[Gary Huang] 0:05

Welcome back, everyone to the seven figure seller Summit.

[Gary Huang] 0:08

My name is Gary Huang today. I'm very excited to have Chris walling's. Welcome, Chris. How's it

[Chris Rawlings] 0:12

Going? It's going good. It's going good. I know,

[Chris Rawlings] 0:16

I look like some kind of Angel over there right now I should, my camera should readjust in a moment

[Chris Rawlings] 0:21

But it's early here in New Jersey and the sun is just rising on my face. It's about 7am.

[Chris Rawlings] 0:27

So, but things are going well, things are going well.

[Gary Huang] 0:30

Excellent. So Chris is coming in hot. And you know, his master class is about a hot topic,

[Gary Huang] 0:37

Ranking on page one on Amazon and using PPC and 2022.

[Gary Huang] 0:41

He literally is going to walk you through how he was able to rank number two for a 100k search term this month on Amazon. So I'm very excited to have Chris back.

[Gary Huang] 0:52

He's an alumni of seven figure sellers Summit.

[Gary Huang] 0:55

After founding his own seven figure Amazon brand,

[Gary Huang] 0:58

Chris founded Sophie society to provide excellent PPC launch and PPC management to brands looking to grow fast.

[Gary Huang] 1:05

Also, they've done amazing stuff with EBC A plus content for a lot of sellers, myself included.

[Gary Huang] 1:10

And he has since only advice and manage dozens of seven, eight figure brands on Amazon and he teaches and mentors,

[Gary Huang] 1:18

Many sellers through Titan network as well.

[Gary Huang] 1:21

So he is one of the thought leaders in his spare time, and Chris slaps the bass in the scar band when he's not crushing sales on Amazon.

[Gary Huang] 1:32

So welcome, welcome back with before we get started today, can you kind of just help everyone understand who is this training for?

[Gary Huang] 1:42

And why is it so important?

[Gary Huang] 1:45

Yeah, basically, this training is for anybody who is selling on products on Amazon,

[Gary Huang] 1:51

Whether they're launching new products, or they're trying to rewrite existing products.

[Gary Huang] 1:57

If you run PPC and you sell products on Amazon,

[Gary Huang] 1:59

This training is going to help you because we're walking through real life examples of this and real life examples of it now, you know,

[Gary Huang] 2:09

Which means basically fall of 2022. So, yeah, its timely Amazon changes super-duper fast.

[Gary Huang] 2:17

And if you're in the game, you need to know the information on what works now, not what worked six months ago.

[Gary Huang] 2:22

So you're in the right place.

[Gary Huang] 2:25

100% and talking about the state of PPC and could you give us a little temperature check.

[Gary Huang] 2:33

You know, before we go into the training today, our PPC, PPC rates still very high.

[Gary Huang] 2:38

I mean, and also at the same time we're talking, you know, we're hearing rumors of the big R word recession.

[Gary Huang] 2:43

Is this going to have any effect in your crystal ball? You know, in your view on adspend?

[Gary Huang] 2:48

You know, as we're going into q4, again, I'd love to hear just some of your thoughts about that, Chris,

[Chris Rawlings] 2:53

Yam know, some of the greatest businesses in all of history have been started during a recession.

[Chris Rawlings] 2:59

I think it's, you know, as great an opportunity as ever, PPC costs are going up.

[Chris Rawlings] 3:06

But that's actually part of the reason why the strategy that I'm going to walk through today works so well,

[Chris Rawlings] 3:11

Because of how high PPC costs have gone with aggregators,

[Chris Rawlings] 3:15

Buying brands and just dumping money into growing them and just a bunch of Wall Street coming in Wall Street money coming into the space and all that stuff.

[Chris Rawlings] 3:22

You know, it's driven PPC costs up. Plus, PPC is just one of the best ways to drive traffic to Amazon listings,

[Chris Rawlings] 3:31

Obviously, because people are already on Amazon with their wallets in their hands ready to buy so everyone knows it.

[Chris Rawlings] 3:36

It's just come to the point where you need a super sophisticated strategy in order to do it effectively.

[Gary Huang] 3:43

Excellent. All right. So without further ado, Chris, would you like to start the presentation and share your screen?

[Chris Rawlings] 3:49

Yeah, let's rock and roll. By the way, so I'm not just trying to be too cool for school with the shades over here.

[Chris Rawlings] 3:58

I literally just have like the sun straight up in my face because of the time of day.

[Chris Rawlings] 4:05

So just ignore that ignore that cockiness?

[Chris Rawlings] 4:10

All right. So just double checking, Gary, you can see my screen here. Yes, I

[Gary Huang] 4:15

See your screen but Okay.

[Chris Rawlings] 4:19

Perfect. Okay, cool. Let's rock and roll. So we're talking about ranking page one on Amazon using PPC in 2022.

[Chris Rawlings] 4:29

Gary already introduced myself so I'm not going to spend a lot of time on me but just so you know why you should listen to me in this presentation.

[Chris Rawlings] 4:38

I founded five multimillion dollar ventures originally founded those that's not including companies I've invested in seven figure ecommerce brand owner myself.

[Chris Rawlings] 4:48

I've launched over 2000 products on amazon.com.

[Chris Rawlings] 4:51

Throughout my brands, brands I'm invested in and my launch companies.

[Chris Rawlings] 4:55

I'm an eight figure mentor in the Titan network and I'm also the co-founder of crip So fund 22x fund. So I've been around the block.

[Chris Rawlings] 5:04

I have been and I'm the founder of Sophie society as Gary mentioned.

[Chris Rawlings] 5:08

That's me and 500 startups, one of the top tech accelerators in the world with a lower acceptance rate than Yale, Harvard or Princeton.

[Chris Rawlings] 5:16

This is me as a kid, I've always been a nerd super data focus is a parabolic solar reflector that I built out of old AOL CDs that could light anything on fire within seconds.

[Chris Rawlings] 5:27

That's me when I was like 12. So I've always been like a super, super like ultra-power nerd.

[Chris Rawlings] 5:36

This is me a bit later on in life building a Bitcoin operated beer vending machine that Anheuser Busch later explored, installing all over Vegas, as the first of its kind in 2014.

[Chris Rawlings] 5:49

So always been an experimenter always been a nerd.

[Chris Rawlings] 5:51

And I've always been data focus, I got a degree in physics, and then decided to go into business.

[Chris Rawlings] 5:56

And now here I am. So I'm not like a lot of the thought leaders in this space that are marketing.

[Chris Rawlings] 6:02

First, I am data first, I am science first. I'm truth first. Which is why if I was you, I would listen to me.

[Chris Rawlings] 6:09

That's just the raw truth. I like to listen to people who actually go with the data, who actually value truth, and not just marketing buzz and hype.

[Chris Rawlings] 6:19

Okay, so enough of that. Let's talk about how ranking has changed in 2022. So 1000s,

[Chris Rawlings] 6:26

Of sellers a couple of months back two quarters ago, we're getting Terms of Service warnings via Amazon rank manipulation.

[Chris Rawlings] 6:34

Everyone got real scared about, you know, the different things people were doing search find by rebates, you know, many chat flows, and review gates and all this stuff.

[Chris Rawlings] 6:45

People got really spooked about it.

[Chris Rawlings] 6:46

And you've been large scale sellers stopped, stopped putting product inserts to go to flows, because they were worried about, you know,

[Chris Rawlings] 6:54

Losing their bread winning products, rebate platforms had their API access removed, you saw rebate key go down elite seller,

[Chris Rawlings] 7:03

Any kind of rank manipulation seem to be able to get you in hot water.

[Chris Rawlings] 7:08

Therefore, PPC is now the most effective tool for ranking in 2022. And then God, the market dynamics have changed in such a way that it's actually become much, much, much more effective.

[Chris Rawlings] 7:22

For ranking. There used to be a debate, Gary, and I've been in this industry long enough to know that a couple years back,

[Chris Rawlings] 7:29

Most people thought PPC had nothing to do with ranking at all.

[Chris Rawlings] 7:32

And there was a debate, some people thought, oh, it helps the ranking.

[Chris Rawlings] 7:35

And some people thought, it doesn't help that much.

[Chris Rawlings] 7:38

Now, there's no debate about it, it's simply the most effective tool to rank, you know,

[Chris Rawlings] 7:42

Bar none better than anything else you can do. If you set it up right.

[Chris Rawlings] 7:46

Now, real quick, I'm going to jump out of this presentation for a second to to show you guys something that I built a couple of weeks ago, called the Amazon product life cycle cycle graphic.

