

HOW TO START SELLING ON  
**AMAZON AUSTRALIA?**  
SIMPLE STEP BY STEP GUIDE



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**amazon**  


With its highly efficient and reliable system, Amazon has revolutionised the way the world shops. It leads the market not only with a celebrated number of customers but also with equally involved sellers. With the ease of selling and trusted profit shares, Amazon is the most popular choice with the retailers and it delivers the best keeping up its name.



“Invention comes in many forms and at many scales. The most radical and transformative of inventions are often those that empower others to unleash their creativity- to pursue their dreams.”

Jeffrey P. Bezos  
Founder and Chief Executive Officer  
Amazon.com, Inc.

Here are few reasons to start selling your products on Amazon

**Larger Market –** Amazon has a well-established customer base around the world. Take an advantage of the established global customer base and sell your products around the world.

**New Customers –** Once you move ahead with the Biggie you'll find new customers and greater sales to boost your business and reach new levels in the Digital Space.

**Preferred Marketplace –** People prefer shopping from a larger marketplace where they get various options to look upon and shop from. So show up with others in the digital domain and make a name for yourself with Amazon.

“With larger number of orders on Amazon we convert sales into profits. As simple as that.” says Sangeeta of For Green.

To get yourself registered on Amazon just check the Footer and select **SELL ON AMAZON** option.

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**amazon**

Brazil | Canada | China | France | Germany | India | Italy | Japan | Mexico | Netherlands | Spain | United Kingdom | United States And don't forget:  
Amazon Web Services | Goodreads | Shopbop

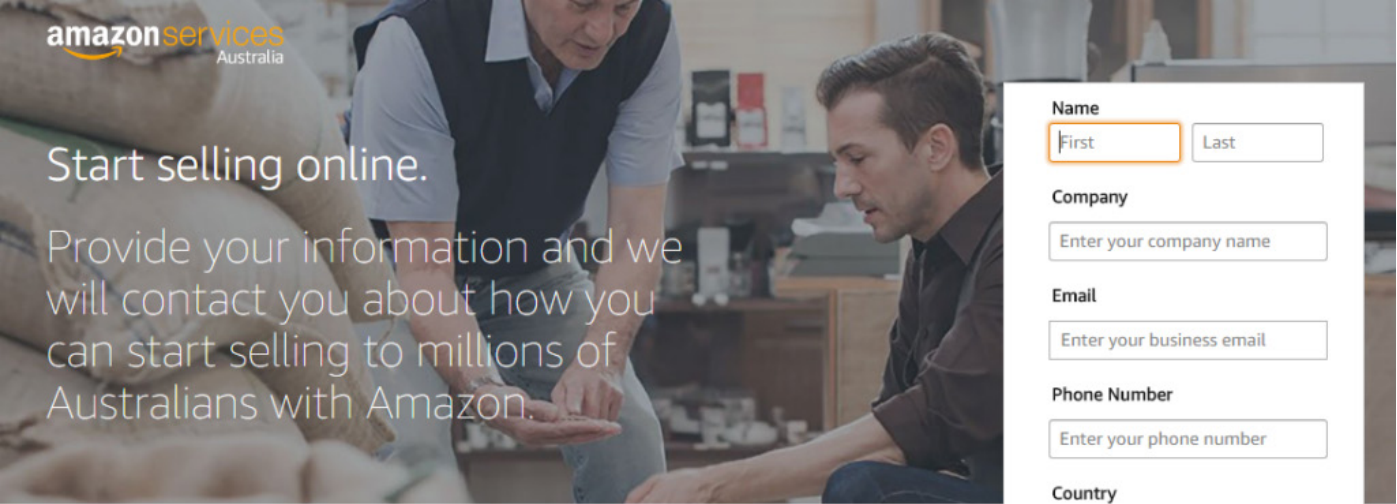
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Selling with Amazon is an easy process and all it asks for is your basic information such as your business details, bank account details, and tax information. Now that we have decided to move on with selling on Amazon let us see how robust the process is:

An important point to make here is that the program is invite-only, so you get to compete with the best in the market instead of every service provider in the region.

# 1. BUILD YOUR STORE ON AMAZON.COM.AU

Begin the process of setting up your own store with Amazon. Here is the link to [register with Amazon](#). It is a simple process where you need to register with basic details of product category and other things and your products listed on Amazon through their easy to use listing tools. Amazon Sponsored products can be used to advertise your products and get free impressions for the pays and offer for your products when the ad is clicked.



**amazon services Australia**

## Start selling online.

Provide your information and we will contact you about how you can start selling to millions of Australians with Amazon.

### Why sell on Amazon?

Since 2000, Amazon has been helping businesses increase sales and reach new customers. Sales through Amazon Marketplaces now represent 50% of all items sold on Amazon websites globally. There are already thousands of Australian businesses selling their products on existing Amazon Marketplaces. We are excited to bring the Amazon Marketplace to Australia next.

Whether your business is new or you are looking to grow your sales, Amazon can provide you with an e-commerce solution to meet your needs.

Become a seller on the Amazon Australia Marketplace and put Amazon's e-commerce expertise to work for your business.

**Name**

**Company**

**Email**

**Phone Number**

**Country**

**Main Product Category**

**Web Site (Optional)**

## 2. GET READY WITH DETAILS

Upon filling up sign up amazon form you will be asked to provide further details such as:

### Payment Details

WorldFirst, one of the most trusted foreign exchange in the world helps you make your payments easily. All you need to do is simply link your WorldFirst currency account with your Amazon Seller Central account and the revenues are directly deposited to your account. You can also use your Australian bank account to Amazon but with WorldFirst account, you can easily use funds at the times of high exchange rates to gain profits. Also, direct payments to same currency suppliers can be made. Thus the efforts for double currency exchanges are saved.

