Advertising SOP: How to Set Up Ad Campaigns on Seller Central

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**How to Set Up Ad Campaigns on Seller Central**

ℹ️ **Who this is for?** This SOP is intended for Amazon sellers who have registered on the Seller Central platform and are looking to set up ad campaigns to promote their products. The audience should have a basic understanding of how the Seller Central platform works and should be familiar with the product they want to advertise. Additionally, the audience should have an understanding of basic digital marketing concepts, such as keywords and targeting.

✅ **Objective**: The objective of this Standard Operating Procedure (SOP) is to provide step-by-step instructions for setting up ad campaigns on Seller Central, a platform for Amazon sellers to manage their online business. The purpose of this SOP is to help Amazon sellers effectively promote their products and increase their sales by using the advertising features available on Seller Central.

Step-by-Step Instructions

1. Log in to Seller Central. Go to the marketplace switcher and choose the account where you will set up the ad campaign
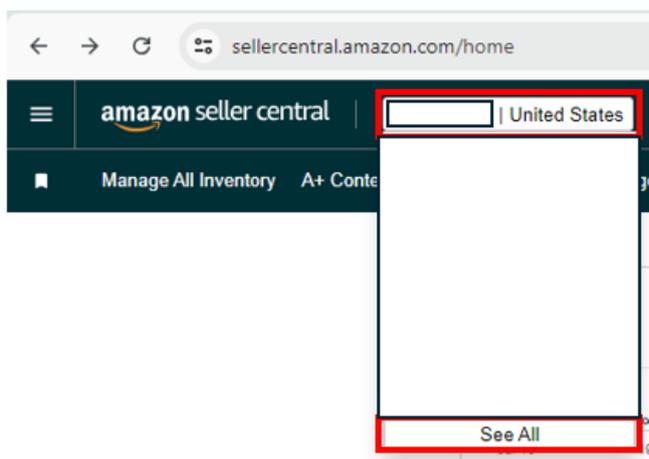
2. Go to **Manage All Inventory** to see what products they currently have. This will help you create ad groups depending on the product.
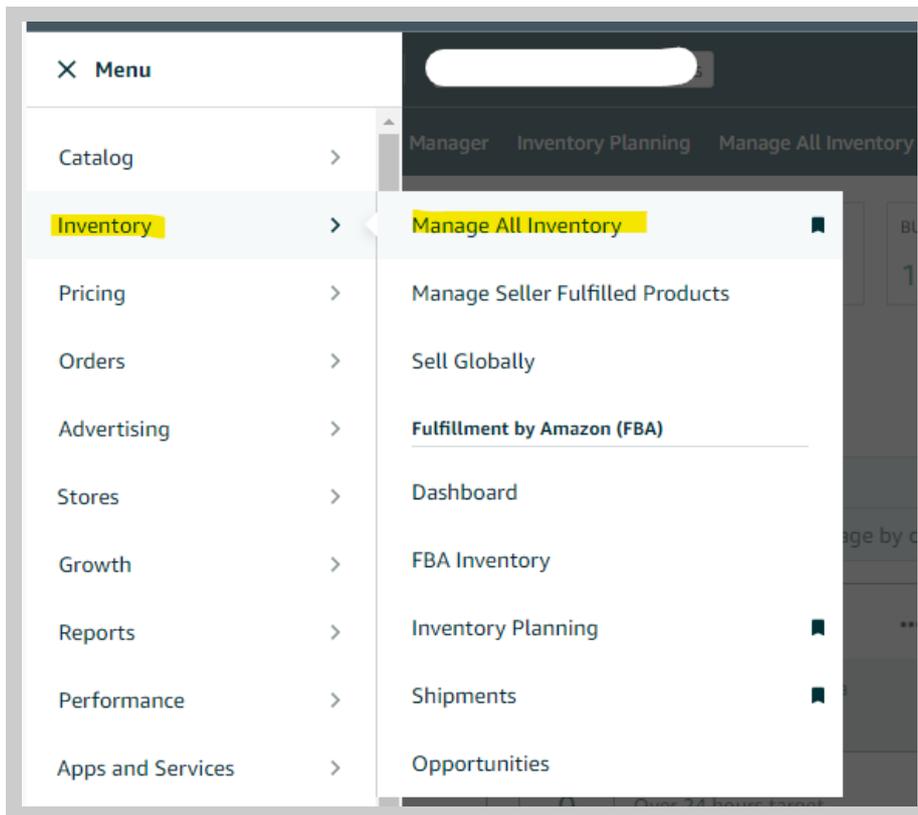
3. Create a Google Sheet where you can separate and sort products

**Note: Segment the products if they have the same category but different kinds (example below). A product with multiple sizes is the same product (e.g. packs, size) and a bunch of products that have the same traits such as sauce or jam could all have a generic ad group with generic keywords. It is also recommended that you create different tabs for different ad campaigns you will have to create (e.g, Manual, Competitor, Brand)

