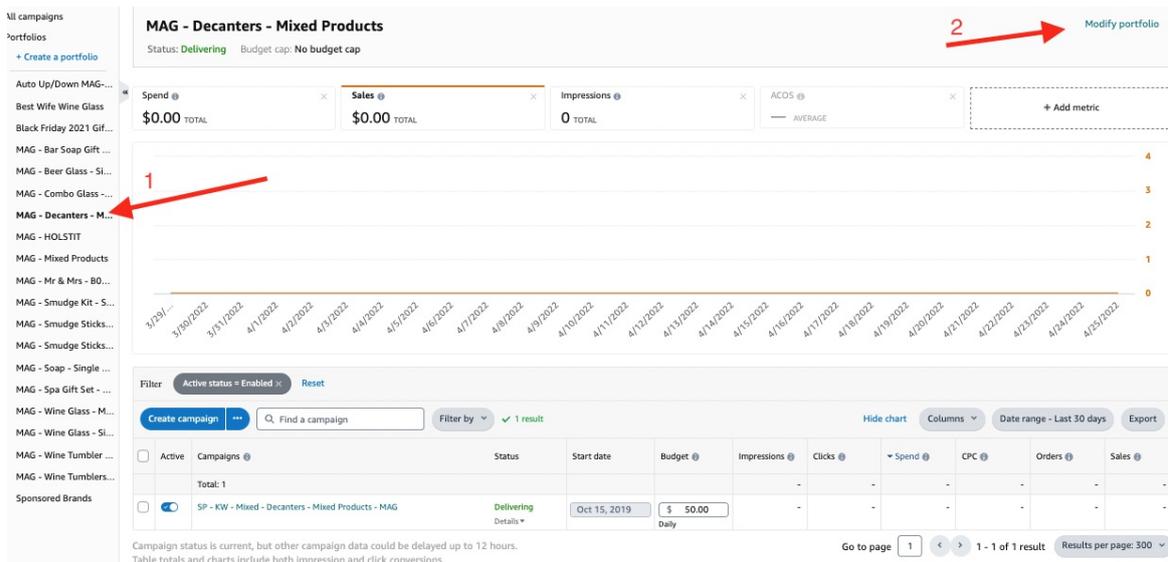
Portfolio name

[Cancel](#) [Create a portfolio](#)

- **IMPORTANT NOTE:** Because we cannot remove a portfolio, we need to rename all the old portfolios before starting to create new ones.

4. Budget Caps on Old Portfolios

- We need to check if we have a budget cap on the portfolios that were created before us. Before removing, make sure to understand the goals.



Settings

Portfolio name
 MAG - Decanters - Mixed Products

Budget cap
 Set a budget cap for a date range or to recur monthly. Your campaigns will stop delivering when your spend reaches the budget cap amount or the budget end date is reached. [Learn more](#)

- No budget cap
- Date range
- Recurring monthly

Cancel **Save changes**

- Click on a Portfolio (1) and after that click on Modify Portfolio (2)
- Portfolios offer us 2 types of Budget Caps.
 - Data Range - Specific budget for a custom date range.
 - Recurring Monthly - For a monthly budget cap

III - STRATEGY, ADS CREATION, BIDDING, AND BUDGETS

1. Ads Creation Strategy Based on the Budget

- The most important thing we must have when we start a strategy is the budget. Most of the time, we are allocated a monthly budget although occasionally we are provided with a weekly budget instead. To have a better view of how many campaigns we should create on an account we need to convert this monthly or weekly budget into a daily one.
 - If the monthly budget it's \$3000 our daily budget it's $3000/30 = \$100 / \text{day}$
 - If the weekly budget it's \$700 our daily budget it's $700/7 = \$100 / \text{day}$