### Shipping and Return information

To process any return of orders the seller is required to match or exceed [Amazon return policies](#). In case of any return of an item, a seller must provide a return address in the selected country or pay for the shipping costs. A prepaid return shipping label can be sent to the buyer to pay for shipping or the expenditure can be reimbursed.

### Business Details

While setting up a seller's account with Amazon you'll be asked to fill in detailed information about your legitimate business that includes your business type, address, registered Url (if any) and the bank account details.

### Tax Information

Till the diverted profits tax comes into action, it is too early to judge how Amazon navigates the Australian taxation system. Although it is sure that Amazon will avoid paying significant taxes by complying different strategies but the ATO (Australian Taxation Office) will do the best it can.

### Seller Account Information

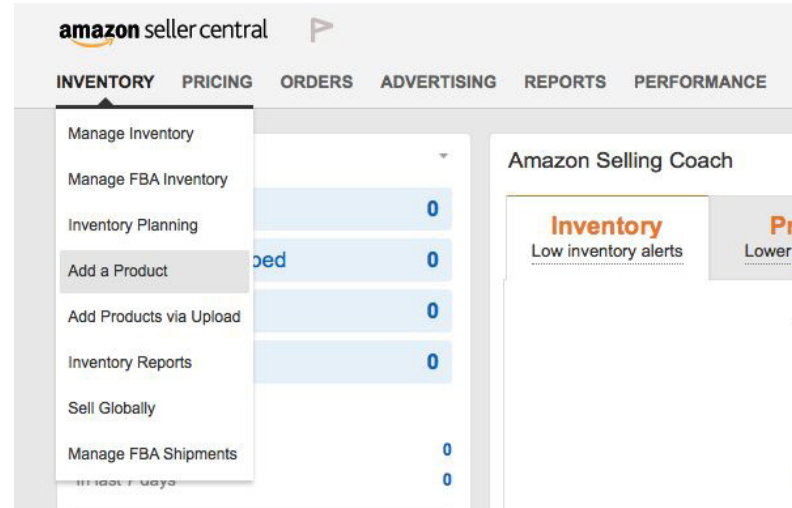
<p>Welcome Mother's Touch Products <a href="#">Your Seller Profile</a></p> <p><b>Listings Status</b> <a href="#">Going on a vacation?</a></p> <p><b>Current Status of Listings:</b> Active (Listings available for sale on Amazon)</p> <p><b>Your Services</b> <a href="#">Manage</a></p> <p><b>Sell On Amazon</b> Professional (Amazon.com, Amazon.ca, Amazon.com.mt)</p> <p><b>Fulfillment by Amazon</b> Registered (Amazon.com, Amazon.ca, Amazon.com.mt)</p>	<p><b>Payment Information</b></p> <p><a href="#">Deposit Methods</a> <a href="#">Charge Methods</a></p> <p><b>Business Information</b></p> <p><a href="#">Business Address</a> <a href="#">Legal Entity</a></p> <p><a href="#">Official Registered Address</a> <a href="#">Your Merchant Token</a></p> <p><a href="#">Language for feed processing report</a> <a href="#">Display Name</a></p> <p><b>Shipping and Returns Information</b></p> <p><a href="#">Return Address</a> <a href="#">Shipping Settings</a></p> <p><a href="#">International Returns Providers</a> <a href="#">Buy Shipping preferences</a></p> <p><b>Tax Information</b></p> <p><a href="#">Tax Information</a> <a href="#">RFC ID</a></p> <p><a href="#">VAT Information</a></p>	<p><b>FAQ</b></p> <p><a href="#">I signed up for an account by mistake or don't need it anymore. How do I close the account?</a></p> <p><a href="#">I am taking time off (vacation). How can I temporarily deactivate my listings?</a></p> <p><a href="#">Why are my items no longer for sale?</a></p> <p><a href="#">Why did my credit card have an error or have 'Invalid Information'?</a></p> <p><b>Related Links</b></p> <p><a href="#">Notification Preferences</a></p> <p><a href="#">Login Settings</a></p> <p><a href="#">User Permissions</a></p> <p><a href="#">Downgrade Account</a></p> <p><a href="#">Close account</a></p>
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### 3. ADD YOUR PRODUCTS

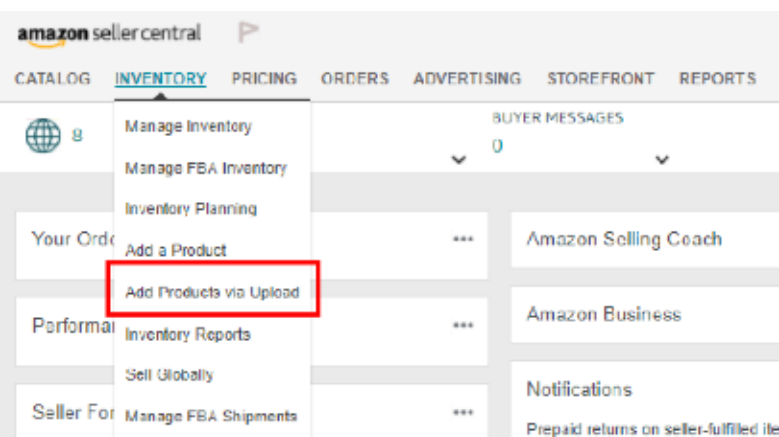
With a minimal charge of \$49.95 list your products on Amazon.com.au

“ A \$49.95 fee to list products on Amazon.com.au.  
A 6%-15% commission fee off the top of any sales generated through the Marketplace. This fee will be determined by the type of product you're selling. ”

Once you provide Amazon basic details about your business, you will be asked to provide business related information and wait for category approval. While registering your products make sure to give interesting titles, product description, and prices.



### 4. LET AMAZON DELIVER



The Amazon account comes with enabled **AMAZON EASYSHIP**. Here Amazon picks up the order from you and delivers to the customer directly.

