


Pay-Per-Click Overview: How to Use PPC to Increase your Sales



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How to Use PPC to Increase your Sales

Marketing Your Product

An Overview

- Each market has a separately controlled PPC
- Bids outside of the UK and DE are much lower (than the U.S.) due to less competition.
- Must be in local language / local search terms.

PPC Basics

- Ensure all keywords have been entered from your translators (not Google translate)
- Create an "Auto Campaign" and let it run for 1 week.
 - Set bid for €2 and a daily budget of €10
- At the end of the week, generate a "Search Term Report"
- Extract all search terms into both 'Phrases Match' and 'Exact Match' campaigns.
- Get 'Exact Match' lower than 'Phrase Match'

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PPC Optimization

- Review campaign ACOS and impressions
- Go to **Amazon.co.uk** and look at the actual ad placement for your desired search term.
 - Aim for 2nd place
- Increase or decrease your bid on each 'Phrase Match' keyword to optimize your placement.
- If ACOS is under your Profit %, increase the daily budget.
 - Start by doubling it.

The BIG Takeaways:

Generate a Keyword Review: Run an automatic campaign and generate a search term report

Create Broad and Phrase Match campaigns: Use the generated search term report to create manual campaigns.

Use Translators: For countries outside the UK repeat the process and have your translators provide extra keywords and search terms.

Spend Spend Spend: If ACOS is under profit percentage, increase your daily budget!