[Chris Rawlings] 7:59

Alright, now what you're looking out here shows the entire lifecycle of a product on amazon.com.

[Chris Rawlings] 8:05

There are three main phases, the launch phase, the expansion phase, and the harvest phase, the launch phase

[Chris Rawlings] 8:13

You are running negative profit, or really high tacos, that's total average cost of sale, meaning your total ad spend divided by your total sales.

[Chris Rawlings] 8:23

And you're working to increase your sales and decrease your tacos.

[Chris Rawlings] 8:28

Okay, there are different phases of the launch, I'm not going to go through this whole info graphic,

[Chris Rawlings] 8:32

If you want it, I'll have my contact info at the end, you can reach out to me and I'm happy to send it to.

[Chris Rawlings] 8:38

But the second phase is market expansion.

[Chris Rawlings] 8:41

This is where you are, you're technically profitable.

[Chris Rawlings] 8:44

Your profits between breakeven and 20%, you've got at least over 100 reviews, and you're mostly trying to expand the market share of your product,

[Chris Rawlings] 8:54

You are pulling some profits out but not much most of the profits,

[Chris Rawlings] 8:57

You're putting back into really cementing your spot.

[Chris Rawlings] 9:00

And then once your spot is cemented, this is depending on the niche anywhere between 1000 and 100,000 reviews, it's never actually 100,000.

[Chris Rawlings] 9:07

But it's in the high 10s of 1000s. In some crazy categories.

[Chris Rawlings] 9:12

This is where you start to pull profits, your spot by cemented your tacos is nice and low meaning you know, the average per unit cost of advertising.

[Chris Rawlings] 9:21

That's what this percentage means.

[Chris Rawlings] 9:22

For those of you guys not familiar with the term.

[Chris Rawlings] 9:25

And this is this is what aggregators buy, they buy this kind of product that's cemented in its spot.

[Chris Rawlings] 9:31

It's got plenty of reviews, good ratings, and they can just pull a profits out, you know, month after month after month.

[Chris Rawlings] 9:37

So this whole graphic, I'm not going to go through the whole thing you can see there's a lot here but keep this concept in mind.

[Chris Rawlings] 9:45

The main two, two phases that you're going to be concerned with PPC ranking in the strategy that I'm going to be talking about is the launch and expand phase.

[Chris Rawlings] 9:55

The harvest phase, you're still using PPC for ranking, but you Also using a lot of other ad types just to drive sales. Expansion phase,

[Chris Rawlings] 10:06

You have a lot of other ad types as well. But the launch phase, you know, especially, you're really only going to run the strategy that I'm talking about now.

[Chris Rawlings] 10:13

Okay, so keep that in mind.

[Chris Rawlings] 10:15

Again, if you want this graphic, I'm happy to give it to you. It's an infinitely zoom able graphic, and it goes way, way deep into detail on all this stuff.

[Chris Rawlings] 10:24

And that's on top of the bonuses that Gary and I have set up for you guys.

[Chris Rawlings] 10:28

So a little extra for you guys. Now, let's get back into this actual case itself.

[Chris Rawlings] 10:35

Alright, so we're about to get into a real life case, like Gary said, of just a recent case, this month, a product that we ranked number two, for a 100k per month search term.

[Chris Rawlings] 10:51

So I picked out a timely example for you guys, you know, one that was just done this month, so that you can see yet this stuff actually works.

[Chris Rawlings] 11:00

But first, like some mindset stuff, so PPC can no longer be viewed as a cost.

[Chris Rawlings] 11:05

That's why we focus on tacos, not a cos we went over with tacos is a cost is average cost of sale.

[Chris Rawlings] 11:12

So if tacos is ad spend divided by all sales, a cos is ad spend divided by PPC, sales, advertising sales.

[Chris Rawlings] 11:20

Okay, so get everybody on the same page here.

[Chris Rawlings] 11:24

So PPC is an investment, it's an investment in getting positions on Amazon getting sales so that you can get reviews so that you can increase your star rating.

[Chris Rawlings] 11:34

So you can increase your ranking.

[Chris Rawlings] 11:37

And so that you can get campaigns that have aged and have better and better placements over time. And so that you can get data.

[Chris Rawlings] 11:43

So you're putting money in and you're getting a lot of different things out, if you're only thinking of PPC as a as an as a cost and advertising costs.

[Chris Rawlings] 11:51

And you're just literally dividing your advertising cost divided by your advertising sales to get how successful you are, in other words,

[Chris Rawlings] 11:59

A cos you're thinking about it the total wrong way.

[Chris Rawlings] 12:02

The way to think about PPC is it is a piece, you know, a whole network, a complex network, that structure that makes up your business.

[Chris Rawlings] 12:13

All your decisions should be made with data, data should drive all your decisions, even the creative decisions, your content decisions,

[Chris Rawlings] 12:20

Your primary image decisions, the keywords that you put the copy in your listing,

[Chris Rawlings] 12:26

It should all be based on data.

[Chris Rawlings] 12:27

And a lot of that data comes from PPC, more than half of it, I'd say probably 70 to 80% of the data that you're making decisions based on is coming from your PPC

[Chris Rawlings] 12:37

And the rest of it is coming from the other data points.

[Chris Rawlings] 12:40

So we'll go over them later, I have an example data sheet in here. More time that passes.

[Chris Rawlings] 12:47

And also what's not in here is the more money you spend, the more data you get,

[Chris Rawlings] 12:51

The more data you get, the quicker you can improve the metrics of your your unit metrics and improve your your sales and your profitability.

[Chris Rawlings] 13:02

So you can either wait time or you can wait money.

[Chris Rawlings] 13:06

If you have both, then you know you're almost guaranteed to win with a profitable a, a quality product. But if you're spending less money per day,

[Chris Rawlings] 13:17

You’re going to have to wait more time to get the data to make these feedback loops we're going to get into later.

[Chris Rawlings] 13:23

But if you have more money, you can get that data in a much shorter amount of time. Okay.

[Chris Rawlings] 13:28

The goal here is ranking, not profit. Profit comes as like a secondary benefit to doing all of this you're not trying to profit from your ad sales directly in the strategy we're talking about.

[Chris Rawlings] 13:41

Now we're talking about using PPC to rank which is why units and talk those are the two main metrics,

[Chris Rawlings] 13:48

If you know units and tacos, like somebody could tell me, their business would just their daily units and their average tacos, and I don't need to know anything else.

[Chris Rawlings] 14:01

Like someone could come up to me and tell me the business.

[Chris Rawlings] 14:04

It's got a tacos of 8%. And it's selling 120 units a day.

[Chris Rawlings] 14:08

And I can immediately put a value on that business and decide to invest right then and there.

[Chris Rawlings] 14:13

If I wanted to get equity in that business. That's how powerful these two units are.

[Chris Rawlings] 14:17

There are literally two things that these two metrics are sorry.

[Chris Rawlings] 14:21

Literally two things above all else, they're basically the only two things you need to know because they tell the whole rest of the story just within them.

[Chris Rawlings] 14:28

Okay, that's how that's how powerful they are.

[Chris Rawlings] 14:31

So, made a whole slide that just says tacos.

[Chris Rawlings] 14:34

Just to remind you guys that this is really critical to just focus on the tacos.

[Chris Rawlings] 14:40

All right, so primary launch steps here. And we're not going to go crazy deep into all of these.

[Chris Rawlings] 14:49

We're going to go deep enough to give you guys a broad perspective on all of them,

[Chris Rawlings] 14:55

But we're going to go really deep on the actual PPC itself because that's why you Damier because that's what this presentation is about their other whole presentations all about keyword research,

[Chris Rawlings] 15:06

Conversion and things of that nature.

[Chris Rawlings] 15:08

We're going to talk about the PPC setup.

[Chris Rawlings] 15:09

And we're going to spend a lot of time just walking through an actual case, how we actually did it this month, you know, just within the last couple of weeks.

[Chris Rawlings] 15:17

Okay. So the five main steps are super deep keyword research.

[Chris Rawlings] 15:24

And that is a science in and of itself, it's a whole presentation,

[Chris Rawlings] 15:27

We’re not going to go crazy deep on that.

[Chris Rawlings] 15:29

But getting the key words ahead of time is super important.

[Chris Rawlings] 15:35

And you're doing that on your own using tools like helium 10.