You can also upgrade to the **FULFILLMENT BY AMAZON (FBA)** option where you can save an inventory with Amazon and their fulfillment centers will pick and ship the products to a customer directly. That means you store your product on Amazon and when a customer orders your product Amazon does the work. See your business grow while Amazon does the heavyweight lifting for you.

## 5. GROW YOUR BUSINESS

How about customised suggestions and tips exclusively for you to boost your business? Well! Amazon does provide you with customised suggestions and tips to boost your performance.

It helps you keep a track of how your account performs through a **PERSONALIZED PERFORMANCE DASHBOARD** and provides customised reports. The store provides 24/7 access to help you resolve your queries and help you expand sales. Once you receive an order it can be viewed and managed using easy to use **ORDER MANAGEMENT DASHBOARD**.

**Account Health Dashboard** [Leave Feedback](#)

To sell on Amazon, you must adhere to the below performance targets and policies.

Customer Service Performance		
	Seller Fulfilled	Fulfilled by Amazon
<b>Order Defect Rate</b> Target: under 1%	N/A	N/A
Order Defect Rate consists of three different metrics:		
- Negative feedback	N/A	N/A
- A-to-Z Guarantee claims	N/A	N/A

Product Policy Compliance	
Fulfilled by Seller and Amazon	
<b>Product Authenticity Customer Complaints</b> Target: 0 Complaints	0 100 days
<b>Product Safety Customer Complaints</b> Target: 0 Complaints	0 100 days

Shipping Performance	
	Seller Fulfilled
<b>Late Shipment Rate</b> Target: under 4%	N/A
<b>Pre-fulfillment Cancel Rate</b> Target: under 2.5%	N/A

[View shipping eligibilities here](#)

## 6. AMAZON PAYS YOU

The process of financial exchange is easy with the company as compared to others in the domain. Pay only if you make a sale. 6% to 15% of the fee is to be paid to Amazon on the sales generated through Amazon's Marketplace. It depends on the category of the product you are selling. Payments Amazon owe you are directly deposited into your bank accounts within a week and the fee is only deducted when you make a sale. Amazon makes sure you get paid timely.

"With Amazon I get all my payments on time. As simple as that." Says another seller with Amazon.

We at [Designomate](#) will be happy to help you with Amazon marketing and Promotion consulting services.



# 8 WAYS TO

Improve Your  
Product Listing on  
Amazon Without  
Spending a Penny

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With fierce competition on Amazon, it is always an opportunity disguised to sell and be noticed. Amazon gives retailers no matter how big or small a similar opportunity to showcase their products and gain from its global market.

If you are new to this and have just started to build up your business check this to know [how to begin selling on Amazon](#).

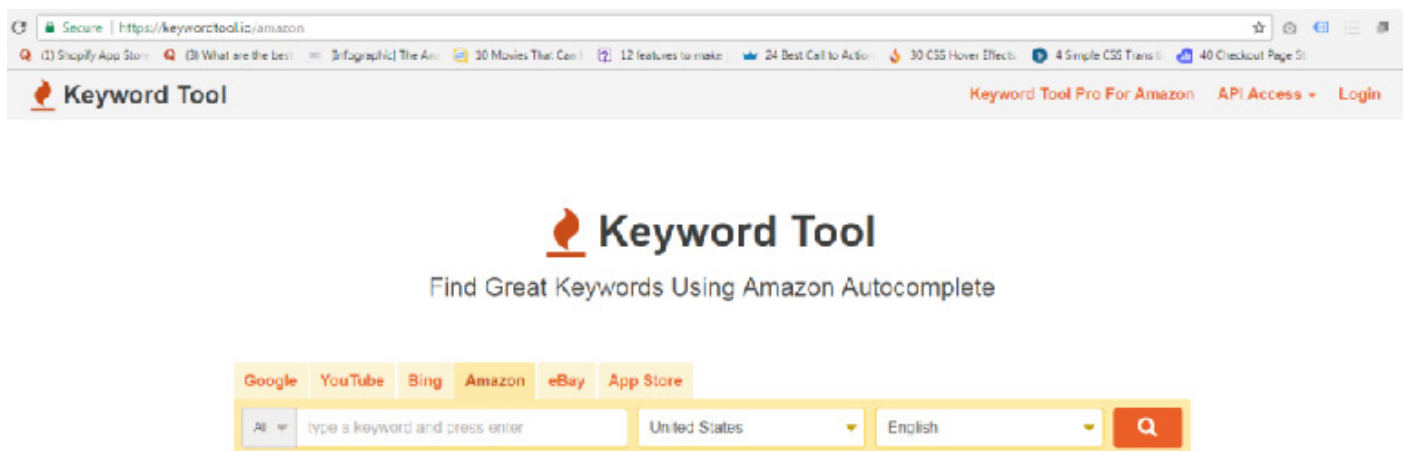
As for Google, we have several algorithms to check its proper and convenient usage similarly for Amazon has its own **SEO technique called A9**. The salesman to your customer is Amazon's algorithm that matches the customer search query with the most relevant product in the catalog. It dives into the keyword research process and gives relevant products.

# 1. THE PRODUCT TITLE

The PRODUCT TITLE is the identity of your product listing to both your customers and to Amazon's algorithm. Thus, include all the essential details like brand, product line, material, product type, color, size, packaging and other key features regarding your product in the title. Make sure there is a correct order to the keywords included since it replicates on the search result.

## Tips:

- Product Title has a character limit of 250 characters. For better sales make sure you utilize whole of the plot given.
- Use [Helium 10 Magnet tool](#) and [Keyword Tool](#) to make sure the title listing is of high quality.



For instance, if a product has a highly descriptive title with the product name type and brand it becomes easier for the customer to find it in the search results and thus gets a step ahead towards being sold.



## 2. KEY PRODUCT FEATURE

Once, the product title is set we then move on to KEY PRODUCT FEATURE. These are visible to customers, thus should be concise and clearly pointed. Ideally written as bullet points these provide detailed information of your product also stating its important facts that help you increase conversion rates and also identify product relevance.