4. Next, **go to Advertising > Campaign Manager**
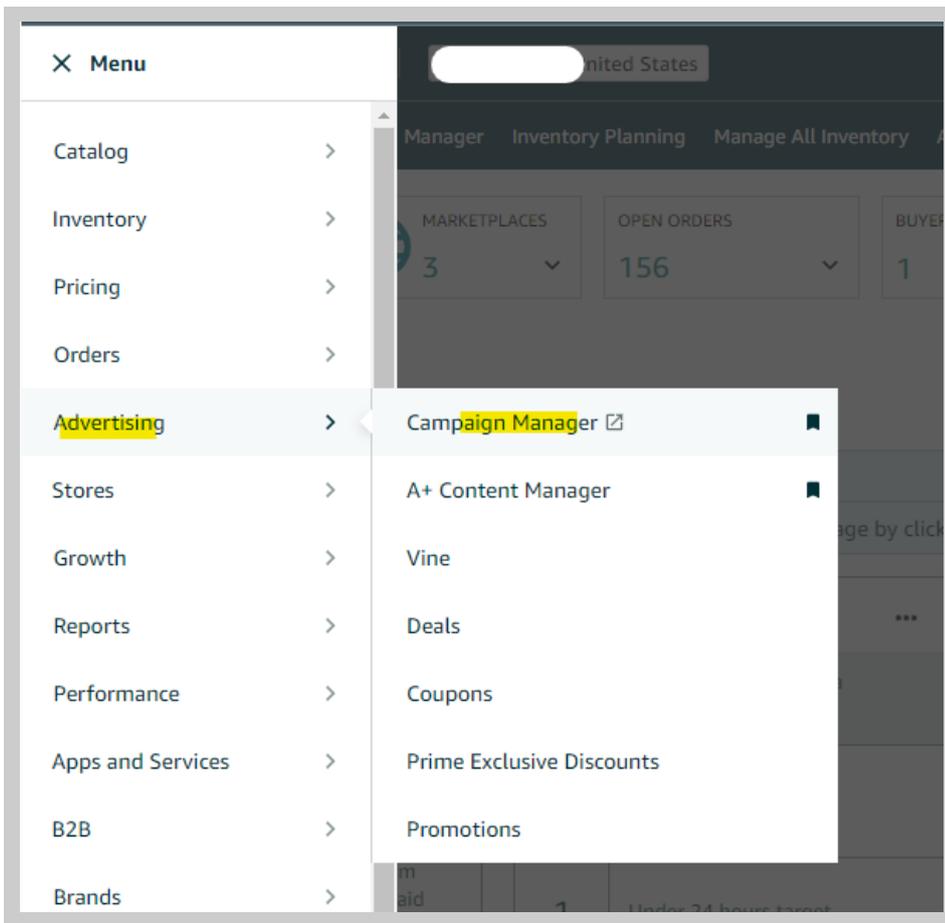
5. Select Create Campaign
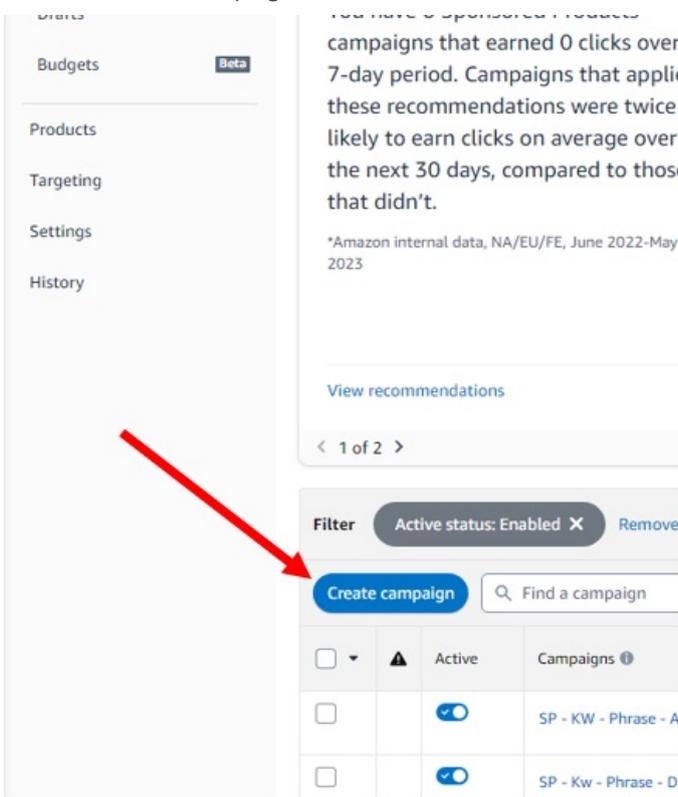
6. Choose Sponsored Products

For proper naming conventions for your campaign, go here.

Important note: The placement of each items in the "Create Campaign" page will be different depending on updates from Amazon, but, the steps will essentially be the same.

7. Create Campaign name, set Daily budget to how much the seller budget is and choose Manual Targeting

**Note: You will usually have to create 4 different campaigns (Manual, Brand, Competitor, and Automatic -- for Automatic campaigns, instead of choosing Manual Targeting, you will choose Automatic). For the Daily budget, if the seller hasn't provided it yet, put $10)

I. Creating Manual Campaign:

1. Create an Ad Group, set group name according to the product

If you already have a campaign and you are just adding an Ad Group, go to All Campaigns > choose the campaign where you need to create an Ad Group, then click on Create ad group

2. Add the corresponding products

Note: Use the search bar and look for the corresponding product/s, then add it.