[Chris Rawlings] 15:38

Or if you're in a mastermind, like Titan, you'd be using their tool Mufasa, or the mastermind tool,

[Chris Rawlings] 15:43

Whatever, whatever you're using AMZ Scout, there's lots of them, to come up with your list of keywords,

[Chris Rawlings] 15:49

Not running an Amazon auto campaign to let Amazon dump your money down the toilet,

[Chris Rawlings] 15:55

And tell you a bunch of keywords that waste your money on a bunch of keywords that are not relevant at all to your product. Okay.

[Chris Rawlings] 16:01

So that's really critical.

[Chris Rawlings] 16:02

You come into this game, when you want to use PPC for ranking with the keywords already determined.

[Chris Rawlings] 16:08

And I'm going to show you why that is later. The second thing is the click through rate optimization.

[Chris Rawlings] 16:13

CTR stands for click through rate.

[Chris Rawlings] 16:15

This means the number of people that see your ad versus the number of people that click your ad.

[Chris Rawlings] 16:21

And the ad on Amazon is as most of you probably know, just looks like a thumbnail listing shows the primary image, the title,

[Chris Rawlings] 16:28

Any coupons that are on it, any badges that are on it, this one I am going to go into because you're not going to find this information anywhere else.

[Chris Rawlings] 16:38

Keyword Research has plenty of training on click through rate optimization is I still can't figure this out to this day, but it's completely ignored by this industry.

[Chris Rawlings] 16:46

It's just as important as conversion rate optimization.

[Chris Rawlings] 16:49

Because if some if people never click on your listing, or click on your, your listing thumbnail, or click on your ad

[Chris Rawlings] 16:55

They'll never see the listing itself to be able to convert.

[Chris Rawlings] 17:00

So it's almost like it's like, you know, subjective bias, like, you know, we are converting,

[Chris Rawlings] 17:06

We're focusing on conversion optimization of our listings, because that's what we see. But no one ever gets to see it. If they never even click on it.

[Chris Rawlings] 17:15

People just kind of assume that. So I'm going to go through some like super ninja hacks, you guys,

[Chris Rawlings] 17:21

I guarantee most of you guys don't even know these exists at the end of this presentation,

[Chris Rawlings] 17:25

Because setting up this foundation in these first three steps,

[Chris Rawlings] 17:29

Is absolutely critical to actually doing the PVC setup, which you'll find it's actually very simple.

[Chris Rawlings] 17:36

It's very simple. What we do to rank and getting the foundation in place ahead of time for these three steps is the reason why you can use such a simple setup, and have it actually work.

[Chris Rawlings] 17:46

You guys are going to be I think, shocked at how simple it is, you know, the strategy and the structure that works as long as the foundation has been laid.

[Gary Huang] 17:54

And Chris, could I quick, just jump in talking about click through rate optimization CTR, we do have a master class on exactly that.

[Gary Huang] 18:04

Actually. It's happening the same day as your presentation today.

[Gary Huang] 18:10

And it's spot on. I don't know if you know, Kamal Singh, he's the founder of AMZ one step.

[Gary Huang] 18:15

So they're an agency that does images for Amazon sellers.

[Gary Huang] 18:20

So he really gave a great master class on the art of creating Amazon images that sell 12 strategies to double your click through rate and conversion.

[Gary Huang] 18:30

So just wanted to give a quick teaser for those of you guys that want to learn more.

[Gary Huang] 18:34

And, Chris, if you're curious, I mean, that might be kind of cool as well, and that he's sharing a special bonus as well.

[Gary Huang] 18:40

But anyways, I just I digress, because that really caught my eye.

[Gary Huang] 18:44

But I know we got stuff to cover, man. So let's keep going. This is great stuff. Totally.

[Chris Rawlings] 18:49

Yeah, no, thank you for that. That's awesome. I'd love to check that out.

[Chris Rawlings] 18:52

Yeah, and it's, it's, I'm pretty certain that we're not going to overlap at all,

[Chris Rawlings] 18:56

Because it's focused mostly on click through rate optimization using images.

[Chris Rawlings] 19:01

The stuff I'm talking about is totally different than that. And it's,

[Chris Rawlings] 19:04

It’s really some ninja stuff that you guys probably don't even know exists.

[Chris Rawlings] 19:08

And I'm going to talk about in this presentation, you'll see that the end,

[Chris Rawlings] 19:12

Convert conversion rate optimization comes down to the content that's on the listing,

[Chris Rawlings] 19:17

You know, you guys all know that we're not going to go deep into that.

[Chris Rawlings] 19:20

That's the primary image secondary images, the EBC, or a plus content, the brand story module, all of the copy on the listing. All of that is conversion optimization.

[Chris Rawlings] 19:31

That is like not just one presentation, but many presentations

[Chris Rawlings] 19:34

. And I'm sure there are folks in the seven figure seller summit covering that.

[Chris Rawlings] 19:39

So make sure to check out those speakers. We're going to get into the rank focus,

[Chris Rawlings] 19:42

PPC setup and management. That's where we're going to focus most of the time on here

[Chris Rawlings] 19:45

. And then after that, this is the data part that I was talking about.

[Chris Rawlings] 19:49

The PPC and conversion feedback loop.

[Chris Rawlings] 19:51

This is one of the most critical steps is that once everything's set up, you continue to use the data from the PPC to

[Chris Rawlings] 19:58

Change not only the PPC key have pains based on the data that comes back

[Chris Rawlings] 20:03

But also the listing itself. And even the product itself.

[Chris Rawlings] 20:07

This is some real ninja stuff. This is what the really high level sellers do is they use the real data to continuously increase the relevancy,

[Chris Rawlings] 20:19

Increase their, the relevance of their traffic, increase the click through rate and increase their conversion rate by

[Chris Rawlings] 20:25

Doing optimizations that are in line with what they're seeing in the market.

[Chris Rawlings] 20:30

So we'll get into that a little bit as well. Before I get into the example itself

[Chris Rawlings] 20:35

And start walking through it, rank focus, PPC should be narrowly focused on top of search and rest of search

[Chris Rawlings] 20:43

. So there are a lot of different ways to advertise on Amazon, right? There are sponsored search,

[Chris Rawlings] 20:48

There are sponsored product sponsored brands, you can do sponsored video, there's DSP

[Chris Rawlings] 20:53

, they're sponsored display ads, headline ads. So there's a lot of different ways to advertise on Amazon.

[Chris Rawlings] 21:01

When you're trying to use PPC to rank. It's actually, you know, delightfully simple,

[Chris Rawlings] 21:09

Because you can narrow down your focus onto just going really deep on your sponsored search ads,

[Chris Rawlings] 21:16

And trying to maximize top of search, in particular, but also receive search.

[Chris Rawlings] 21:23

So what does this mean? That means that you're not focusing on sponsored brand ads,

[Chris Rawlings] 21:27

Advertising, you're not sponsored brand video can be powerful, especially if you have a video.

[Chris Rawlings] 21:34

That's really good. So I wouldn't rule that out. But again, the focus is top of search and rescue of search.

[Chris Rawlings] 21:40

So you're not focusing on sponsored display ads, you're not really focusing on sponsored headline,

[Chris Rawlings] 21:45

Headline search ads. You're not focusing on sponsored product placements,

[Chris Rawlings] 21:50

You're mostly focused on these things, okay? Doesn't mean some of the other things can't contribute to a launch.

[Chris Rawlings] 21:56

But no matter how big you are, or how small you are, you have some kind of budget,

[Chris Rawlings] 22:01

Some amount of ad spending, you can spend. And these are the placements that caused the biggest effect on ranking.

[Chris Rawlings] 22:09

So when you're focusing your PVC on ranking, this is what you're focusing on.

[Chris Rawlings] 22:13

Because any dollar that you're not spending on these you're spending on something else that's less effective for ranking.

[Chris Rawlings] 22:18

Does that make sense? So yeah, for when it comes to top of search, impression share.

[Chris Rawlings] 22:25

So I S stands for impressions here, impression share.

[Chris Rawlings] 22:27

So this means top of search, meaning that is showing up when someone searches on Amazon,

[Chris Rawlings] 22:32

Before the organic results right at the top, just like Google ads, right at the top of the search results.