- Here are some mathematical calculations to find out how many campaigns we can create with how much budget.
 - For example with a \$100 budget/day, we can create 10 new campaigns with \$10 for each one. \$10 it's the recommended budget to start a campaign with.
 - As a recommendation, because the budget will not spread equally each day we can have 20% more on the current budget (This can only be applied to the new ad setups)
 - For example, if our budget it's \$100 a day we can consider that the budget it's \$120 and we can create a total of 12 new campaigns with \$10 each.
- **NOTE:** We should only create missing campaigns for a specific ASIN or Segment. We shouldn't create duplicate campaigns as we already checked before.
- Here is one example of an ASIN (B12345678) with two active campaigns in the account;
 - OLD campaigns that we already renamed with a good ACOS;
 - SP - Auto - Notebook - B12345678 - MAG
 - SP - KW - Broad - Notebook - B12345678 - MAG
 - NEW campaigns that we can/should create;
 - SP - ASIN - COMP - Notebook - B12345678 - MAG
 - SP - CAT - Notebook - B12345678 - MAG
 - SD - VCPM - ASIN - COMP - Notebook - B12345678 - MAG
- We can create more or fewer campaigns based on the budget we have. In this specific example, we didn't need to create an Auto or Broad keyword campaign since they were already in the account. We ONLY apply this strategy for new account setups.

Old Campaigns						
	MAG - Portfolio Name					
	SP - Auto - Notebook - B12345678 - MAG					
	SP - KW - Broad - Notebook - B12345678 - MAG					
New Campaigns						
	MAG - Portfolio Name					
	SP - ASIN - COMP - Notebook - B12345678 - MAG					
	SP - CAT - Notebook - B12345678 - MAG					
	SP - ASIN - SELF - Notebook - B12345678 - MAG					
	SP - KW - Exact - Notebook - B12345678 - MAG					
	SD - CPC - ASIN - COMP - Notebook - B12345678 - MAG					

2. Create New Campaigns

- So until this point, we have;
 - Done a keyword and competitor research
 - Found Duplicate Keywords / Campaigns
 - Created a Segmentation Sheet
- Now it's time to take action. We can go ahead and create the campaigns that are segmented in our segmentation sheet. When you are creating campaigns and adding keywords, Amazon will ask you to enter a bid for each keyword. So take a look at the bidding strategies step next.

3. Bidding

- Bidding can be very different depending on:
 - Goals
 - Product Price
 - Both Goals and Product Price
- Always go with lower-than-suggested bids on high-volume keywords.
- **Bidding Rules**
 - If the product price is less than \$15 we should start with a bid of $< 0.8\$$
 - If the suggested bid is higher than \$1 we should limit it to \$1 maximum

4. Budgets and Estimated Campaigns

- How many campaigns can we create with a specific budget?

Budget / Month	Estimated Campaigns (\$10 each)
\$500	2 - 4 campaigns
\$1000	4 - 6 campaigns
\$2000	6 - 10 campaigns
\$3000	10 - 14 campaigns
\$4000	14 - 18 campaigns
\$5000	18 - 25 campaigns

- For more than \$5000 a month, please calculate based on the table above

- Example calculations;
 - \$6,000 a month budget we can create $\$5000 + \$1000 = 21-31$ campaigns
 - \$10,000 a month budget we can create $\$5000 + \$5000 = 36-50$ campaigns
 - Example:
 - If we have a monthly budget of \$3000 a month and 3 ASINs to be advertised, we should create 4 campaigns for each ASIN in a total of 12 campaigns.
 - Budget Allocation
 - The budget is flexible and can be changed based on research and/or results.
 - 70% Sponsored Products Ads
 - 20% Sponsored Display Ads
 - 10% Sponsored Brand Ads
 - NOTE 1
 - If the monthly budget is very low (\$500 / month) we can focus first on 100% Sponsored Products Ads.
 - If the monthly budget is medium (\$1000 - \$3000 / month) we can spread 85% Sponsored Products, 10% Sponsored Displays, and 5% Sponsored Brands
 - If the monthly budget is high (>\$5000 / month) we can use our main rule 70% 20% 10%
 - NOTE 2
 - This budget allocation can also depend on the number of products.
 - **EX:** If we have an account \$3000 / month budget and 5 different ASINs to be advertised and we need to create Auto campaigns and KW campaigns for each of the ASINs so we can allocate 100% of the budget on Sponsored Products.
 - NOTE 3
 - All the above stats are only examples. We need to understand the account and make a plan based on what we find.
 - **EX:** If the account has a lot of SB - Video campaigns that are working great we can expand our budget here and test more SB - Videos even if we can reach 30% of our budget.
 - NOTE 4
 - SB headline is not the best option for newly launched products, so try to stick with SP, SD, and SB video if any.
-