

THE AMZ PATHFINDER

EXPEDITION PLAN



You wouldn't wander into the Amazon jungle without a guide, map or action plan. Don't wander into your Amazon account without the same. Use this plan to ensure that your advertising efforts pay off with both long and short term benefits.

Examine The Landscape

Like any good explorer, you must begin the expedition by scoping out the landscape.

Take an objective look at your current advertising campaigns and how they meet the needs of your business.

Download both Search Term and Keyword reports with a 60 day time window. Open and format these in Excel to best interpret the data.

ASK THE FOLLOWING QUESTIONS:

- What is the current strategy and what is its expected outcome?
- What opportunities exist for advertising expansion?
- What are the major weaknesses in the account?
- Will this current approach work if the business grows x10?
- Is someone making optimizations and checking results of those changes on a consistent basis?
- What are my competitors doing with advertising that is working well for them?

BE WATCHFUL FOR:

- Inconsistent campaign structure and naming conventions
- Irrelevant search terms draining your ad spend while increasing ACoS %
- Disorganized budgetary allocation at both the campaign and account level
- Ad spend for products that have conversion rate issues
- Underbidding for keywords you consider top priority in organic search

Begin the Expedition

It's time to put your plan into action. Break the work into small chunks. Depending on the jungle undergrowth in your account, it may take a few weeks to hack away the vines and set things up, so be patient.

- ABC Establish a standardized naming system for your campaigns and ad groups so they are easy to understand
- \$\$ Consider how each priority search term "flows" through your account and focus the data for it in one place. Make use of campaign and account level budgets to control your expenditure and keep your target spend within your financial goals
- Ensure both Auto and Manual campaign types are active for each product active for family

After making these changes, check the accounts daily to monitor the short-term effects, making minor adjustments as needed to stay on-track.

Create The Maps

Once you have a better understanding of your part of the jungle, you must map out your journey. Create an Action Plan.

THE ACTION PLAN SHOULD INCLUDE:

- A map of the safari ride you will take from your current efforts to your new and improved system, including steps for each part of the trip and the expected result of those changes
- Structural changes to your advertising campaigns based off new observations such as converting current efforts into a new organizational system
- The wild keyword bids and dangerous irrelevant search terms to look out for on your expedition
- A list of predators to avoid - products to withhold advertising spending due to poor reviews, inventory constraints or current market conditions
- Possible locations of undiscovered treasure - products where ads are being underutilized
- An overview of your top-line account metrics compared to expected "normal" levels

Establish Operating Base

During this phase, you need to expand upon and systematize your advertising efforts.

OPTIMIZE YOUR CAMPAIGNS AND PRODUCT LISTINGS:

DAILY

- Recent ad spend and ad revenue levels check
- Product advertising availability check
- Tracking ACoS % and related KPI check for recent time windows
- Campaign budget levels check

WEEKLY

- Search term optimization: Negative keywording & Search term reassignment
- Keyword optimization: Bid optimization & Keyword reassignment
- Search term promotion
- Expand actively advertised keywords from data in current campaigns and keyword tools
- Update internal data tracking documents and check metrics against targets
- Week over week KPI check

BIWEEKLY

- Account data trend examination
- Inventory catalog review
- Tactical campaign review and planning
- Keywords and search terms review
- Advertiser listing viability review
- Reporting to ensure adequate ad spend coverage for all SKUs
- Reporting to assess per-SKU ACoS %

MONTHLY

- Account strategic review and advertising alignment check
- 60-Day converting search terms report
- Poor advertising offer analysis
- Backend search terms indexing review
- Update internal data tracking documents and check metrics against targets
- Month over month KPI check

Report Back To Camp

Every four to six weeks, return to your campsite and double check information such as:

- Top converting search terms that should be included in the product detail page
- Search terms that may indicate larger trends or possible product line expansion
- Advertiser spend organic rank keywords to balance for your budget

If done correctly, these steps will ensure that you increase profitability and scalability of your advertising efforts and improve your listings, resulting in a safe and profitable expedition.

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