[Chris Rawlings] 22:38

That's what top search means. So on top of search, impression share means the total percentage of the impressions

[Chris Rawlings] 22:48

Of the ad spend for that campaign that are coming from that placement and top of search is this percentage

[Chris Rawlings] 22:54

And the percentage to shoot for is around 30% its good considered good if you're getting 30% top of search

[Chris Rawlings] 23:02

Impression share, you could get higher than that you can get 50% but a lot of times going to be a lot lower than that

[Chris Rawlings] 23:09

It'll be 4% or 2%. But you want to get it basically as high as possible

[Chris Rawlings] 23:15

, especially when you're really trying to rank hard during a product launch or we won't really ranking campaign

[Chris Rawlings] 23:20

. So just a benchmark to set against it's a good number to happen in mind.

[Chris Rawlings] 23:26

So let's talk about campaign setup

[Chris Rawlings] 23:28

. And then I'm going to do some screen sharing of the real example that we were talking about from this month.

[Chris Rawlings] 23:34

So just you know, housecleaning housekeeping here, in general not even just with Rafi campaigns

[Chris Rawlings] 23:40

Bullets, anything you want to use in Amazon PPC, one portfolio per product, and one campaign per goal.

[Chris Rawlings] 23:48

So portfolios equal's products, campaigns equals goals, one campaign one goal, one product,

[Chris Rawlings] 23:54

One portfolio, that's how your entire advertising account should be set up.

[Chris Rawlings] 24:01

So if you're mixing in different goal and a goal could be I want to rank for this keyword,

[Chris Rawlings] 24:06

Or goal could be I want to profit or I want to find new keywords,

[Chris Rawlings] 24:13

Or I want to profit or I want to my new search terms from existing keywords.

[Chris Rawlings] 24:18

You clean up you keep it nice and clean and easy to understand and easy to measure when you have one campaign

[Chris Rawlings] 24:24

Per goal because you measure the effectiveness of the of the campaign based on its metrics,

[Chris Rawlings] 24:29

So you know how good you're doing for that goal.

[Chris Rawlings] 24:33

Exact Match campaigns, one campaign for each primary keyword.

[Chris Rawlings] 24:37

Okay, so for super long tail keywords, we like to bundle them by either buyer intent or semantic core.

[Chris Rawlings] 24:44

But um, we're for your primary keywords and even like what I would call your secondary keywords which is like one

[Chris Rawlings] 24:51

Tear down of like higher relevance but still high traffic,

[Chris Rawlings] 24:55

High volume, you're going to do a dedicated campaign just for that keyword. Groups do you want to end up with

[Chris Rawlings] 25:01

Hundreds of campaigns on a single product?

[Chris Rawlings] 25:04

No, that's, that's a little unruly, hard to hard to manage.

[Chris Rawlings] 25:08

But it's okay for you to have dozens of campaigns for specific keywords that you want to have hyper control over.

[Chris Rawlings] 25:14

And then group the rest by either semantic core, or by buyer intent.

[Chris Rawlings] 25:20

So for example, if I was selling a bag, and some people use the bag to hold all of their pet supplies,

[Chris Rawlings] 25:30

But then another group of users is holding the bag to ease using the bag to hold all their baby supplies.

[Chris Rawlings] 25:36

You know, I would definitely group my long tail keywords by you know those two things.

[Chris Rawlings] 25:40

And I would have all the pet supply bag people keyword related in one campaign,

[Chris Rawlings] 25:47

And one ranking campaign, and then another ranking campaign for the long tail keywords about the baby supply people.

[Chris Rawlings] 25:53

But for the primary keywords, no matter what the buyer intent was, the ones with good amount of volume,

[Chris Rawlings] 25:59

Like, you know, for instance, over at least over 1000 searches per month,

[Chris Rawlings] 26:04

It depends on the niche and depends on you know, what your ambitions are,

[Chris Rawlings] 26:08

You know, you could have different thresholds, but you're not going to want to create exact match campaigns with

[Chris Rawlings] 26:14

Single keyword campaigns for like, really, really low volume keywords because it just gets unruly.

[Chris Rawlings] 26:20

After that. Then you introduce broad match campaigns,

[Chris Rawlings] 26:25

With keywords that you upload from your keyword research.

[Chris Rawlings] 26:28

And that is that works as a very efficient and cost effective way to do new keyword research.

[Chris Rawlings] 26:36

Because it's finding long tail keywords that are related to keywords you already know work.

[Chris Rawlings] 26:42

So again, you're not letting Amazon this is like phase two,

[Chris Rawlings] 26:46

After you're starting campaigns with keywords that you already found during keyword research.

[Chris Rawlings] 26:51

That's phase one, then once you're starting to max those out,

[Chris Rawlings] 26:54

You do some very efficient keyword research using Amazon PPC, with broad match campaigns

[Chris Rawlings] 27:00

Loading those initial keywords, then the next layer of efficiency is auto campaigns.

[Chris Rawlings] 27:06

But by that time, you've got a lot of keywords that you can put his negative exact match.

[Chris Rawlings] 27:10

So again, you're not letting Amazon waste your ad, spend your negative exact matching all of these keywords that

[Chris Rawlings] 27:17

You already have a dedicated campaign for so you don't have overlap.

[Chris Rawlings] 27:20

And your negative exact matching any keywords that you found didn't work well

[Chris Rawlings] 27:23

, from your initial load, and from the broad match campaign.

[Chris Rawlings] 27:27

So instead of doing it, though, you're doing it literally the exact opposite way,

[Chris Rawlings] 27:31

As the tradition would tell you, which is use an auto set up an auto campaign and find the keywords that work well set up broader campaigns on those.

[Chris Rawlings] 27:40

And then for the search terms that work the best on those creating exact match campaigns for those keywords,

[Chris Rawlings] 27:45

And wait till they perform, you're doing the exact opposite of that flipping the triangle all the way upside down.

[Chris Rawlings] 27:51

Okay. All right. So this is what I mean, each campaign has a goal campaigns equals goals.

[Chris Rawlings] 27:58

So just think of it that way. And then just a quick refresher here, there, you could put all of Amazon advertising in two broad categories.

[Chris Rawlings] 28:06

One is search and one is browse. So you find Amazon ads by searching because you search a term, a search, a search term on amazon

[Chris Rawlings] 28:14

.com, that's sponsored products sponsored, brand sponsored video, these, these all show up in search results.

[Chris Rawlings] 28:21

But there's also lots of advertising that shows up unrelated to search are only ancillary related to the search.

[Chris Rawlings] 28:28

And by that I mean, you know, you search a term, but then you click on something, and then that causes you to click on something else.

[Chris Rawlings] 28:34

And then that causes you to click on something else.

[Chris Rawlings] 28:36

And before you know it, you're like 10 clicks away from your initial search.

[Chris Rawlings] 28:39

And you're, you know, looking at a product has nothing to do with your initial search

[Chris Rawlings] 28:43

. So that's gone to the point where someone is browsing Amazon.

[Chris Rawlings] 28:47

So they started searching, and then they go to browsing.

[Chris Rawlings] 28:49

And the Browse type of of ads on Amazon includes sponsored display product placement sponsored video that

[Chris Rawlings] 28:55

Shows show up outside of search results, Amazon live video posts, these are based on Browse, or another way to say

[Chris Rawlings] 29:02

That is interest. So what we're focusing on when we're using PVC to rank is just search

[Chris Rawlings] 29:09

The Browse based advertising does not work as well to help us launch it's not that it doesn't work at all.

[Chris Rawlings] 29:16

Product placement ads on the products that are ranking for the keywords that you're trying to rank for do affect your ranking.

[Chris Rawlings] 29:24

It's just not as much and not nearly as much as the sponsored search results. So this is the number one ad type that you're going to work on is sponsored search results.

[Chris Rawlings] 29:35

Tracking data is so critical here. This is the exact one we're going to give you.

[Chris Rawlings] 29:40

This is actually the data tracker that we used to use before we had our own tool suite and tighten the the exclusive

[Chris Rawlings] 29:47

Network that I'm a mentor in what's called the Daily Sales tracker and I have a version of this that is actually going to

[Chris Rawlings] 29:55

Be given to you guys as a bonus that Sophie uses to track the KPIs of our brands, the brands that we work on.

[Chris Rawlings] 30:02

But this is critical, like tracking all of the data that comes in every single day, especially during a ranking campaign is

[Chris Rawlings] 30:12

The only way for you to have a tight enough feedback loop to change the things that are necessary to change for you

[Chris Rawlings] 30:17

To improve the performance of the campaign's over time.

