

# 7-STEP CHECKLIST FOR EFFECTIVE SPONSORED BRAND ADS ON AMAZON

Amazon Sponsored Brands Ads are cost-per-click ads that appear at the top of search results or within shopping results and include a brand logo, custom headline, and multiple products.

## 2. CLICK ON “SPONSORED BRANDS” & CREATE A CAMPAIGN

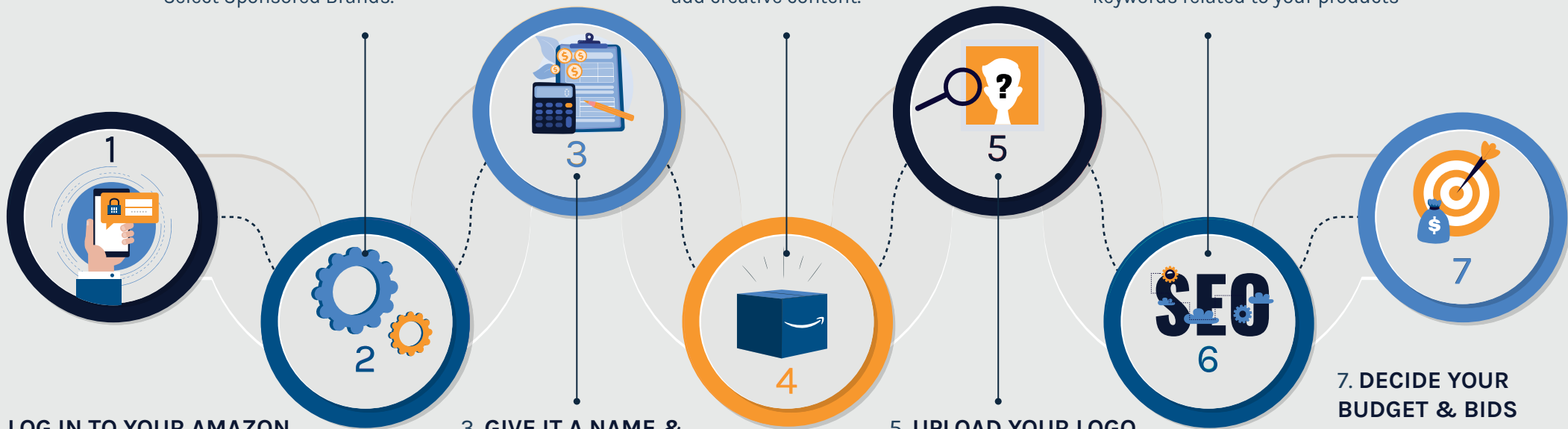
When you click on Campaign Manager, you’ll see a section title “Choose your campaign type.” Select Sponsored Brands.

## 4. CHOOSE UP TO THREE PRODUCTS TO ADVERTISE

The next step is to add up to three products that you want to advertise and proceed to add creative content.

## 6. SELECT A KEYWORD STRATEGY

Decide the keywords to target and the amount to bid for clicks. Amazon will provide suggested keywords related to your products



## 1. LOG IN TO YOUR AMAZON SELLER CENTRAL & GO TO CAMPAIGN MANAGER

In your Amazon Seller Central account, go to the Advertising tab and then navigate to Campaign Manager.

## 3. GIVE IT A NAME & A START DATE

Give your campaign a name and set your campaign duration as well as your daily budget.

## 5. UPLOAD YOUR LOGO & WRITE A HEADLINE

Customize your ad by uploading a captivating logo and include a headline.

## 7. DECIDE YOUR BUDGET & BIDS

Decide how much you want to bid for clicks. You can allow Amazon to automatically optimize bids for placements other than the top of the search.