3. Set Bidding Strategy - Fixed Bids only
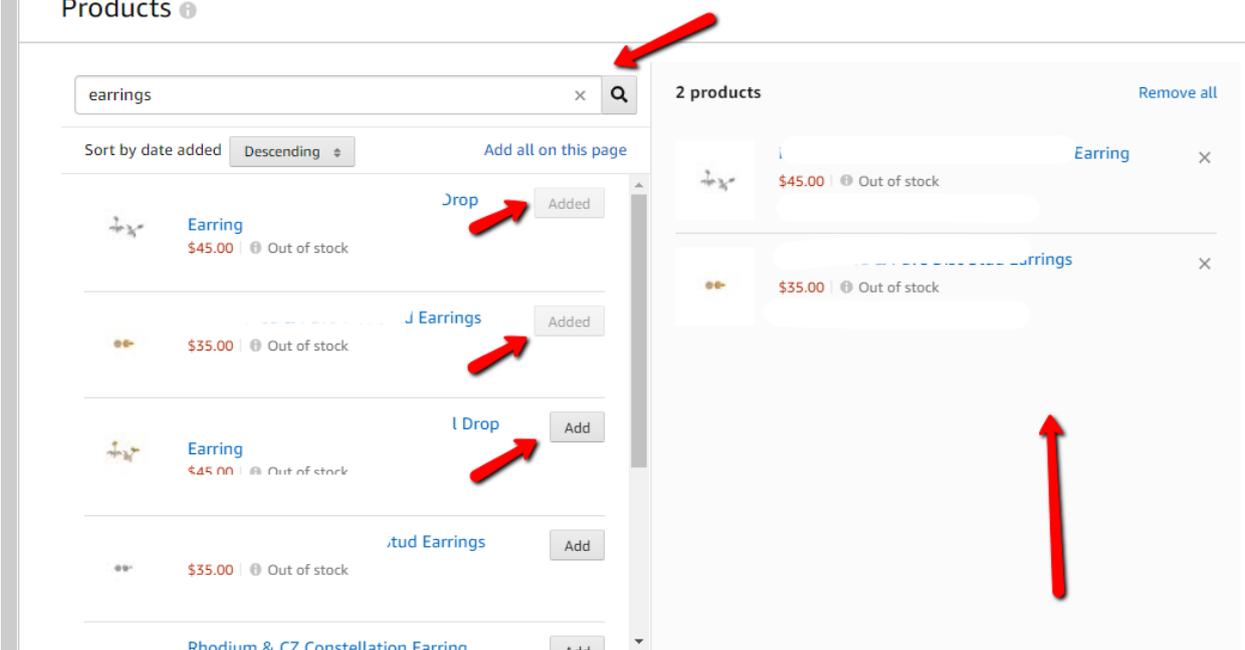

4. Choose Keyword Targeting

5. Select the Top 5 Suggested Keywords. Set the Custom Bid to the calculated bid using the formula: average price / (1 / expected conversion rate) * target ACOS . Make sure that each match type is selected.

6. Go to Amazon and search for the same kind of product you are creating the keywords for

Note: Make sure you enter the same type of material they use (e.g., band rings gold plated)
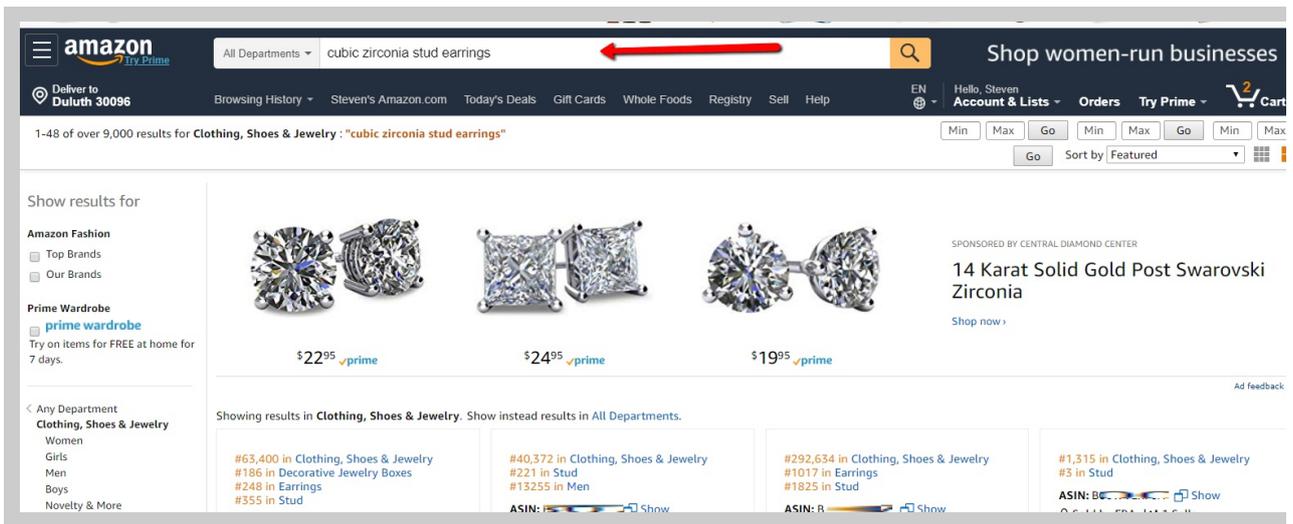
7. Choose at least 2-3 products that are related to the product we are going to advertise