[Chris Rawlings] 30:21

So you're tracking things like the organic units sold, versus the ad units sold,

[Chris Rawlings] 30:25

Versus any external traffic unit sold, or rebates, if you're still doing those,

[Chris Rawlings] 30:30

The price that you had the product at any discounts that you had on the product, strikethrough price coupon,

[Chris Rawlings] 30:35

Clickable coupon how many people got the coupon, the A cos, the tacos, and then most importantly,

[Chris Rawlings] 30:42

The ranking of your top four, top five keywords. And what we like to do here was color code the ranking so that the redder the cell is, the worse it's ranking.

[Chris Rawlings] 30:52

And the greener it is, the better its ranking. So you can kind of see over time.

[Chris Rawlings] 30:55

And this is a real example here.

[Chris Rawlings] 30:56

You can see that in this example, that this that she was tracking, the product is ranking better and better as the

[Chris Rawlings] 31:03

Weeks progress because you see it getting from red and orange to red and yellow and orange and green, and then

[Chris Rawlings] 31:09

Yellow, and green, and then mostly green, a little yellow, and then almost all green. So it visually shows you how your

[Chris Rawlings] 31:15

Ranking changes over time is very powerful. Okay, so stay tuned for that bonus, guys.

[Chris Rawlings] 31:22

All right. Now let's get into the actual example itself.

[Chris Rawlings] 31:27

So there's a ranking case study just from this month.

[Chris Rawlings] 31:30

What do we do we ranked Sorry, guys. Certainly, still getting my teeth, cleaned my throat here, we ranked number

[Chris Rawlings] 31:39

Two, for a search term that has 100,000 searches per month. Okay, we did this in 11 days, doesn't always happen in 11

[Chris Rawlings] 31:51

Days, you guys saw the info graphic that I showed you before with Amazon product lifecycle.

[Chris Rawlings] 31:56

With the three main phases, usually the launch period is between 60 and 90 days,

[Chris Rawlings] 32:03

The Expand period is anywhere from you know, a couple months to a couple of years,

[Chris Rawlings] 32:09

It can be depending on how, how intense the competition is in the niche you're in.

[Chris Rawlings] 32:14

And the expansion phase is yours always, always some years

[Chris Rawlings] 32:17

. Sorry, the harvest phase is always yours. So this was this was fairly quick.

[Chris Rawlings] 32:23

It doesn't always go like this. But this is this is how it went for us. So these ranking campaigns went live on day one.

[Chris Rawlings] 32:29

And by day 11, we were ranked number two for 100k search volume keyword.

[Chris Rawlings] 32:34

At a certain point we went out of stock came back in and was right,

[Chris Rawlings] 32:36

We were ranked number two only within three days, well once again.

[Chris Rawlings] 32:40

So it's sticky rank sticky launch. Amazon themselves actually reached out just to tell us how perfect this launch

[Chris Rawlings] 32:47

Was, which actually I haven't seen this happen before? This just happened this month.

[Chris Rawlings] 32:52

Amazon consultant from Amazon literally reached out to say, hey, great launch guys today, they call it a perfect launch.

[Chris Rawlings] 33:00

So that's interesting. So how did it go down?

[Chris Rawlings] 33:05

So like I said earlier, the foundation to this was good keyword research from the gecko.

[Chris Rawlings] 33:12

We started with 30 carefully selected single keyword exact match campaigns

[Chris Rawlings] 33:20

And slowly honed down to actually just 10 of the best performing ones as we saw the performance of them change

[Chris Rawlings] 33:25

Over time. So this is what I was talking about that it's actually like, pretty simple.

[Chris Rawlings] 33:31

But you'll see what the secret sauce is, you know, in a bit, that you're not just setting up these campaigns, you're

[Chris Rawlings] 33:37

Almost obsessively monitoring them.

[Chris Rawlings] 33:42

Because if you're going deep, and you're really committed to these keywords that you you've,

[Chris Rawlings] 33:47

You have initially low these campaigns with these keywords, right, you're seeing the ones that are performing the best.

[Chris Rawlings] 33:52

And then you're committing to those, you know, they're performing really well in real real terms real life with real sales

[Chris Rawlings] 33:59

Data, not hypothetical with your product. And you know that they have high volume, because that was one of your

[Chris Rawlings] 34:06

Characteristics doing the keyword research in the first place, then you're just going to go deep on those.

[Chris Rawlings] 34:12

And so that's why even though starting with 30, we turned off a lot of these campaigns,

[Chris Rawlings] 34:15

As you can see, and just started focusing on the ones that were performing the best and concentrating all our ad

[Chris Rawlings] 34:22

Spend on those. It's like, it's like concentrating all your force on like the lever that gives you the highest leverage so

[Chris Rawlings] 34:29

That you can lift like a pickup truck.

[Chris Rawlings] 34:32

You know, instead of like spreading it across a bunch of different bunch of different strategies.

[Chris Rawlings] 34:37

You just use the thing that works the best, and then focus all your energy on it.

[Chris Rawlings] 34:42

One of the things that we did as a benchmark because many of you know this, many of you don't.

[Chris Rawlings] 34:49

A couple months ago, Amazon changed their conversion the definition of their conversion rate to include mobile

[Chris Rawlings] 34:57

Search traffic, a use to not include mobile and conversion rates were a lot higher.

[Chris Rawlings] 35:02

Now conversion rates all look lower, because of the fact that mobile you know, provides tonnes and tonnes of visits without purchases

[Chris Rawlings] 35:11

. So conversion rates are lower now all the benchmarks that we used to have don't really apply anymore, you know,

[Chris Rawlings] 35:17

For this industry for a years, we knew what a good conversion rate was.

[Chris Rawlings] 35:20

But a bad conversion rate was, you know, good was around 20% 30%.

[Chris Rawlings] 35:25

Bad was 10%, you know, or 12% or less. Now, you know, all the benchmarks to change, and it's much smaller

[Chris Rawlings] 35:33

Numbers, so it's harder to notice the difference between them.

[Chris Rawlings] 35:36

So luckily, around the same time, product opportunity explorer came out and became available to all sellers,

[Chris Rawlings] 35:43

Which is a tool inside Seller Central, that you all have access to all sellers all have access to it now.

[Chris Rawlings] 35:48

And you can see real metrics of average conversion rate in your, in your space.

[Chris Rawlings] 35:55

So this is pretty cool. So what you should do here to set up a good foundation,

[Chris Rawlings] 36:01

And this is what we did to know, okay, how is our conversion rate, you know,

[Chris Rawlings] 36:04

Compared to the market is make sure that you're at least on par with the average for the, you know,

[Chris Rawlings] 36:10

The top products selling in that space. And that's what we did. So the search conversion rate for this space was 6%.

[Chris Rawlings] 36:20

And our conversion rate was also 6%.

[Chris Rawlings] 36:22

So we weren't outstanding head and shoulders above everyone else.

[Chris Rawlings] 36:27

But we were on par with the search conversion rate in the space.

[Chris Rawlings] 36:31

And I would say that should be your benchmark.

[Chris Rawlings] 36:35

So use priority out product opportunity Explorer to get a benchmark for conversion rate.

[Chris Rawlings] 36:40

And if you're you know, significantly are way below this, something's wrong.

[Chris Rawlings] 36:44

And you're not going to stick the ranking when you use PPC to rank because there will be lots of traffic to your

[Chris Rawlings] 36:51

Listings. And compared to other listings being searched with the same search term, you're gonna get less conversion.

[Chris Rawlings] 36:57

So Amazon sees, hey, people that search for the search term, don't tend to buy this guy's product, let's not rank it.

[Chris Rawlings] 37:06

That's how Amazon works.

[Chris Rawlings] 37:08

That's why search find buy works, because you would make people search for a keyword find your product and buy it.

[Chris Rawlings] 37:14

So Amazon would say, hey, people that search for this product, find this guy's product and then buy it.

[Chris Rawlings] 37:21

So you want to make sure that you're at least on par with that.

[Chris Rawlings] 37:25

Because, you know, if you don't have at least you're not at least matching the average for the space, you're not going to have a shot in sticking this ranking.

[Chris Rawlings] 37:33

And you're going to be dumping money down the toilet on PPC.

[Chris Rawlings] 37:36

So this is a foundation something to set up in the first place.

[Chris Rawlings] 37:38

I told you guys as long as the foundation is put in place, it's simple.

[Chris Rawlings] 37:43

Here, keep in mind here guys, this is 100k per month search term in season.

[Chris Rawlings] 37:47

If I look at product opportunity Explorer, and I do a calculation on the last 360 days and divide it by the number of

[Chris Rawlings] 37:54

Months. In a year. I actually get 30k searches per month. But really, right now it's getting 100k searches per month.

