

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.

- ### Phase 3: Buy Group

- ## Bidding Strategies:

- ## PPC Budget Calculation

Hypothetical example

[illegible]