### Tips:

- Key Product Feature has a word limit of 1000 characters.
- We must include at least 5 bullet points to support the description of our product.



Roll over image to zoom in

Key selling points!



### AmazonBasics Multifunction Come-Apart Kitchen Shears

by AmazonBasics

★★★★★ 38 customer reviews

#1 Best Seller in Kitchen Shears

List Price: \$9.99

With Deal: \$7.99 Prime

You Save: \$2.00 (20%)

In Stock.

Ships from and sold by Amazon.com in easy-to-open packaging. Gift-wrap available.

Want it tomorrow, Aug. 6? Order within 2 hrs 4 mins and choose One-Day Shipping at checkout. Details

- Multifunction kitchen shears come apart only when you want them to
- Sharp blades make easy work of any cutting task
- Ideal for cutting, scaling, peeling, removing caps, and cracking nuts
- Ergonomic non-slip grip for enhanced safety
- Hand wash only

This item will be visible when delivered. To keep it a surprise, select This is a gift in checkout.

## 3. PRODUCT DESCRIPTION

Now let's talk about PRODUCT DESCRIPTION. This is where we give in detailed information about our product. It must be well explained alluring copy of your product that has all the details and necessary information and facts about your product. Since this too is visible to your customers it must be well structured and clear enough to convince your customers that your product is relevant to what they are searching for. Since you have enough space, make sure to include a strong call to action at the end like Order Today, Buy Now etc.

### Tips:

- Product description can extend to 2000 characters. Make sure you utilize this space given, in captivating your buyer's attention.
- You can use Helium 10 scribbles tool to incorporate as many keywords as you want while working on the engaging copy.

## 4. BACKEND SEARCH TERMS

The BACKEND SEARCH TERMS are not visible to the customer but are available for search. Make sure to include slightest of details and all the keywords that could not be included in description or bullets. Also, make sure the keywords you use are relevant to your products and do not misguide the customers.

### Tips:

- Include all the common colloquial synonyms or misspellings of common keywords here.
- Since keywords in all the attributes are considered one include as many unique keywords as you can.

The screenshot shows the 'Keywords' tab in the Amazon Seller Central interface. At the top, there is a notification bar: 'We have made significant improvements to this page. Please rate your experience by clicking the rate link at the bottom of the page.' Below this, the 'Keywords' tab is selected, showing a list of 'Platinum Keywords' for Platinum Merchants only. The keywords listed are: Weight Loss, Weight Loss Supplements, Diet Meals, Diet plans, Weight Loss Products, and Weight loss programs. There are 'Add More' and 'Remove Last' links. Below the keywords, there is a 'Search Terms' section with a description: 'An alphanumeric string; 1 character minimum in length and 1000 characters maximum in length.' The search terms listed are: Nutrisystem medfast jenny craig paleo south beach, hcg Weight Loss products dukan Atkins mayo diet, healthy low carb whole Weight loss meals food, mifl hallelojah products virgin gaps Diet, and fast mediterranean dr oz Weight Loss Plans kit. An 'Example: Books' link is at the bottom.

Make sure you do not stuff irrelevant information. Sometimes while searching for an object you get options for several other similar objects. For example, if you search for shirts with Amazon there are chances you also come across t-shirts that do not even match your query. It is because of the backend search term that is irrelevantly stuffed.

## 5. IMAGE TITLE

For IMAGE TITLE too, be very specific with the details that are mentioned. Try to include maximum information like color, size, type, and style of the product in the Image Description. It increases the chances of your visibility on the search result page and thus, your product gets a higher ranking that converts to higher sales.

### IMPORTANT DONT'S:

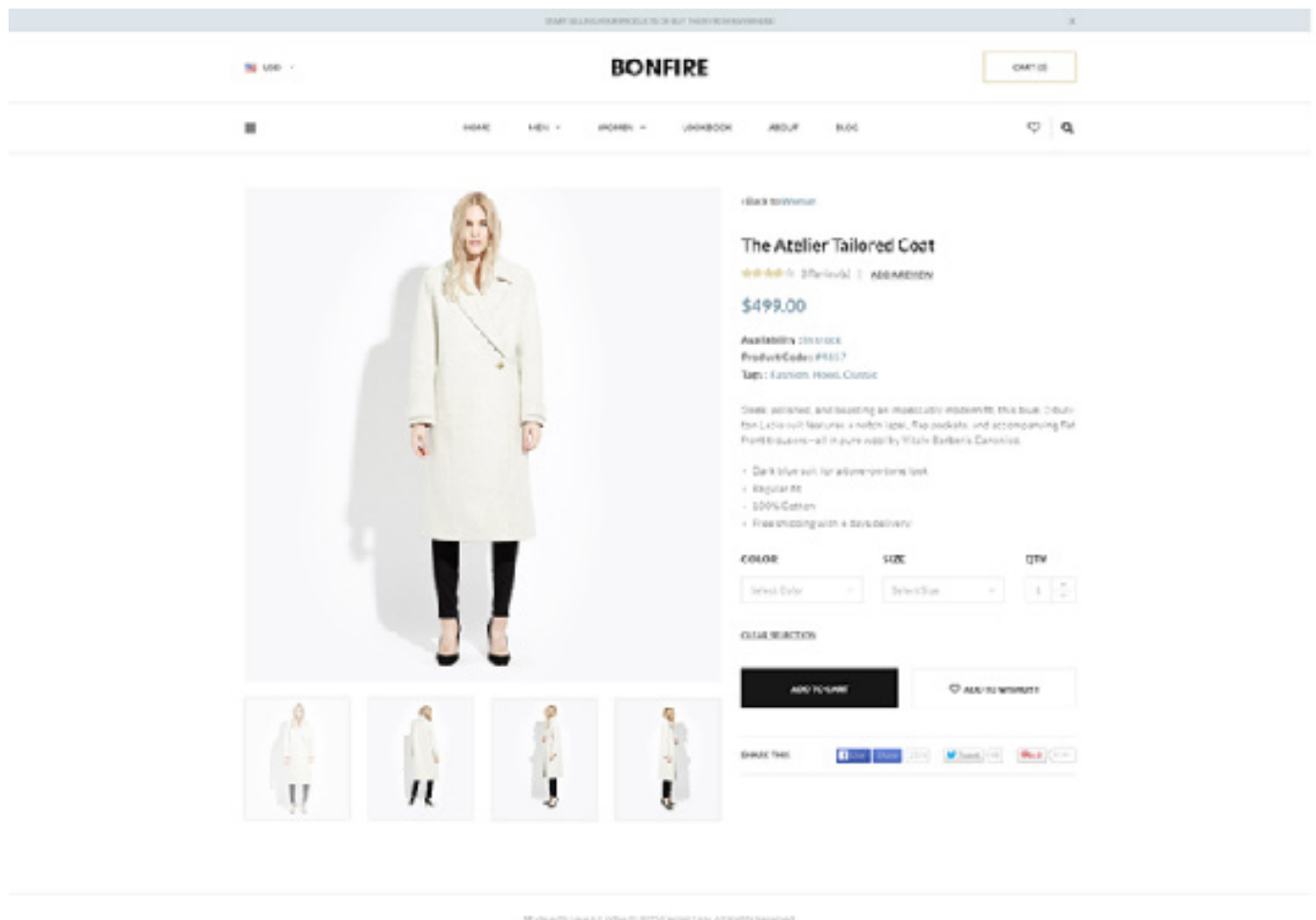
1. Don't stuff Keywords.
2. Don't include misleading information.
3. Don't use local colloquial synonyms in product titles.
4. Don't repetitively use the same Keyword. ONCE IS ENOUGH.

