

amazon advertising



# Quick-Start Guide to Advertising

Launch your first campaign in minutes.  
Build your brand continuously.

You're busy growing your brand. That's why we make it easy and affordable to advertise on Amazon. In fact, you can get started in just 5 steps (no experience needed).

### Tip:

Begin with Sponsored Products – these ads are quick to create and go live almost instantly.



#### **Pick your products.**

Create demand for new items or give your bestsellers an extra lift. Choose similar products to advertise in your campaign, and make sure they're priced competitively enough to win the Buy Box.

1

#### **Give your campaign a name.**

Keep it straightforward, so you can find it easily later.

2

#### **Set the budget you want.**

Just \$10 can help ensure you get impressions, clicks, and additional sales.

3

**Choose your duration** We recommend running your campaign now to start generating traffic. To help maximize sales year-round, set your campaign with no end date.

4

#### **Select your targeting type.**

Save time with automatic targeting, where Amazon does the work of matching relevant customers to your products. Enter one bid and you're done.

5

START ADVERTISING >

# Next steps

A couple weeks after you've launched your first campaign, take these steps to boost your success with Sponsored Products.

- The search term report collects the terms customers use when they search for your products. These are called keywords, and they provide valuable insight for you. In your report, find the keywords that are generating the most clicks and sales. Then, take these top performers and use them to create a manual-targeted campaign, where you enter your own keywords and set keyword-level bids. You can bid confidently on the ones you know drive sales.
- Keep your automatic campaign running so that you can continue to discover new, effective keywords.
- Use bulk spreadsheets to quickly add and remove keywords, update bids, and more.



# Grow your reach, audience, and impact

As a registered brand owner, you can take advantage of other ad solutions to help you build brand recognition and create an engaging, authentic presence on Amazon.



## Sponsored Brands

Sponsored Brands help you drive discovery and awareness of your brand and selection. These keyword-targeted ads appear prominently in search results, and let you showcase a collection of your products along with your logo and a custom headline.

## Stores

Stores is a free, self-service solution that lets you create a unique and immersive destination for your brand, complete with your own URL. Since you control the look, feel, and message of your Store, you'll be able to shape an experience that fits your brand strategy—and share it at scale to drive your goals. Plus, you can drive to your Store from your Sponsored Brands ad to help maximize engagement and sales.