Note: Choose only the ones ranking organic and not sponsored
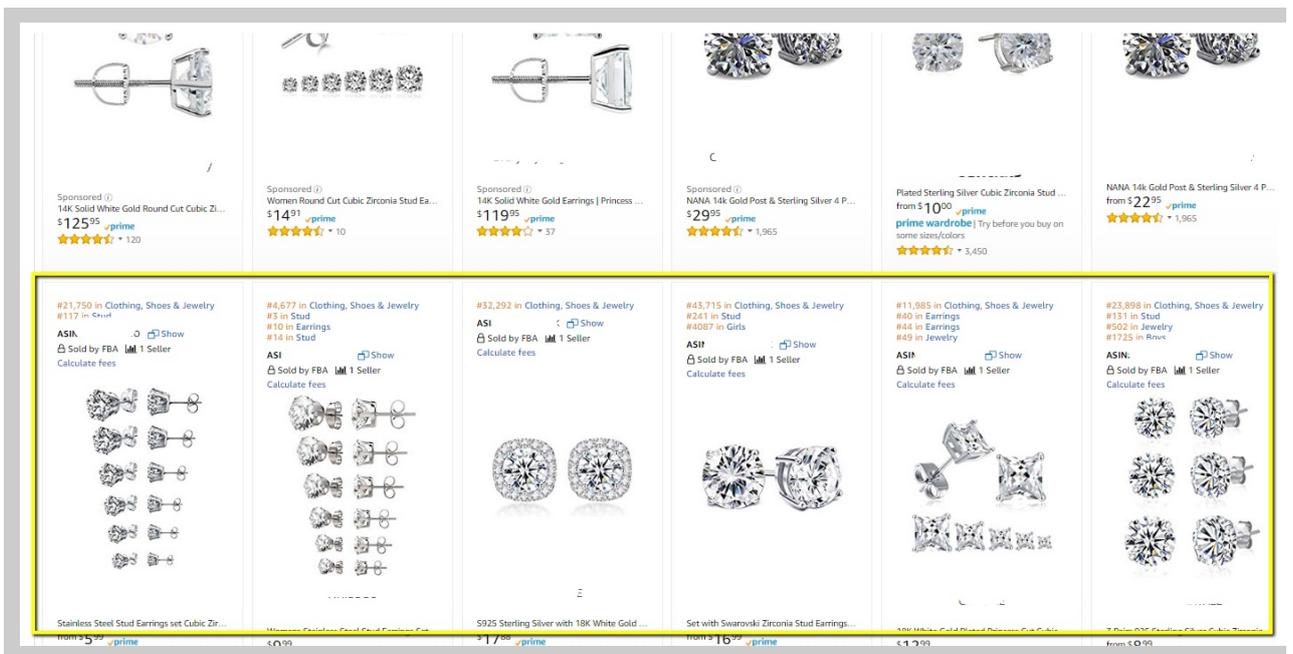
8. Go to Helium10, enter the ASIN of the products you checked (one at a time) and click on Get Keywords

Note: It will show you the keywords that this product is being ranked for and then we can just go through the keywords and take the ones that we think will do well on the product we are working on
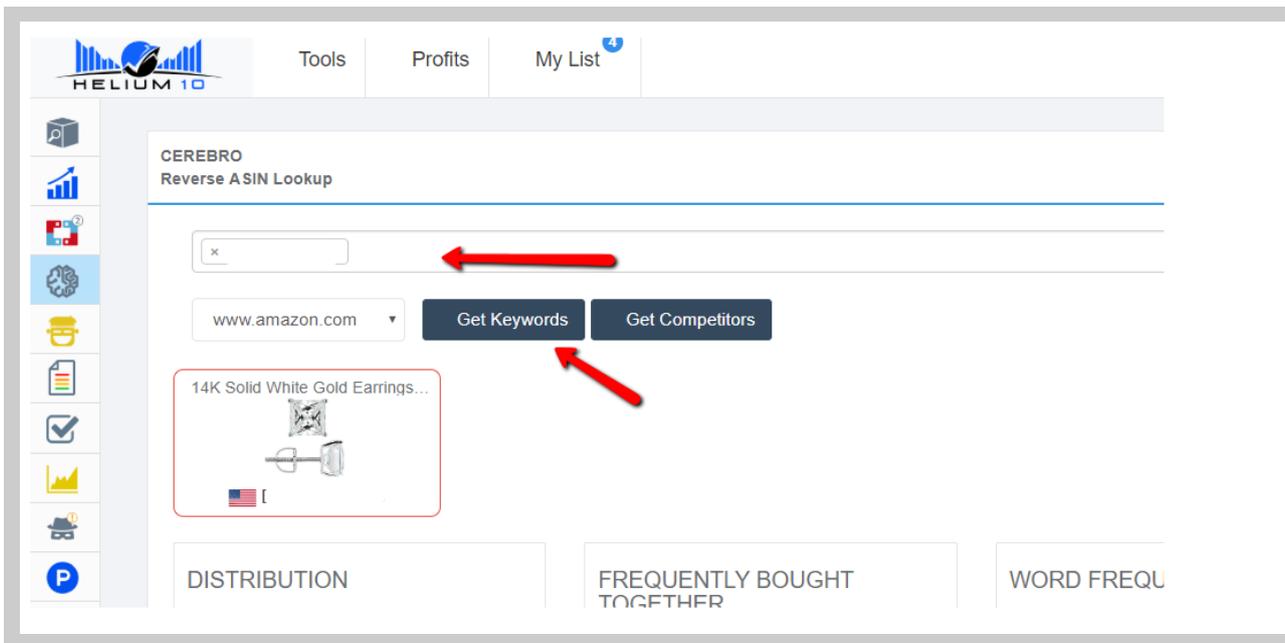
9. Scroll down to the keywords result, filter it by Search Volume