## 6. IMAGE OPTIMISATION

IMAGE OPTIMISATION is an important process since images can be considered as emotional recognition tools. Images play a vital role in deciding for a buyer to click the product or to keep scrolling. Make sure the image you use is clear and uncluttered. Include the image of products from different angles for a better understanding of the product. The image used must be relevant to the product; Amazon highly condemns usage of irrelevant images just to occupy the given space.

### Tips:

- Amazon requires the images to be minimum of 1000 X 1000 pixels to avoid any disruption in the image quality even if it is zoomed.
- Amazon generally allows 5 to 9 images according to the category in which your product is listed.
- The main image of the product should use only the product on a white background.
- Do not include any accessory in the main image of the product.



## 7. SALES

SALES turn your browsers into customers. The hike in sales of your product pushes down your competition taking you to higher rankings. This could be a little tough because with the initial listing you must be somewhere far behind in the search result pages. According to a survey, **only 30% of the people hop to page 2 in the search results**. Worry not! Just buckle your belts and go for driving traffics both internal and external to Amazon listing and generate higher sales. For internal traffic, use Amazon PPC and for external sales, go for ads like on Facebook, Google Ad-Words etc.

### Tips:

- Along with internal and external traffic, you can also opt to "Launch" your product. The launch services spike your Amazon sale bringing your product to search page 1 or 2.
- Use Viral Launch that has a patented system that can move up your products without violating the Amazon's terms.

## 8. REVIEWS

Customers rely on REVIEWS a lot and Amazon knows this. Improving Amazon reviews is on the top of the mind of every seller. It is a social proof of the quality of your products and trust of your buyers on your product. It assures other buyers that they are investing in the right and reliable product. Try getting honest and unbiased reviews on your products as early as possible. Email feedbacks can play a great support in the process. ***Don't indulge in the process of adding fake reviews yourself or by hiring some agencies, Amazon is pretty serious about this and may remove your store altogether or product.***

### Tips:

- Use tools like Feedback Genius or Sales Backer to generate automated emails that help build customer relationship and get honest and genuine reviews.
- For instance, a product with the higher review will not only make it to the top searches but will win buyers trust at once and most shoppers would at least check it once.

## OTHER ASPECTS

Some other aspects that may not be very important but affect your visibility negligibly must also be taken care of while selling on Amazon to boost the search results.

The **QUESTION ANSWER SECTION** must be given importance as it reflects how important your customers are. It lets the seller as well as other customers to answer the queries made.

Take advantages of the **OFFERS** like **LIGHTNING DEALS** that offers a better scope of sales thus generating reviews and revenues. It DOES NOT mean relying on promotions and discounts always but at times it's a good idea. Keep a watch on what is selling, by checking your competitors' sales and revenue generated and keep yourself updated.

Thus, now we can begin with our sales on Amazon and get our product views and browsers turn to customers that consequently reflect sales and revenues. Beginning to sell with Amazon can be a little messed up, tiring and disappointing. But once you begin to sell and start generating reviews and sales it becomes easier pushing your ranking higher. So get your seat belts tied and get ready for the flight.

In case you have any query or need assistance feel free to [contact us](#).

# HOW TO HANDLE **BAD REVIEWS OR FAKE** **REVIEWS** ON AMAZON



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Amazon has been winning trustworthy buyers and reliable sellers from around the globe for more than two decades. With its efficient and steadfast shopping strategies, it provides us with the best shopping experiences in the domain. We have already discussed about [setting up an Amazon store](#). While putting in the best of efforts to deliver the finest services, we must not forget how important customer satisfaction is for the higher sales of the product. The buyers play a significant role in promoting the products by the reviews they provide and with sheer discussion within their circles. Amazon values its customers the most and thus, is very particular about the reviews each product receives.

But with the vicious competition, there are sellers who use malicious ways to pull down the genuine high ranking sellers by using pretentious ways. They pay to post bad reviews or fake reviews on their rivals' products, or they promote their products by getting fake good reviews on their products through various sites or buyers.

