# Advertising SOP: Campaigns in every Account

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## Campaigns in Every Account

> ℹ️ **Who is this for?** This is intended for campaign managers who are responsible for creating and organizing campaigns for sellers. It is particularly useful for those who are new to the role and need a clear structure to follow.

> ✅ **Objective:** To provide a clear and structured outline for campaign managers to follow when creating campaigns for sellers. It outlines the criteria for including ASINs in campaigns and provides a list of campaigns that should be created for each ASIN.

Here we will be outlining what campaigns **must** exist in every sellers campaign manager. If campaigns are missing.

**The following criteria are how you will decide what ASINS to include in each campaign and what campaigns you need for each ASIN.**

- If Parent listings exist, identify top child listing sellers (Top 5) and make sure that they're included in all campaigns together;

Or

- If listings are un-parented - each ASIN and similar products (product type/sub-category) are included in all campaigns together;

Or

- If ASINs are stand-alone products, and ALSO top sellers, then ensure they're segmented in **THEIR OWN CAMPAIGNS**

**Sponsored Product Campaign**

1. Auto

2. Manual

   a. Manual Broad

   b. Manual Phrase

   c. Manual Exact

3. Product Targeting

   a. Competitor Brand KW

- **Sponsored Product (Campaign Creation & Organization)**
  - Auto
    - Ad Groups
      - Close/Sub
  - Manual
    - Broad Match Keywords Campaign
      - Ad Groups
        - Keyword (Broad)
        - Exact Match Keywords Campaign

Ad Group

Keywords
- Category Target (Product Target)
- Defensive
- **Sponsored Brand (If the seller has Brand Registry)**
  - Video Campaign (Product Target)
  - Video Campaign (Keyword Target)
  - Store Target (Keyword) *If Store has 3 or More Pages*
- **Sponsored Display**
  - Category Target (Product Target) Refined
  - Audience Target*** If they have loads of traffic to their HERO Product that isn't converting.