Profitable PPC Launch Strategy

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This SOP, provided by **Bernard Nadar from PPC Maestro**, was recently featured on Office Hours: **Real World Case Study #6**. It focuses on **creating profitable PPC launch campaigns** that drive maximum organic rank from day one. Follow the outlined phases to achieve success, and after completing Phase 3, you can scale your ads for even greater results.

Follow Bernard on **Linkedin** and **facebook**, where he regularly **shares real PPC launch and optimization examples** from his agency.

Assumptions:

✓ **Generate MKL from Data Dive**, manually curate, and use Data Dive's PPC campaign setup to create your campaigns.

✓ Try to keep your **KW list no larger** than 100 keywords and ideally 50 or less.

✓ This is really dictated by the variety of search terms related to the product so there isn't really a "right" number...just **make sure all of the terms are highly relevant to the product.**

✓ When in doubt, **remove the keyword from the MKL if you are questioning its relevance.**

✓ **Submit 30 units** to the **Vine program** on Day 1.

✓ **Listing is fully optimized** for rank juice via Data Dive.

✓ **Setup MKL in Rank Radar** to keep track of Paid VS Organic positions.

Step 1 (Day 1 Launch):

Goal: Teach Amazon what the product is and what it's **relevant** to.

Exact Match Campaigns:

Campaign Target Grouping: Create campaigns by root since similar KWs perform similarly

 # target per campaign: Ratio SV ≤ 10 or cap at 10 target per campaign
- Dynamic down only
- Suggested bids (manually make sure there aren't any crazy priced keywords…if there are, manually adjust the bids down)
- Budget $10/day per campaign.

Product Targeting Campaigns:

 # target per campaign: Cap at 10 targets per campaign
Top 10-20 competitors, manually selected
- Start right away so Amazon knows what we're relevant for
- Only target competitors that we can "win" against which are bad reviews, bad listings, and higher priced competitors.

Bids low until reviews come in for social proof.
- 25% lower than 30 day Avg CPC (Existing data) or 50% lower than suggested capped at define target CP

After 48 hours do manual up and down bid and budget adjustments during the first week for things that are causing problems or are opportunities.

If you make a bunch of adjustments before getting reviews, you might be selecting out keywords that would have performed fine once reviews are established.

MAKE SURE THAT THE ASIN IS EXCLUDED FROM ALL PPC AGILITY ADJUSTMENTS.

You can use it to find problems but it should be **surgical adjustments at this point,** not the normal approach.

When can you move to step two?

When you see in Data Dive Niche Tracker that you are **starting to rank organically on page 1** for your most relevant target keywords from your MKL.

Also need to have a minimum of 5 reviews… ideally 10.

Do not move to the next step if your initial reviews are bad - wait for at least 4-4.5 stars regardless of review count.

Your ACOS/TACOS should be improving towards the end of step 1 as you start to rank organically.

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Step 2 (Day 7-14ish days after Launch):

Goal: **Expand Targeting** once Amazon is aware of relevancy.

Phrase and Broad Campaigns:

- Add through Data Dive using the same MKL.
- Bids dynamic down only.
- 85% of suggested bids (manually make sure there aren't any crazy priced keywords... if there are, manually adjust the bids down)
- Budget $8/day per campaign.

SB Video campaigns:

- 85% of suggested bids (manually make sure there aren't any crazy priced keywords...if there are, manually adjust the bids down)
- Budget $8/day per campaign.

Campaign Target Grouping: Create campaigns by root since similar KWs perform similarly

 # target per campaign: SV ≤ 10 or cap at 10 target per campaign

Catch All Auto Campaign:

- Very low bid (50% lower than 30 day Avg CPC or 50% lower than Suggested)
- $10/day budget

DO NOT USE PPC AGILITY TO ADJUST BIDS YET.

Keep a manual eye after 48 hours of launch on bids/budgets to adjust up or down as needed.

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When can you move to step three?

When you see in Data Dive Niche Tracker that you are **consistently maintaining rank on page 1** for your most relevant target keywords from your MKL.

Also need to have a **minimum of 10-15 reviews.**

Do not move to the next step if your reviews are bad - wait for at least 4-4.5 stars regardless of review count.

The hope is that towards the end of Step Two your ACOS/TACOS continue to drop.

Closing in on a 50/50 split between organic/paid sales.

Step 3 (Day 21-30ish after Launch):

Goal: **Maximize targeting** options and optimize bids and budgets for profitability.

Add Broad campaigns using performance data from existing campaigns.

BROAD, PHRASE, EXACT AND PT EXPANSION CAMPAIGNS

Incorporate the product into the standard PPC agility cadence as long as reviews are established (20+ reviews).

Reviews can dramatically affect CTR/CVR so you want to make sure things aren't moving like crazy before you start to do normal adjustments.

IF REVIEWS ARE STABLE, FOCUS ON PROFITABILITY TARGETS BY ADJUSTING BIDS/BUDGETS.

Why launch this way?

This strategy teaches Amazon about relevancy through the organic rankings driven by the manual campaigns.

This also keeps non-converting traffic off the listing to start until it's established.

Once the listing is established, and there are reviews, you can ramp up budgets and manage it just like any other listing.

This is a budget friendly way to launch.