#		Phrase	Cerebro IQ Score	Search Volume	Sponsored ASINs	Competing Products	CPR 8-Da Giveaway
1	✖	earrings ☑ Amazon's Choice	1,427	142,661	616	>100,000	1,66
2	✖	box ☑ Amazon's Choice	41	40,857	681	>1,000,000	99
3	✖	stud earrings ☑ Amazon's Choice	103	20,681	496	>200,000	60
4	✖	mens earrings ☑ Amazon's Choice	476	19,056	357	>40,000	47
5	✖	earrings for men ☑ Amazon's Choice	357	17,825	348	>50,000	44
6	✖	swarovski earrings ☑ Amazon's Choice	224	13,466	0	>60,000	35
7	✖	men earrings ☑ Amazon's Choice	233	11,645	347	>50,000	31
8	✖	cubic zirconia stud earrings ☑ Amazon's Choice	184	9,220	333	>50,000	25

10. Find Keywords that are relevant to the product, have a high volume, and have a high organic ranking. High organic rankings tell us that this particular keyword converts well for this product.

#	Phrase	Cerebro IQ Score	Search Volume	Sponsored ASINs	Competing Products	CPR 8-Day Giveaways	Match Type	Amazon Recommended Rank	Sponsored Rank	Organic Ra...
1	✖ earrings for women ☑ Amazon's Choice	5,579	334,715 📈	484	>60,000	2,720	⓪	-	-	-
2	✖ hoop earrings for women ☑ Amazon's Choice	8,913	89,131 📈	78	>10,000	1,192	⓪	-	-	-
3	✖ stud earrings for women ☑ Amazon's Choice	3,225	64,509 📈	438	>20,000	944	⓪	-	-	8
4	✖ hoop earrings ☑ Amazon's Choice	4,786	47,856 📈	465	>10,000	776	⓪	-	-	
5	✖ dangle earrings ☑ Amazon's Choice	3,116	31,163 📈	326	>10,000	608	⓪	-	-	
6	✖ pearl earrings for women ☑ Amazon's Choice	5,191	31,146 📈	229	>6,000	608	⓪	-	-	17
7	✖ womens overalls ☑	3,115	31,146 📈	518	>10,000	608	⓪	-	-	22
8	✖ jewelry for women ☑ Amazon's Choice	311	31,132 📈	481	>100,000	672	⓪	-	-	

11. Copy and paste the Top 5 keywords into the "Enter List" section back in the campaign creator. Make sure each of the match types is selected. Use the same calculated bid for the "Custom Bid".

Keyword targeting ⓘ

Related ⓘ **Enter list** Upload file

Bid ⓘ   [Custom bid ▾]   [$ 0.60]

Match type ⓘ ☑ Broad ☑ Phrase ☑ Exact

```
earrings for women
hoop earrings for women
dangle earrings
jewelry for women
```

[Add keywords]

9 added   Remove all

Keywords	Match type ⓘ	Sugg. bid ⓘ Apply All	Bid ⓘ	
german made tweezers	Exact	$0.57 $0.47 - $0.72	$ 0.60	✕
german made tweezers	Phrase	$0.61 $0.53 - $0.72	$ 0.60	✕
german made tweezers	Broad	$0.72 $0.57 - $1.02	$ 0.60	✕
precision slant tweezers	Exact	$1.09 $0.53 - $2.19	$ 0.60	✕
precision slant tweezers	Phrase	$0.82 $0.42 - $1.64	$ 0.60	✕
precision slant tweezers	Broad	$0.88 $0.46 - $1.76	$ 0.60	✕
slant tweezers professional	Exact	$1.42 $0.83 - $1.42	$ 0.60	✕
slant tweezers professional	Phrase	$1.42 $0.83 - $1.42	$ 0.60	✕
slant tweezers professional	Broad	$1.43 $0.97 - $2.87	$ 0.60	✕

**Note: Browse through the keywords and make sure that there's nothing too high on the bids (e.g., higher than $3)

12. Put the brand name on the Negative Keywords for Automatic and Manual campaigns, add it and click on Launch Campaign/Create Ad Group

II. Creating Competitor Campaign:

1. Follow Steps 1-4 on creating Manual campaign

2. Go to Amazon and search for similar products using the most search keyword you found. Once loaded, use Junglescout to show all

3. Add Headings (Format > Paragraph styles) and they will appear in your table of contents.

4. With the same product, then downloaded the CSV file

5. Open the downloaded file. Copy all the brand names and paste it on the sheet

Note: You may remove duplicates although it doesn't matter when you copy it the ad campaign -- make sure to remove all the N/A

6. On the sheet, add the best keyword to the brand names

***Note: Use the concatenate function to make it easier*
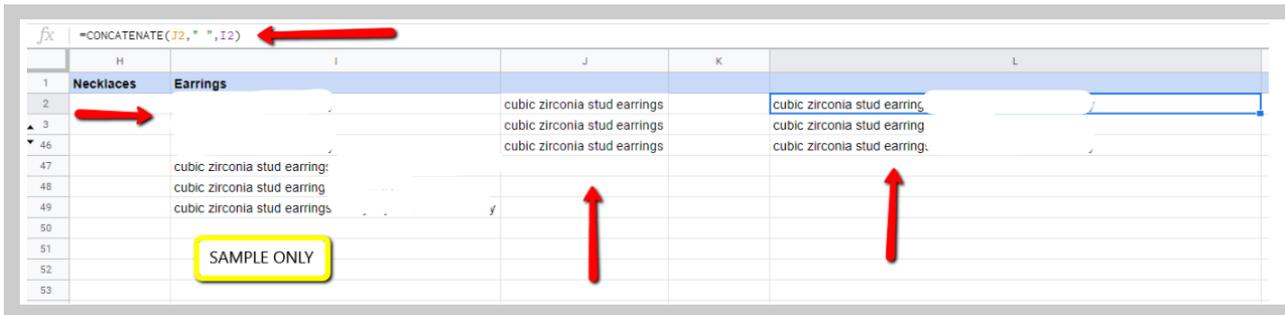
7. Copy and paste it to the Keywords section