[Chris Rawlings] 38:03

So be really careful that product opportunity explorer, ignoring seasonality.

[Chris Rawlings] 38:08

Got to be careful of that. There we go. Okay. Oops. Keyboard is glitching out anatomy here.

[Chris Rawlings] 38:20

There we go. All right. So what else happened?

[Chris Rawlings] 38:24

We set up these campaigns, we monitored them very closely over the first few days,

[Chris Rawlings] 38:31

And first few weeks and started concentrating all our ad spend.

[Chris Rawlings] 38:36

I'm going to show you guys in a second how we made sure that we were getting mostly top of search.

[Chris Rawlings] 38:41

So just be patient with me here.

[Chris Rawlings] 38:43

And what happened when we started concentrating our ad spend on these single keyword campaigns that we knew converted?

[Chris Rawlings] 38:50

Well, they had high volume and super high relevance.

[Chris Rawlings] 38:53

They all have those characteristics.

[Chris Rawlings] 38:54

Well, it actually had a rising tides effect.

[Chris Rawlings] 38:57

Were other search terms that we weren't even focusing on that had also high volume 20k per month is high volume,

[Chris Rawlings] 39:04

High volume search term. You know, 100 KS is super high 20 KS is high.

[Chris Rawlings] 39:10

Also started ranking, you know, this search term, which is cool, brighter bridal shower gifts instead of bridal shower gifts,

[Chris Rawlings] 39:17

Which is the search on the head 100k searches per month also started ranking because the rising tides effect.

[Chris Rawlings] 39:23

So this is what I'm talking about the concentrating your power, don't think, Oh, I'm missing out on all these other ad types

[Chris Rawlings] 39:28

. I'm missing out on all these other keywords. No, don't think about what you're missing out on.

[Chris Rawlings] 39:33

Think about concentrating your ad spend on the most effective for ranking and the most relevant and the highest

[Chris Rawlings] 39:41

Traffic possible with the highest relevance keywords that you can to rank and everything else just gets better.

[Chris Rawlings] 39:48

Even keywords that you're not focusing on just start to rank because they are branches off of the root keywords that that you're working on and that you committed to.

[Chris Rawlings] 39:56

So yeah, that's a critic point to keep in mind year after just a month.

[Chris Rawlings] 40:05

So first month, our tacos was 33%. That's obviously that eats up a lot of the margin, right?

[Chris Rawlings] 40:11

Second month tacos was all the way down to 19%.

[Chris Rawlings] 40:15

And that's because of the fact that we are focusing our PPC on ranking which drove a tonne, more organic sales,

[Chris Rawlings] 40:22

Rather than PPC sales.

[Chris Rawlings] 40:24

So you could optimize every different placement until you're blue in the face and try to decrease your

[Chris Rawlings] 40:29

A costs every way possible

[Chris Rawlings] 40:30

. But if you're not focusing on using PPC for rank, then you're never going to get a taco sauce that's low enough for you to be sustainable.

[Chris Rawlings] 40:38

So you know, that it's critical to utilize tacos.

[Chris Rawlings] 40:43

And when you start looking at tacos, instead of a cost, you start to get better and better metrics.

[Chris Rawlings] 40:49

And this products, you know, this is this is still early, this talk was going to go way down from there as well.

[Chris Rawlings] 40:53

So here's how to make sure that you are getting top of search placement.

[Chris Rawlings] 41:00

And rest of search placements still good, but top of search you want to focus on and not getting placements on product pages

[Chris Rawlings] 41:06

Because that's not helping you rank right.

[Chris Rawlings] 41:09

So you can start with the Amazon suggested bid, you start with fixed bids.

[Chris Rawlings] 41:14

A lot of times, we'll just start with a random bid.

[Chris Rawlings] 41:16

The account manager who we have in Sophie that was managing this just starts with 75 cents,

[Chris Rawlings] 41:21

And then goes from there takes feedback from there

[Chris Rawlings] 41:23

. And then what you're going to do is if you're getting product page placements,

[Chris Rawlings] 41:30

You are just going to actually lower your bid, but increase the top of search bid adjuster.

[Chris Rawlings] 41:36

And you keep doing that until you are getting as much of your placements impression share as possible from top of search.

[Chris Rawlings] 41:46

And yeah, just so for those of you that don't know, just go into your ad manager, your campaign manager,

[Chris Rawlings] 41:51

And then you go into the placement section,

[Chris Rawlings] 41:53

This is where you can change this, this field here, which is your top of search bid adjustment.

[Chris Rawlings] 41:58

This allows Amazon to increase your bid in order to hit top of search when it becomes available.

[Chris Rawlings] 42:04

So you can see we have a pretty dramatic bid adjust for your 600%.

[Chris Rawlings] 42:09

And that's because we want to bid low enough that it's not, you know, automatically showing up on product pages that don't help our ranking.

[Chris Rawlings] 42:17

But we want the we want Amazon to have the freedom to up it in order to get top of search.

[Chris Rawlings] 42:24

And then aggressive search, you know, that just kind of happens on its own.

[Chris Rawlings] 42:28

So again, you're going to target 30%

[Chris Rawlings] 42:30

But you're going to see here, we're all over the map, we got 6.6% 11% 47% 5% 25% 17% 6%. So shoot for 30% is general target

[Chris Rawlings] 42:42

. If product placements are taking up impression share, just decrease the bid increase the top search bid adjuster,

[Chris Rawlings] 42:48

That’s your little hack there.

[Chris Rawlings] 42:51

All right, so I told you guys, I would go through some of these click through rate optimization hacks.

[Chris Rawlings] 42:56

These are going to be cool ancillary hacks to the presentation that is also going on today that you guys can check out

[Chris Rawlings] 43:04

. But so I'm going to go through these very quickly.

[Chris Rawlings] 43:07

But this is going to blow your mind. So the five hacks get the Small Business badge, get the climate friendly badge,

[Chris Rawlings] 43:13

Use a clickable coupon, use the strikethrough, price and vertical and use a vertical image

[Chris Rawlings] 43:17

. If you all of these, you'll be amazed at how dramatically you can change the click through rate.

[Chris Rawlings] 43:22

Okay, so the first one to get the Small Business badge.

[Chris Rawlings] 43:27

This requires brand registry or a handmade programmer you must be doing under 50 million in revenue

[Chris Rawlings] 43:31

. But look at what it does

[Chris Rawlings] 43:32

. This adds size to your listing and mobile search results which mobile is more than three quarters of the traffic.

[Chris Rawlings] 43:39

So you want to focus on mobile first, right?

[Chris Rawlings] 43:42

This little badge here that you see circled in red is actually making this listing bigger.

[Chris Rawlings] 43:48

So it takes up more space crowding out everything else.

[Chris Rawlings] 43:51

So you literally just by taking up more shelf space, you end up getting more clicks by accident.

[Chris Rawlings] 43:56

Okay, this is this is super a super ninja hack here.

[Chris Rawlings] 44:00

You can just contact Amazon through Seller Support to get this with the name, your brand, business address and your merchant token ID

[Chris Rawlings] 44:06

. Amazon will then review your eligibility and give it to you if you're eligible, which almost everyone is.

[Chris Rawlings] 44:11

Who's watching this? I'm sure I'm not climate pledge. Yeah,

[Gary Huang] 44:15

Sorry. Small business must be doing under 50 is 50k. In revenue you wrote 50 million a year million. Okay. Yeah. Million. Okay. So

[Chris Rawlings] 44:25

That’s if you're doing under 50 million a year

[Chris Rawlings] 44:27

. That's probably most brands.

[Chris Rawlings] 44:29

Yeah. Yes. Yeah. You have to be really crushing it to do.

[Chris Rawlings] 44:33

Yes. Yeah. Excellent. Yeah. Yeah. Good clarification.

[Chris Rawlings] 44:38

Thanks, Carrie. Then the next badge is the clock.

[Chris Rawlings] 44:42

The next hack is getting the climate friendly badge.

[Chris Rawlings] 44:45

Okay. This increases the size of your listing in search results as well on top of this pump Business badge

[Chris Rawlings] 44:50

. You need to either be enrolled in Amazon's compact by design certification or other third party sustainability

[Chris Rawlings] 44:58

Certifications and there's tones of them so You can find a way to get this, you know, by hell or high water if you're

[Chris Rawlings] 45:03

Creative enough. Some people, some sellers actually gets this automatically without asking

[Chris Rawlings] 45:07

, but you can request access through Amazon Seller Support, there's actually like a section to request access for this.

