


HOWARD MARKETING GROUP

Amazon


AdH


CREATE A CAMPAIGN


Create campaign

 Campaigns

Jane
United Kingdom









Management Drafts History

Choose your campaign type

Sponsored Products




Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

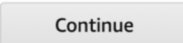


[Explore Sponsored Products](#)

Sponsored Brands New




Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

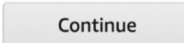


[Explore Sponsored Brands](#)

Lockscreen Ads



These ads are based on shoppers' interests and are shown when they 'unlock' their Kindle E-readers or Fire Tablets to begin reading or shopping for books.



[Explore Lockscreen Ads](#)

Settings

Campaign name ⓘ

P&P Jan 1813 | Keyword | Historical Fiction

Portfolio ⓘ

No Portfolio

Start ⓘ

January 17, 1813

End ⓘ

No end date

Daily budget ⓘ

\$

Targeting

- ☒ Automatic targeting
Amazon will target keywords and products that are similar to the product in your ad.
- ☐ Manual targeting
Choose keywords or products to target shopper searches and set custom bids.



Campaign Name: **Campaign names** are just for YOU. Choose something to help you remember down the line.

Example: [month][year][title][product or keyword][Identifier(s)]

Portfolio: We recommend a portfolio for each book title. Remember that if you create the ad while in the portfolio, this will automatically populate

End Date: Leave this as “No end Date” to stop your ads ending abruptly

- Set a reminder to check your ads regularly

“It can take 7-14 days for the sale of your advertised books to be attributed to a click on your ad, so it’s important to let the campaign run for a few weeks to see the results.”

Daily Budget: Amazon rarely spends anything *close* to your daily budget!

- Starting high will send the message that you are serious, and your ads will gain some momentum (\$10-20)
- **But make sure to monitor and adjust!**

Always do one **Automatic Targeting campaign** per title