***Note: Make sure to add all the keywords on Broad, Phrase, and Exact (one at a time)*
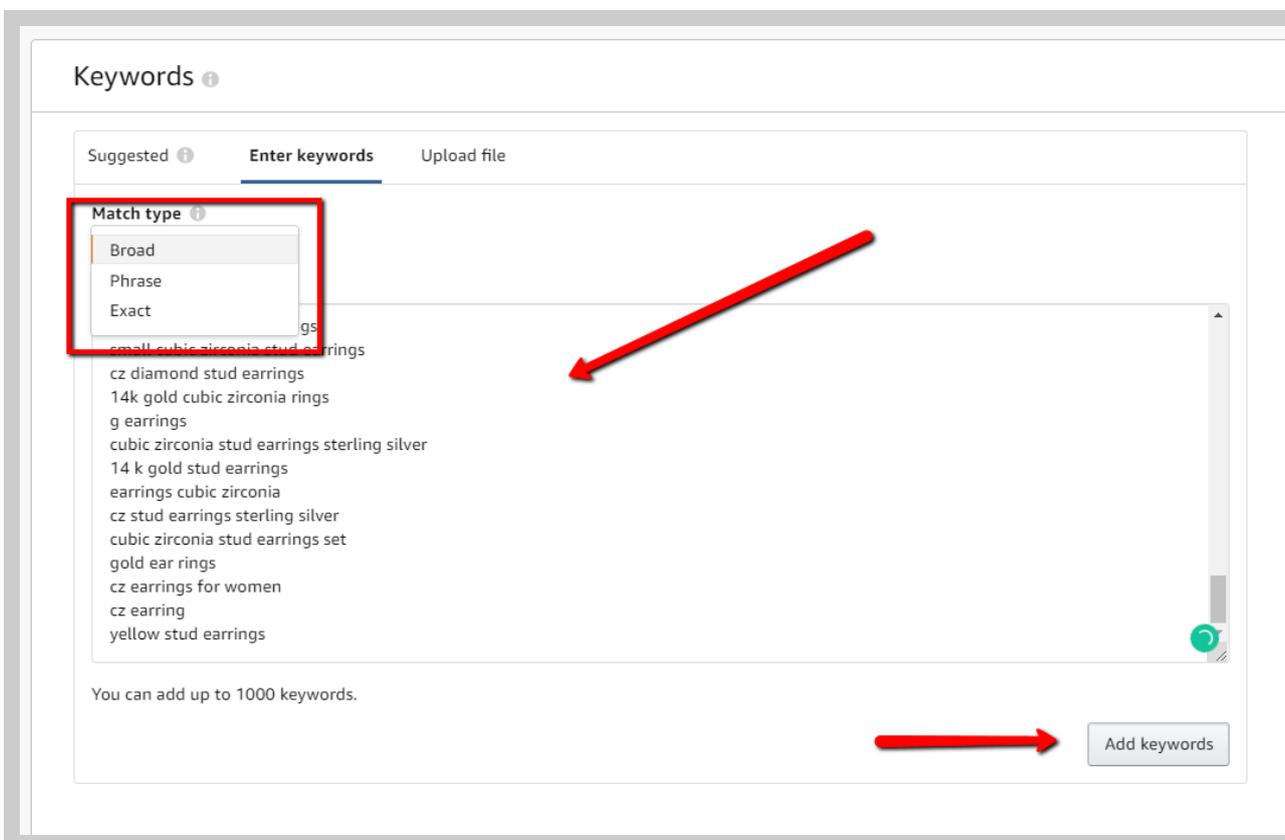
8. Apply suggested bid

***Note: Browse through the keywords and make sure that there's nothing too high on the bids (e.g., higher than $3)*

86 keywords added

Keyword	Match type ⓘ	Suggested bid ⓘ	Apply all	Keyword bid ⓘ	Remove all
sterling silver earrings	Broad	$0.62 ⓘ $0.42-$0.81	Apply	$ 0.62	Remove
stud earrings	Broad	$0.67 ⓘ $0.44-$0.90	Apply	$ 0.67	Remove
silver earrings	Broad	$0.58 ⓘ $0.40-$0.76	Apply	$ 0.58	Remove
cubic zirconia stud earrings	Broad	$0.77 ⓘ $0.57-$1.04	Apply	$ 0.77	Remove
sterling silver stud earrings	Broad	$0.70 ⓘ $0.52-$0.96	Apply	$ 0.70	Remove
silver stud earrings	Broad	$0.71 ⓘ $0.54-$0.90	Apply	$ 0.71	Remove
cz stud earrings	Broad	$0.70 ⓘ $0.51-$1.00	Apply	$ 0.70	Remove
screw back earrings	Broad	$0.56 ⓘ $0.38-$0.78	Apply	$ 0.56	Remove