A buyer relies A LOT on the reviews and to make sure your product is not losing the race because of malicious activities of your rivals, keep a check on the reviews on your products, and in case you find something suspicious act on it immediately.

Before we move towards the mitigation steps let us briefly check how to identify the issue.

## 1. SPOTTING BAD OR FAKE REVIEWS

There are no set criteria to differentiate a fake or an original review but still, these are a few tactics that may help you to filter and differentiate.

### Look for Potential Indicator

Check if the review is marked "Verified Amazon Purchase" or not. It is definitely not a reliable rule because at times users may forget to check the Verified Amazon Purchase option. But most of the users these days help Amazon with the reliability and support to maintain its authenticity.

### Timing of Unverified Reviews

If you notice a lot of encouraging reviews on new products by your rival, there are probabilities they are fake. If there are a lot of appreciating reviews in short span of the launch, then they need to be checked.

### Use Quantitative Analysis

Along with going through the reviews also check the average star ratings. The ratings and the reviews must complement each other. In case any of these are found defying then there are chances that something suspicious has occurred with the product.

### Consider the Length and the Tone of the Review

If you see the review with loads of explanatory technical terms then there are chances that the reviews are being faked. Buyers generally do not get in the technical details of the product while reviewing the product.

### Other Reviews

Also, check other reviews from the buyer. If the buyer is new and skeptical with his reviews there are chances that he is paid to mark a review of the product.

## 2. MITIGATION STEPS

### Bad Reviews

There are several ways to deal with bad and negative reviews on Amazon.

**ATTENTION!** Here we are talking about **genuine bad or negative reviews** that are being posted on your product.

### Monitor The Reviews

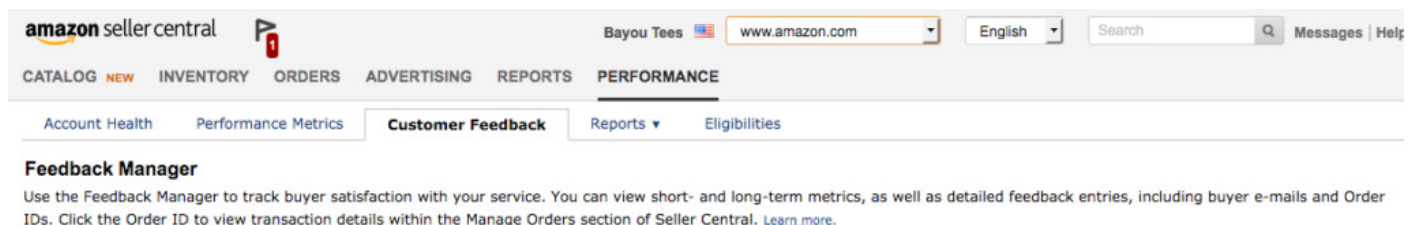
To make sure that your customers are happy with what you deliver to them, monitor the reviews regularly. It helps you check the plus points and also the negatives regarding the products you deliver. Constantly work in the direction of dealing with the faults and complaints that have been brought to notice.

#### Tip:

Tools like [AMZTracker](#) and [FeedbackFive](#) helps you monitor the reviews on your products at an affordable price.

### Contact

**Do not ignore** any bad or negative review on your post. Contact the buyer as quickly as possible. Get the issue resolved or offer a refund to the customer, so that the customer deletes the review and in the end is a Happy Customer. To contact an individual buyer for negative feedback, check your feedback manager page.



When you contact the customer there are possibilities that customer reacts to the situation in various ways.

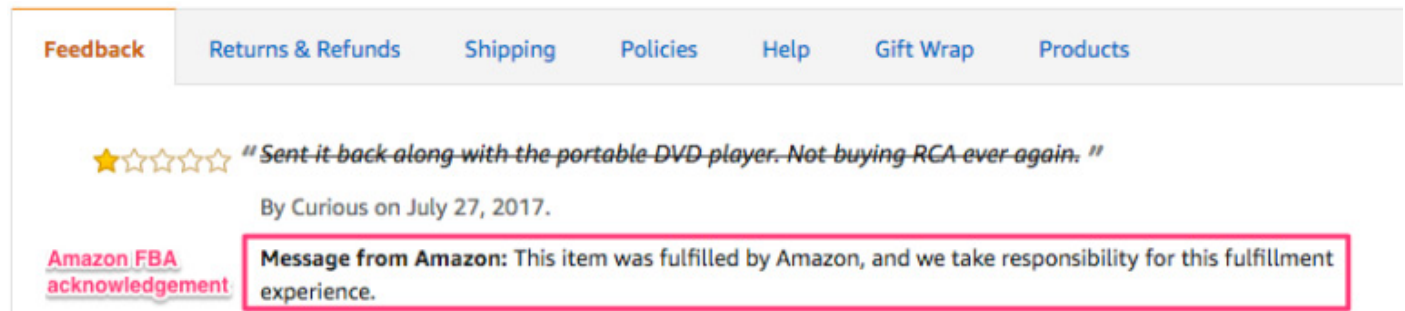
They can either **update the previous review with a positive response**, which would not only increase the reviews on your product but also, help you build a healthy customer relationship.

There could be a chance the customer **removes the comment** completely thus, bringing down the reviews on your product but increasing the overall score.