[Chris Rawlings] 45:15

But you there's also a special email that you can use.

[Chris Rawlings] 45:19

And I don't have it on hand, I don't have it in this presentation.

[Chris Rawlings] 45:21

But again, my contact information is at the end of this,

[Chris Rawlings] 45:25

If you message me, I'll send you the email that you can use to request this.

[Chris Rawlings] 45:29

It's an Amazon email, that's a dedicated team for the climate pledge,

[Chris Rawlings] 45:34

Friendly batch. And again, it's something if you're creative enough, almost anybody can get it.

[Chris Rawlings] 45:39

And again, increases the size of your listing. It's pretty cool.

[Chris Rawlings] 45:44

Then the next thing is using a clickable coupon. Again, this is another thing that increases the size of your listing.

[Chris Rawlings] 45:50

And it also gives you a like, shiny neon badge. I know it sounds silly, but Amazon shoppers are like kids, you know,

[Chris Rawlings] 46:00

Whatever draws the eye, you know, the amygdala is making the decisions about their frontal lobe.

[Chris Rawlings] 46:05

Okay, so whatever draws the eye, whatever you see, you just happen to click on, people don't even know why they clicked on it.

[Chris Rawlings] 46:10

But it's because it had pretty colors, you know.

[Chris Rawlings] 46:14

So the amount of the discount irrelevant, only 60% of purchasers, on average, use the discount, because it's from real data.

[Chris Rawlings] 46:21

So you can take into account a five, okay, five a $1 discount, then it's actually averaging out to a 660 cent discount, that's how you can use it in your head.

[Chris Rawlings] 46:33

This also increases the height of a mobile listing result.

[Chris Rawlings] 46:36

The fourth one is a strike through price, this increases the click through rate of the conversion just by making people

[Chris Rawlings] 46:42

Think they had a deal, make sure that the price is lower than the median price for the last 90 days.

[Chris Rawlings] 46:46

That's what you need in order for it to be eligible. So you can't have this all the time.

[Chris Rawlings] 46:50

But this also increases the vertical size of a listing and search results.

[Chris Rawlings] 46:54

So all these things start to stack up. This also adds more color because you have the like bright red old price,

[Chris Rawlings] 47:00

And then the new price and black. So the listing just looks more interesting, fuller, more colorful.

[Chris Rawlings] 47:07

Now check this out. This is pretty low. So look at this listing, without the strikethrough price and look at this listing

[Chris Rawlings] 47:17

With the strikethrough price.

[Chris Rawlings] 47:18

That's 10% Extra listing space there.

[Chris Rawlings] 47:22

See, you can see just apples to apples comparison.

[Chris Rawlings] 47:26

But now look at this. Look at this listing without any of these things.

[Chris Rawlings] 47:32

Look how big it is. This is the listing of mobile search results.

[Chris Rawlings] 47:35

Look at this listing with all of these things.

[Chris Rawlings] 47:39

Look at the difference in size, the difference is 70%.

[Chris Rawlings] 47:44

It's a 70% Bigger listing, how crazy is that? It's almost coming on double.

[Chris Rawlings] 47:51

And that's all extra real estate crowding out your competitors, giving you a better shot of clicking.

[Chris Rawlings] 47:56

So this is the exact same day exact same search, you can see here, and one product takes up this much space,

[Chris Rawlings] 48:01

One product takes up this much space.

[Chris Rawlings] 48:03

This is click through rate optimization ninja stop here, guys.

[Gary Huang] 48:07

All right, that's awesome category that's kind of like, you know, in a physical retail store your product,

[Gary Huang] 48:13

Like your box is just like crowding out your competitors, right?

[Gary Huang] 48:17

Hey, exactly. You got to pay more for that prime shelf space, like in Target, whatever.

[Gary Huang] 48:23

But like just implementing these hacks you got plus 70%? I mean, I think that's genius. For free.

[Chris Rawlings] 48:29

Yeah, exactly. For free. 100%. Yeah.

[Chris Rawlings] 48:33

So it's, it's totally worth it

[Chris Rawlings] 48:34

. And even if you do a couple of the hacks you saw before, like, there were two listings that showed that were both

[Chris Rawlings] 48:39

Really good, and both had hacks, but one of them had one more than the other.

[Chris Rawlings] 48:42

And even now, one had 10% more space than the other good one that had hacks.

[Chris Rawlings] 48:47

So even if you include, you know, just do this one at a time, guys, so don't overwhelm yourselves.

[Chris Rawlings] 48:51

But even implementing a couple of these things it can have, it can be make or break free business is what I'm talking

[Chris Rawlings] 48:57

About as sending the setting the fundamentals in order for these right campaigns to work.

[Chris Rawlings] 49:02

In some categories. If you have a vertical image, meaning it's taller than it is wide, your image itself will actually be bigger,

[Chris Rawlings] 49:09

So there'll be more pixels of your image, then somebody else's image which again, draws the eye

[Chris Rawlings] 49:15

That's super powerful as well.

[Chris Rawlings] 49:16

Okay. And then, here's just another Hot Tip.

[Chris Rawlings] 49:21

And then we're going to we're going to wrap it up here.

[Chris Rawlings] 49:24

You don't just want to rank on page one, you want to rank all over page one.

[Chris Rawlings] 49:28

Okay, so people are obsessed with the organic search result, right?

[Chris Rawlings] 49:30

And that's what we're setting up these campaigns to achieve.

[Chris Rawlings] 49:33

But look what happens when I when I'm looking for this brand.

[Chris Rawlings] 49:36

This is Matt Clark's brand. Life Boost we did all of their, we did their listing, listing content.

[Chris Rawlings] 49:43

This this company is like a $70 million a year company.

[Chris Rawlings] 49:46

They're absolutely crushing it.

[Chris Rawlings] 49:47

They're one of the fastest growing companies in the country.

[Chris Rawlings] 49:49

Actually. They have the organic search result.

[Chris Rawlings] 49:52

They have their sponsored search result top of search.

[Chris Rawlings] 49:55

They have their sponsored brand ad.

[Chris Rawlings] 49:57

They have their highly rated so this is a news sponsored search placement is called highly rated,

[Chris Rawlings] 50:02

You have to have at least four and a half stars in order to play senior.

[Chris Rawlings] 50:05

They have editorial recommendations, they have sponsored video there, and they show up on the page one six times.

[Chris Rawlings] 50:12

Spa, the organic result is only one of the ways that they show up and consumers don't know the difference.

[Chris Rawlings] 50:17

So trying to rank all over page one, not just rank on page one, once you start to get that organic ranking,

[Chris Rawlings] 50:24

Then you can turn on some of these other things to just start being everywhere being ubiquitous.

[Chris Rawlings] 50:29

And that's how if you look at this price, no mats, charging $20 here,

[Chris Rawlings] 50:33

Some of these other brands are dramatically cheaper $17 $13 $16 for the same size of product is able to do that because of this super strong branding.

[Chris Rawlings] 50:43

Okay. Now, I'm not going to go through these other cases.

[Chris Rawlings] 50:46

But just to show you, you know, here's another company,

[Chris Rawlings] 50:49

We recently ranked it for an 11k search term the exact same way I just showed you,

[Chris Rawlings] 50:54

It was ranking number eight within six weeks. For this 11k search term, that was a brand new product.

[Chris Rawlings] 51:00

This one was doing this as a 23k search term in the kitchen category took us 10 weeks to rank number four.

[Chris Rawlings] 51:07

This is a brand is actually showing their cumulative sales, not the ranking itself.

[Chris Rawlings] 51:12

But we did this through the same strategy.

[Chris Rawlings] 51:14

We went this this brand went from 9k per month to 55k per month,

[Chris Rawlings] 51:18

It took about three months in this case, which is still in line with the product life cycle product lifecycle that I shared with you guys.

[Chris Rawlings] 51:26

There's another brand. This one is this one is in the kitchen category as well

[Chris Rawlings] 51:33

. This is 6k. This one's 6k per month of 41k per month,

[Chris Rawlings] 51:37

It took three months. So this works, guys.

[Chris Rawlings] 51:41

Don't get distracted. Focus yourself on what works.

[Chris Rawlings] 51:45

And yeah, like I said, you can message me here.

[Chris Rawlings] 51:51

An easy way to contact me if you just take out your phone right now you can just scan this QR

[Chris Rawlings] 51:55

Code and you could connect with me on Instagram and DM me directly.

[Chris Rawlings] 51:59

Happy to have a chat with you guys there or you can email Hello at Sophie society.com.