9. No need to put anything on Negative Keywords and click on Launch Campaign/Create Ad Group

Optional: Negative keywords ⓘ

Match type ⓘ
Negative phrase ⌄

Enter keywords separated by a new line.
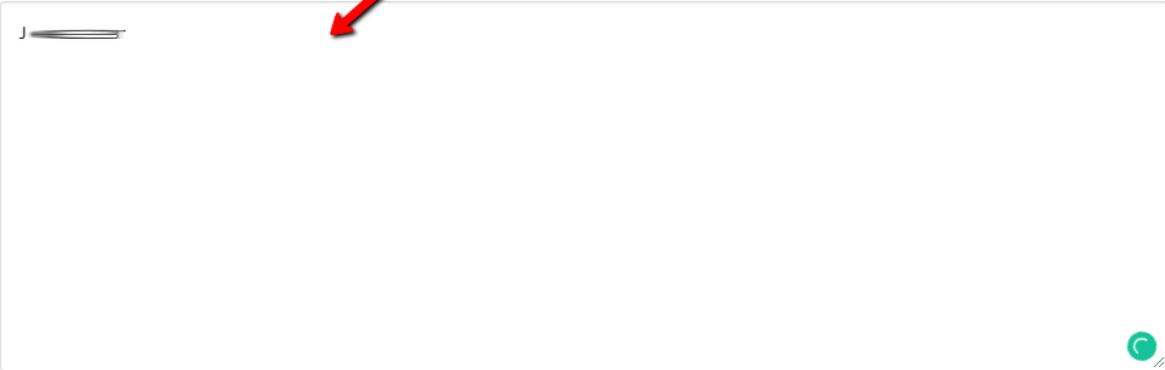
You may add up to 1000 negative keywords.

Add keywords

No keywords added

Keyword   Match type ⓘ   Remove all

Back to campaign selection   Cancel   **Create ad group**

III. Creating Brand Campaign:

1. Create an ad group and name it "ALL"

Create an ad group

An ad group is a group of ads sharing the same set of keywords and products. Consider grouping products that fall within the same category and price point range. You will create your first ad group now. You can edit your campaign after launch to create additional ad groups in campaign manager. Learn more

Settings

Ad group name ⓘ
All

2. Add all the products

3. Set Bidding Strategy - Fixed Bids only

4. Choose Keyword Targeting

5. Add the brand name and different variations of it on the Keywords section

6. Apply suggested bid

**Note: Browse through the keywords and make sure that there's nothing too high on the bids (e.g., higher than $3)

86 keywords added

Keyword	Match type	Suggested bid		Keyword bid	
sterling silver earrings	Broad	$0.62 $0.42-$0.81	Apply	$ 0.62	Remove
stud earrings	Broad	$0.67 $0.44-$0.90	Apply	$ 0.67	Remove
silver earrings	Broad	$0.58 $0.40-$0.76	Apply	$ 0.58	Remove
cubic zirconia stud earrings	Broad	$0.77 $0.57-$1.04	Apply	$ 0.77	Remove
sterling silver stud earrings	Broad	$0.70 $0.52-$0.96	Apply	$ 0.70	Remove
silver stud earrings	Broad	$0.71 $0.54-$0.90	Apply	$ 0.71	Remove
cz stud earrings	Broad	$0.70 $0.51-$1.00	Apply	$ 0.70	Remove
screw back earrings	Broad	$0.56 $0.38-$0.78	Apply	$ 0.56	Remove

7. No need to put anything on Negative Keywords and click on Launch Campaign/Create Ad Group

IV. Creating Automatic Campaign:

1. Create Campaign name, set Daily budget to how much the seller budget is and choose Automatic Targeting

Note: For the Daily budget, if the seller hasn't provided it yet, put $5)

2. Add the corresponding products

Note: Use the search bar and look for the corresponding product/s, then add it.

3. Set Bidding Strategy - Fixed Bids only

4. Put the brand name on the Negative Keywords, add it and click on Launch Campaign/Create Ad Group

V. Create custom image headline ad using asset from sellers

1. Create Campaign name "Display - Offensive", set Daily budget to $10.

2. Select Product Collection and New Product list page.

3. Select the three Top Selling Products

4. Add the brand logo, Brand name, headline, then check the Custom Image section and click on Add Image.
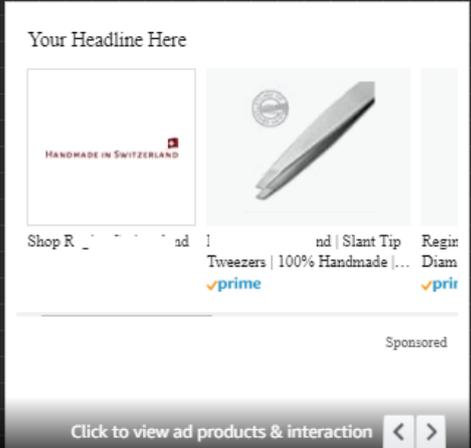
5. Upload the custom image by selecting the Choose a File button. The image specs are below.

6. Select Product targeting, set the default bid to between $0.15-$0.25 and select the applicable category by clicking Target. Then finish by clicking on Submit for Review.

VI. Create Offensive Category Display campaign

1. Select Sponsored Display Campaign

2. Name the campaign "Category Display Campaign", set the daily budget to $10, and name thread group "Top Products".

3. Choose Product Targeting and select the top three selling products.

Targeting ⓘ

○ Audiences
Choose which audiences you want to see your ads.

● Product targeting [New]
Choose specific products or categories to target your ads.