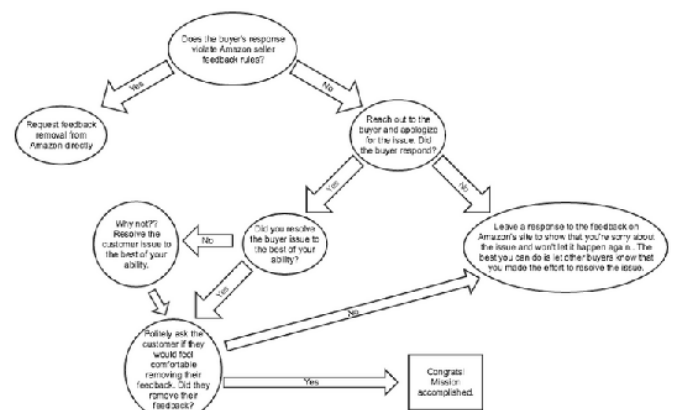
## Respond

In case the customer is not available for contact, respond on the review humbly about dealing with the complaint. Also, make sure you do accept the fault and apologize instead of defending yourself. Respond with how you dealt with the situation. Reaffirm your customer service and provide a link or email address so that the customer can directly contact you.



### Tip:

Invest some resources that may be required to make the customer happy. It may prove expensive at times but it is the nature of business these days.



## Ask Amazon to Eliminate Reviews

You can **request Amazon to eliminate the bad reviews** but it is not something you should rely on. Amazon would react only to reviews that it finds violating the [Company Guidelines](#). If you think the review of your product is offensive and improper for the public post just click the **"Report Abuse"** and give an explanation validating your request for the removal of the comment.

## Good Over Bad

This is a genuine trick to make your product look good to the customers in spite of a few bad reviews. Do react to bad reviews but also try to smother them with some good reviews. This helps to improve the average rating of your product thus, preventing the effects of negative reviews on your products.

## Fake Reviews

There are no hard and fast rules to deal with fake reviews that have been posted on Amazon. But Amazon is constantly trying to deal with the problem of fake reviews that are posted on products with malicious and harmful intentions. There are websites that offer fake reviews for customers at a reasonable price thus boosting the rankings without genuine sales. For now, these fake reviews can be dealt in several ways:

## Tools can help

There are a few tools that help you identify the fake reviews on Amazon. Most reliable of those tools are [Fakespot](#) and [ReviewMeta](#). Just add the link of your Amazon product in the link provided and let the artificial intelligence work on it. Obviously not a completely reliable method but yes, trustworthy to a great extent.

## Amazon takes actions

Amazon has sued over 1000 of entities involved with the creation of fake reviews over past few years. Some of the noted allegations are:

1. In April 2015, Amazon for the first time sued some entities against fake reviews. In October in the same year, it sued several other practisers who were registered with a website that did odd jobs for a few dollars.
2. In September 2017, Amazon has filed five separate cases through American Arbitration Association, against entities that were using illegal methods to make money through Amazons Kindle self-publishing service.
3. Depending on the offense Amazon may not file a lawsuit against the guilty but may cut their incentives or may bar them by ceasing their sellers' account.

Around 84% of the online shoppers consider online reviews as personal testimonies.

A review makes a great impact on the customer and is relied on a lot. Sellers need to be attentive and monitor their reviews on regular basis to keep up with the competition. Also, a healthy competition is what Amazon expects and those violating the norms pay for the misconduct. To [promote your products](#) make sure you have optimized your product listing. You can also opt for Paid Campaigns on Amazon for promoting your products and gaining a reliable customer base.

For any queries or assistance feel free to [contact us](#).

# HOW TO START A PAID CAMPAIGN ON AMAZON LIKE A PRO



Now that we are done with [listing our products, and optimizing](#) them I'm sure you are doing great with the sales. To boost your sales let's dive in, to a new aspect of promoting your products on Amazon, "THE PPC ". Before we get into when, how, and why of PPC let's check "What is PPC."

## AMAZON PAY PER CLICK

The Amazon Pay Per Click is basically an advertising method that helps you to promote your product. It is an easy method to boost your sale anytime on Amazon. Here, you simply choose the product you want to advertise, assign keywords, and then BID!

If you decide to go for a Sponsored ad with Amazon make sure you have the BUY BOX.

(It's a compulsion).

Once, you enter the desired product, Amazon returns the product that is most deemed to satisfy users' desire, which are organic results. Also, displayed are "Paid Ads", sometimes below the organic results and, sometimes in the right column.

## IS THIS THE RIGHT TIME?

Now, once we have decided to go for sponsored ads the next big question is, "Is it the right time to go for Paid ads?"

Well, the answer is YES. Always.

You can choose to go for the sponsored ad as soon as you are done with the listing on Amazon. There is no hard and fast rule about when to go for Sponsored ads on Amazon. You can choose to go for a paid ad as soon as the product goes live.

Even if you don't have any reviews yet, paid ads can help boost sales.

You can run an auto campaign where Amazon suggests you with some keywords to target and potential sales.

## LET US BEGIN

Before we get into the details of Paid Campaigns, there are a few important terms that we must know:

- **Advertising Cost of Sales:** The percentage of recognised sales spent on advertising.  
This is calculated by dividing the attributed sales to the money spent on advertising.  
For example, if we make a sale of \$40 and spend \$4 for advertisement then the advertising cost of sale is 10%.
- **Attributed Sales:** The total sales generated within a week of clicks on your ads represent your Attributed Sales.
- **Impressions:** Number of times your ad was displayed.
- **Clicks:** Number of times your ad was clicked.

Now, since we are done with the basic terms and introduction, we move to arranging YOUR AMAZON SPONSORED ADS.

It's as easy as a three-step procedure:

- Launch the Campaign
- Generating keywords
- Optimize

# LAUNCH THE CAMPAIGN

- To begin with, come up with a **campaign name**. You are free to decide what name you want to use. For example, you can use Spring Special, if you intend to start a campaign for merchandises that sell during spring.
- Set your **budget** on a daily basis. Even if you intend to run the campaign for a long term, make sure you have an average daily budget, to make sure you do not drain your pennies.
- These campaigns are generally time bound. Especially, intended for a specific season or a specific festival. So, decide on the commencement and the concluding **dates** for the campaign.

