PPC Launch Strategy for Supplements

Step 1: Keyword Indexing

First 5 days: Monitor the indexing of keywords by running the extracted keywords from the master keyword sheet.

Step 2: Campaign Type Selection

After 5-7 days: Run either PHRASE, BROAD MATCH or EXACT MATCH CAMPAIGN (depending on your targeting) for mid-tail keywords.

Step 3: Auto PPC

On the 10th day: Start running AUTO PPC.

Step 4: Campaign Optimization

- ➤ After 10-15 days: Download the PPC search term report and start optimizing the campaigns.
- ➤ If the keywords are not ranking organically in the beginning, continue pushing the keyword by bearing high ACOS or double the ACOS.

Step 5: Bid Management

Bidding strategies vary according to the phase of the campaign.

Phase 1: Keyword-only Campaign

- In this phase, only keywords are used and no search term is used.
- Target shop keywords, browse keywords, your own brand keyword, and relevant keywords (if there are less than 20).
- ➤ If the relevant keywords are between 30 and 100, create 3 campaigns (exact, broad, phrase match) in each group.
- Allocate 30% of the budget for launch and 70% for scaling and finding new keywords.
- > Start with higher bids and gradually lower down.

Phase 2: Scale Group

Use search term data only in this phase.

- In the scale group (exact match), put search terms that have ACoS equal to or less than the breakeven cost.
- Do high bids with the intention of ranking organically.

Phase 3: Buy Group

- In the buy group (exact match), put search terms that have ACoS more than the breakeven cost (single keyword, phrase, and broad).
- Do keyword-level bidding in this group.

Bidding Strategies:

- Target mid-tail and long-tail keywords before main keywords.
- Capture sales from mid-tail and long-tail keywords before ranking main keywords.
- In exact match, make the bid 2x higher than the given.
- In broad and phrase match, bid a few cents above the given.
- Amazon charges you based on the sales history.
- Start with aggressive bidding and gradually lower down as you start ranking.
- Target keywords with high search volume and sales.
- Monitor impressions, clicks, CTR, CVR, CPC, click order ratio, CPA, ACoS, and TCoS.
- Ensure a minimum conversion rate of 10% and ACoS of less than 30%.
- Avoid duplicates and always put them in negative campaigns.
- Note: This is a general outline and the actual bidding strategies may vary based on the specific needs and goals of your campaign.

PPC Budget Calculation

Ppc budget calculation in starting it totally depends on our sales velocity/month.

So in starting we cannot predict the sales velocity we cannot predict the budget spend on ppc

For Example

Sales velocity /month = 300 units

In starting we take ppc budget as 60% of our inventory cost

Hypothetical example

Product	Sale	Landing	30	30 days	Ррс		
	price	cost	Inventory	sales	cost		
			cost	velocity			
	39.99	13.33	=3999	300	<mark>=2399.4</mark>		