Details
- Placement: On Amazon
- Bids: per click (CPC)
- Creative customization: No

Products to advertise ⓘ

🔍 Search by product name, ASIN, or SKU | 🔍

Sort by date added [Descending ⌄]   Add all on this page

P	⁎ Slant Tip ...ade | (208) | $39.00 | In stock ASIN: BO777SHCMG | SKU: RE	Added / Add variations ⓘ
...ine ...00% (79) | $54.00 | In stock ASIN: BC ⁃⁃⁃⁃ C | SKU: 15-	Added / Add variations ⓘ
R⁃ , 100% H...made | World's Best Tweezers (11) | $69.00 | In stock ASIN: B X | SKU: GX-	Added / Add variations ⓘ
R⁃ ...s | 100% Hand..... , ...rld's Best Tweezers $0.00 | ⓘ No stock information ASIN: B⁃ ⁃ | SKU: WB	Ineligible ⌄

3 products   Remove all

s | 100% Ha... ...eel | Professional Precision (208) | $39.00 | In stock ASIN: B⁃ ⁃G | SKU: RE-	✕
...Genuine Diamond Tip Tweezers | 100%... ...fessional (79) | $54.00 | In stock ASIN: B⁃ ⁃ ⁃ | SKU: 15-⁃⁃⁃⁃ ⁃ P	✕
and Tweezers | ⁃⁃ Handmade | World's ⁃ ...er/Slant Tip (11) | $69.00 | In stock ASIN: B ⁃X | SKU: GX-	✕

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4. Set the bid to $0.15 and select the applicable category. Then finish by clicking Launch Campaign.

Bidding

Dynamic bids - down only
We'll lower your bids in real time when your ad may be less likely to convert to a sale. Learn more

Bid ⓘ

$ [0.15] per click (CPC)

Products to target ⓘ

Categories ⓘ	Individual Products ⓘ

Suggested   Search

1 suggestion   [Target all]

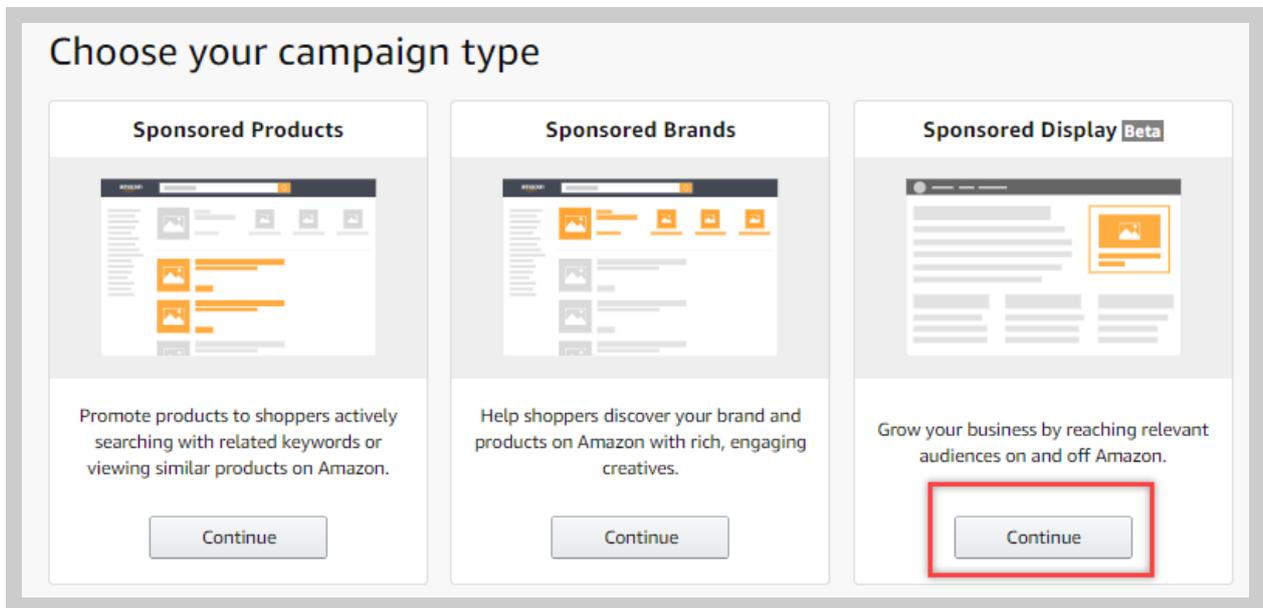/Beauty & Personal Care/Shaving & Hair Removal Products/Women's Shaving & Hair Removal Products/Hair Removal Tweezers
Hair Removal Tweezers   [Target] Refine

VII. Create Defensive display campaign

1. Select Sponsored Display Campaign

2. Name the campaign "Defensive Display Campaign", set the daily budget to $10, and name thread group "All Products".

3. Select Product Targeting then click Add all on this page (make sure you click this on all pages to select all product in

the catalog).

4. Set the bid to $0.15 and click on Individual products and Enter List. In the box, add each of the ASIN from the catalog. Then finish by clicking Launch Campaign.

VIII. Create Defensive Campaign

1. Select Sponsored Products campaign.

2. Create Campaign name **"Defensive - SP"** , set Daily budget to $10. Click on Manual Targeting.

3. Select Fixed Bids

4. Name the ad group All Products and click on Add all on this page (make sure you click this on all pages to select all product in the catalog).

5. Set the bid to $0.15 and click on Individual products and Enter List. In the box, add each of the ASIN from the catalog. Then finish by clicking Launch Campaign.

Targeting ⓘ

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

◯ 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 ⓘ

$ | 0.15

| Categories ⓘ | **Individual Products** ⓘ |

Suggested ⓘ   Search   **Enter list**   Upload

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

Target