[Chris Rawlings] 52:03

So you guys can write that down, or just take out your phone right now just pointed at that QR code.

[Chris Rawlings] 52:08

That's might be the easiest way. And yeah, so with that said,

[Chris Rawlings] 52:15

Where should we go from here, Gary? So

[Gary Huang] 52:17

Yeah, thanks very much, Chris. That was a lot of great strategy and data.

[Gary Huang] 52:22

And for people that want to learn more, can you tell us about the PPC challenge that you guys are doing?

[Chris Rawlings] 52:30

Yeah, right. So we are running a PPC challenge, which goes through all of this in very deep detail over the course of five days

[Chris Rawlings] 52:44

. This is an exclusive challenge, we actually set aside seats just for Gary,

[Chris Rawlings] 52:49

Because this is application only. And it's limited to 160 participants.

[Chris Rawlings] 52:55

The challenge includes a lot. So it includes daily training each of the five days.

[Chris Rawlings] 53:04

That's live and interactive. And mentorship, we have a very low mentor to participant ratio

[Chris Rawlings] 53:13

. We have a lot of the campaign managers that are top level strategists managing millions of

[Chris Rawlings] 53:19

Dollars in amazon ad spend that are in Sofia that are coming in, to help out and to answer

[Chris Rawlings] 53:25

Specific questions and deal with specific people's issues.

[Chris Rawlings] 53:29

And also hold everyone accountable.

[Chris Rawlings] 53:32

Because we are we create exercises for you to actually do so you're not just input, it's actually

[Chris Rawlings] 53:37

Output, you take the information, then you implement it.

[Chris Rawlings] 53:40

We're including templates and guides and even Excel macros to help you organize your keyword

[Chris Rawlings] 53:47

Research, you get community access to a telegram group where we're holding this in,

[Chris Rawlings] 53:52

It’s the private group.

[Chris Rawlings] 53:54

We actually give out a bunch of hacks similar to some of the ones that I was showing you that's really just the tip of the iceberg today.

[Chris Rawlings] 54:00

From our own internal playbook.

[Chris Rawlings] 54:02

We have our own playbook that our campaign managers reference and using our own internal mastermind to keep everybody on the cutting edge.

[Chris Rawlings] 54:10

And you get actual clear action plans for what to do what to what to do with the information that you get.

[Chris Rawlings] 54:15

So this is actually only for existing sellers that are live on Amazon.

[Chris Rawlings] 54:20

So you can't join if you're not already selling.

[Chris Rawlings] 54:22

And it's also only for committed active participants.

[Chris Rawlings] 54:28

We have it set up so that as the week progresses, if people are not showing up and they're not participating,

[Chris Rawlings] 54:33

They actually get kicked out during the week so that it guarantees that everybody in the group is active and actively participating.

[Chris Rawlings] 54:41

And there's no nobody just floating along.

[Chris Rawlings] 54:44

So you can guarantee that if you're committed you're surrounded by other people who are

[Chris Rawlings] 54:48

Committed because we actually don't allow people to join in the first place and if they do somehow get in,

[Chris Rawlings] 54:54

We filter them out during the five days.

[Chris Rawlings] 54:56

Okay, so you can find out what happens throughout all these is five days I'm not going to walk through each and every day.

[Chris Rawlings] 55:03

But it's all listed here. You guys can check it out.

[Chris Rawlings] 55:06

Gary has a link that he's going to be sharing.

[Chris Rawlings] 55:10

That's special for you guys that that basically communities you see guarantees access.

[Chris Rawlings] 55:16

But you can see all the giveaways using that link and what's going to be covered on each day.

[Gary Huang] 55:21

Excellent. So, you know, this is kind of in line with what we're doing at the summit this year.

[Gary Huang] 55:27

It's not just about master classes, but also, we're offering masterminds and live mentoring.

[Gary Huang] 55:32

So Chris is PPC challenge will be the week following the summit.

[Gary Huang] 55:37

So it'll be next week. I believe that's the week of September

[Chris Rawlings] 55:43

5. Fifth, yeah. September 5 through ninth five days.

[Gary Huang] 55:47

Perfect, said September 5 through ninth.

[Gary Huang] 55:50

So you guys like to continue on after the summit to get more mentoring with PVC.

[Gary Huang] 55:54

I highly recommend you guys check it out.

[Gary Huang] 55:56

And for everyone that upgraded to the All Access Pass.

[Gary Huang] 56:00

As Chris mentioned, he has saved some seats for you guys.

[Gary Huang] 56:04

I believe there's 10 seats only is that right? Yep. We got

[Chris Rawlings] 56:10

Those just for the All Access Pass. It's included in the all access pass to those. Excellent.

[Gary Huang] 56:14

So again, the requirements, you have to have an existing life listing on Amazon.

[Gary Huang] 56:23

So and you have to be running PPC as well, I assume. Right, Chris?

[Chris Rawlings] 56:28

Yeah. Or at least you have to be willing to immediately start up if you're not running PPC.

[Chris Rawlings] 56:34

But yeah, it's best if you're already running it.

[Gary Huang] 56:37

Excellent. And if you are committed, I mean, no floaters.

[Gary Huang] 56:39

If you're in, you got to be committed, you got to attend.

[Gary Huang] 56:42

You got to, you got to get into this. Alright, so definitely check that out.

[Gary Huang] 56:45

If you haven't already upgraded.

[Gary Huang] 56:47

That's, I mean, what are you guys waiting for?

[Gary Huang] 56:49

I mean, being able to continue on to get more mentoring with PPC.

[Gary Huang] 56:52

I mean, this is like super important now, especially with all of the ranking strategy that he walked us through.

[Gary Huang] 56:58

And also Chris, thank you for the free bonus for everyone watching for the free pass holders.

[Gary Huang] 57:04

The Sophie's Amazon KPI template, what can sellers do with this?

[Chris Rawlings] 57:09

Yeah, so Sophie, for four brands that we work with, so brands subscribe with us to manage their PPC for them,

[Chris Rawlings] 57:16

And to do their content for them.

[Chris Rawlings] 57:18

Then we also invest in brands, that we have equity and that we work with ourselves.

[Chris Rawlings] 57:24

And we came up with our own methodology to track the KPIs for these brands.

[Chris Rawlings] 57:30

So what I'm going to share with you guys, for the for the the bonus for everybody is who's here

[Chris Rawlings] 57:39

Now is the tracker that allows you to track your KPIs on a daily, weekly monthly basis for your brand.

[Gary Huang] 57:48

All right, perfect.

[Gary Huang] 57:49

Thank you very much, Chris. I know we're a little over time.

[Gary Huang] 57:51

So before I let you go, you know, I always love to ask the 8020 questions.

[Gary Huang] 57:55

So if you were to distil everything down with the 8020 rule,

[Gary Huang] 57:59

What would be the number one recommendation, you'd like to leave the audience with talking about ranking with PPC,

[Chris Rawlings] 58:07

Remove 80% of your ad placements,

[Chris Rawlings] 58:09

Remove 80% of your keywords and focus all of your ad spend on just the search.

[Chris Rawlings] 58:19

Ad placements that drive ranking for your highest performing highest volume keywords.

[Chris Rawlings] 58:24

[Chris Rawlings] 58:31

But when you're focused on ranking, and you're specifically trying to re rank or rank for a keyword,

[Chris Rawlings] 58:36

You need to concentrate your ad spend on just that.

[Chris Rawlings] 58:39

Otherwise, you are just spreading yourself too thin.

[Gary Huang] 58:43

Perfect. Alright. Thank you very much, Chris. I learned a lot I'm sure everyone else did too.

[Gary Huang] 58:48

Thank you, everybody for watching. Good luck with your PPC ranking.

[Gary Huang] 58:52

And I believe Chris will also be joining us for our live mastermind on day two marketing branding

[Gary Huang] 59:00

PPC that will be at 8pm Eastern time

[Gary Huang] 59:03

So definitely I'll be there. Jump in I mean being able to get masterminding and mentoring from someone like Chris,

[Gary Huang] 59:11

I think that's priceless. And you know, we're doing this for free, which is insane.

[Gary Huang] 59:15

And nobody's ever done this before.

[Gary Huang] 59:17

So definitely stop by and get a mastermind with Chris and some of the other sellers.

[Gary Huang] 59:25

All right. So we will see you guys at the next session. Bye everyone.

[Chris Rawlings] 59:29

Bye, guys. Thanks, everyone.