**Set your campaign budget and duration**

**1** Campaign name ⓘ  
Example: Holiday Favorites  
Only visible when managing campaigns

**2** Average daily budget ⓘ  
\$  
\$1.00 minimum

**3** Start date End date  
10/31/2015 No end date

**4** Select a targeting type

☐ Automatic targeting  
Amazon targets your ads to all relevant customer searches based on your product information. You can result in clicks on your ads. [Learn more](#)

☐ Manual targeting  
Your ads are targeted based on the keywords you choose. [Learn more](#)

Cancel Continue to next step

- Once the campaign launch dates and other details are decided, we need to decide on how we want to run our campaign.

**Automatic Campaign:** Just enter the campaign-related details like your budget, start date, and campaign name, and let Amazon take the pains. Amazon will run a campaign on your behalf, under your budget after crawling through your listings. Amazon decides the keywords and match-types to bid on, based on your listing information on Amazon.

**Manual Campaign:** Put in a little effort. Manually upload the Keyword list that you made while researching or through Automatic campaign. Structure your ads; however you want, with ad groups for a set of keywords.

This lets you decide how broad or narrow your customers can search for a targeted keyword.

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Once we launch the automatic targeting campaign, we generate a list of keywords from the results. These keywords can broadly be categorised in three different ways:

- 1. Exact Match Keyword:** If the keyword is grouped under exact match, the ad is displayed only when the exact match is found. That is, if [Boys Casual Shirt] is the keyword, then your ad is displayed only when the buyer searches for a boy's casual shirt.
- 2. Phrase Match Keyword:** Considering the above example, if we want to expand our search vicinity we go for this kind of match. Here, if buyer searches for Boys Casual Shirt your ad will be displayed then also and also if the user searches for Girls Casual Shirt.
- 3. Broad Match Keyword:** Here all the relevant searches are displayed. Here's how this works:

Match Type	Keyword	Will Fire On	Won't Fire On	Can Include
Broad	bamboo skewers	bamboo skewer, eco-friendly bamboo skewers, bamboo marshmallow roasting skewers, bamboo sticks	stainless steel sticks	synonyms, abbreviations, acronyms, misspellings and variations including plurals and stemmings (e.g house vs housing)
Phrase	bamboo skewers	eco-friendly bamboo skewers, BBQ bamboo skewers, marshmallow bamboo skewers	bamboo marshmallow roasting skewers, bamboo sticks, bamboo BBQ skewers	misspellings, singulars or plurals, stemmings, abbreviations, and acronyms
Exact	bamboo skewers	bamboo skewers, bamboo skewer, bamboo skiwer	eco-friendly bamboo skewers, BBQ bamboo skewers, marshmallow bamboo skewers	misspellings, singulars or plurals

## OPTIMIZATION

Now we have the data that works. So the final and never-ending process of optimisation begins. Since running campaign on Amazon is very straightforward, the process of optimisation is also very easy. For optimization we must consider the following points:

- Filter Keywords:** Make sure you keep removing the Keywords that don't sell. Or, better to say promote keywords that generate sales and conversions. DO NOT spend for keywords that do not reflect your sales.  
 When you know what products sell, simply invest in promoting them more. Also, analyze why your other products in the same domain cannot generate expected sales.
- Negative Keywords:** For remotely relevant ads this would work. Like, if you bid for "Shirts", then your ad may be shown for "t-shirts", "casual shirts", and others in the related domain. That only reflects irrelevant search and paying for the clicks. To avoid this situation use Negative Keyword that blocks the irrelevant keywords and makes your ad more precise.

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### Ad group: All of Amazon Suggested plus Google Keyword Planner

Ads Keywords Ad Group Settings

Keywords Negative keywords

This ad group has (0) negative keywords.

Negative keywords are used to prevent your ad from showing when people search using these words.

Keywords added here will apply to all ads in this ad group. You can also add campaign negative keywords [Learn more](#)

Add ad group negative keywords

Rate this page Get support English

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Using PHRASE match keyword would be a better option, if you want to go for a broader audience but it does not helps much.

It may boost sales but won't reflect in gains.

- **New Keywords:** Find new keywords that may reflect sales. The trick is to invest a little higher on these keywords and once Amazon has built a history for these keywords lower your bid and enjoy the sales.
- **Bid Optimisation:** So, the question is what is the ideal budget?  
And the very obvious answer is it depends. Your budget is guided by advertising cost of sales, aka ACoS. To calculate what amount works, you need to know the products selling price, cost of goods sold, FBA fees, and other charges. ACoS is calculated simply by subtracting all the charges and costs from the selling price of the product.  
If you want to check your ACoS you can find it in the Advertising Tab of Keywords Tab.

Columns ▾		Date range: Last month ▾	
Spend ?	Sales ?	ACoS ?	
\$3,372.87	\$6,162.30	54.70%	
\$3.98	\$21.95	18.10%	
\$185.36	\$507.90	36.50%	
\$262.43	\$1,068.65	24.60%	

A few tips to keep your finances under control:

- Keep a track on product performance based on your PPC. For similar products are registered under one ad group. If your product is not performing well, **STEP1. REMOVE THE PAID CAMPAIGN. STEP2. ANALYSE THE REASON FOR YOUR PRODUCT NOT PERFORMING**
- Make sure average cost of sale for the sponsored product is 5% to 15%. The result is 100% for the organic search.
- Bid on several keywords and then move ahead with the most performing bids.

**Advice:**

- Do not make changes or adjustments to the campaign for at least a week.
- DO NOT FUSS! Patience is the key here. If you find no results for a few days, in the beginning, wait patiently. Amazon takes time to report conversions.

Amazon cares for the sellers as much as it does for the buyers. Amazon PPC is a medium through which, Amazon boosts the morale of new sellers, and helps them invest in the right direction without draining their money. Amazon knows its brand value and understands the sellers that intend to join hands EXPECT PROFITS. And with its various schemes, Amazon has been serving the purpose over the time.

We at Designomate are happy to help you with Amazon marketing and Promotion consulting services. [Contact Us](#)