



**MARK  
DAWSON'S** SELF PUBLISHING  
FORMULA

with  
**Mark Dawson  
& Janet Margot**

# **AMAZON ADS: PRO TIPS FOR 2022**

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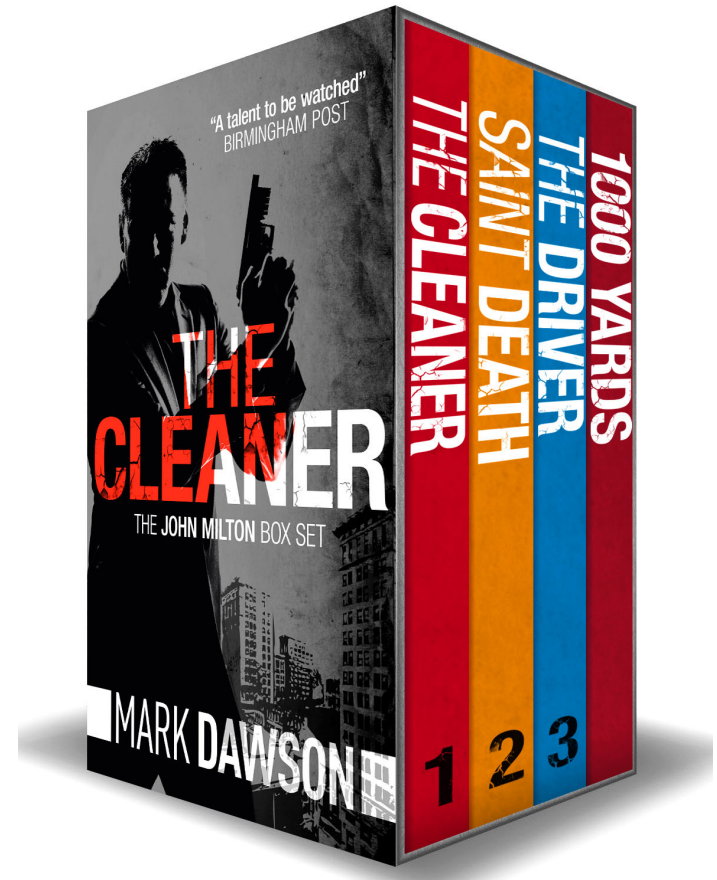
**CELEBRATE**

**WHO AM I?**



# MY FICTION CREDENTIALS

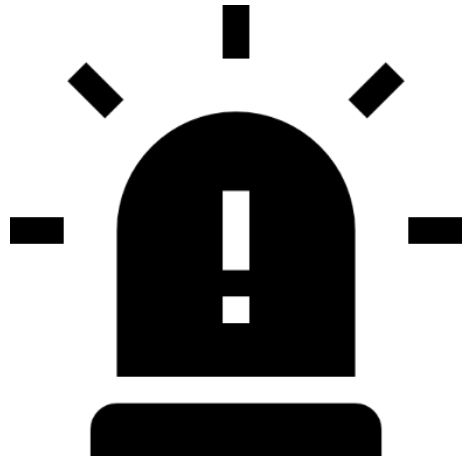
- ➔ Hybrid author
- ➔ 5 million books sold
- ➔ In translation around the world
- ➔ TV series under development in Hollywood



# MY NON-FICTION CREDENTIALS

- ➔ More than 14000 authors taught in premium programs
- ➔ Popular weekly podcast
- ➔ Regular speaker all around the world
- ➔ Partnering with Amazon for SPS Live - Europe's biggest indie author conference





# COMPETITION ALERT!

**MARK** **SELF PUBLISHING  
FORMULA**  
**DAWSON'S**  
**HOW TO WRITE A BEST SELLER**

# WHO AM I?



# MY BACKGROUND

- ➔ Ex-Amazon Ads
  - ➔ Built out Amazon's Book Ads program
- ➔ Instructor, SPF Amazon Ads for Authors
- ➔ Consultant for indies, publishers, agencies and integrators, tech companies in book space





# DISCLAIMER

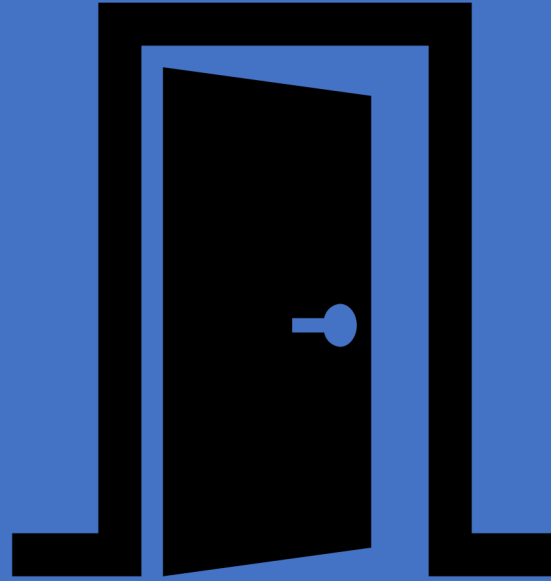
This webinar represents my own point of view and I am not here to represent Amazon Advertising





**WHO IS THIS  
WEBINAR FOR?**

- ➔ You're a beginner
- ➔ You've been running ads a while and you're stumbling
- ➔ You're doing quite well and looking for a boost

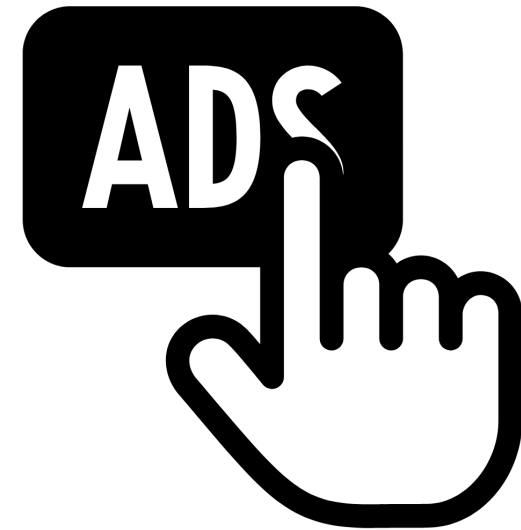


# INTRO

# AMAZON ADS OVERVIEW

**Amazon ads for authors  
are Sponsored Ads**

(formerly known as "AMS")



# WHAT ARE AMAZON ADS?

- ➔ Self-service
- ➔ Cost-per-click
- ➔ Low minimum budget required
- ➔ Impressions are not guaranteed



# WHY USE SPONSORED ADS (AMS)

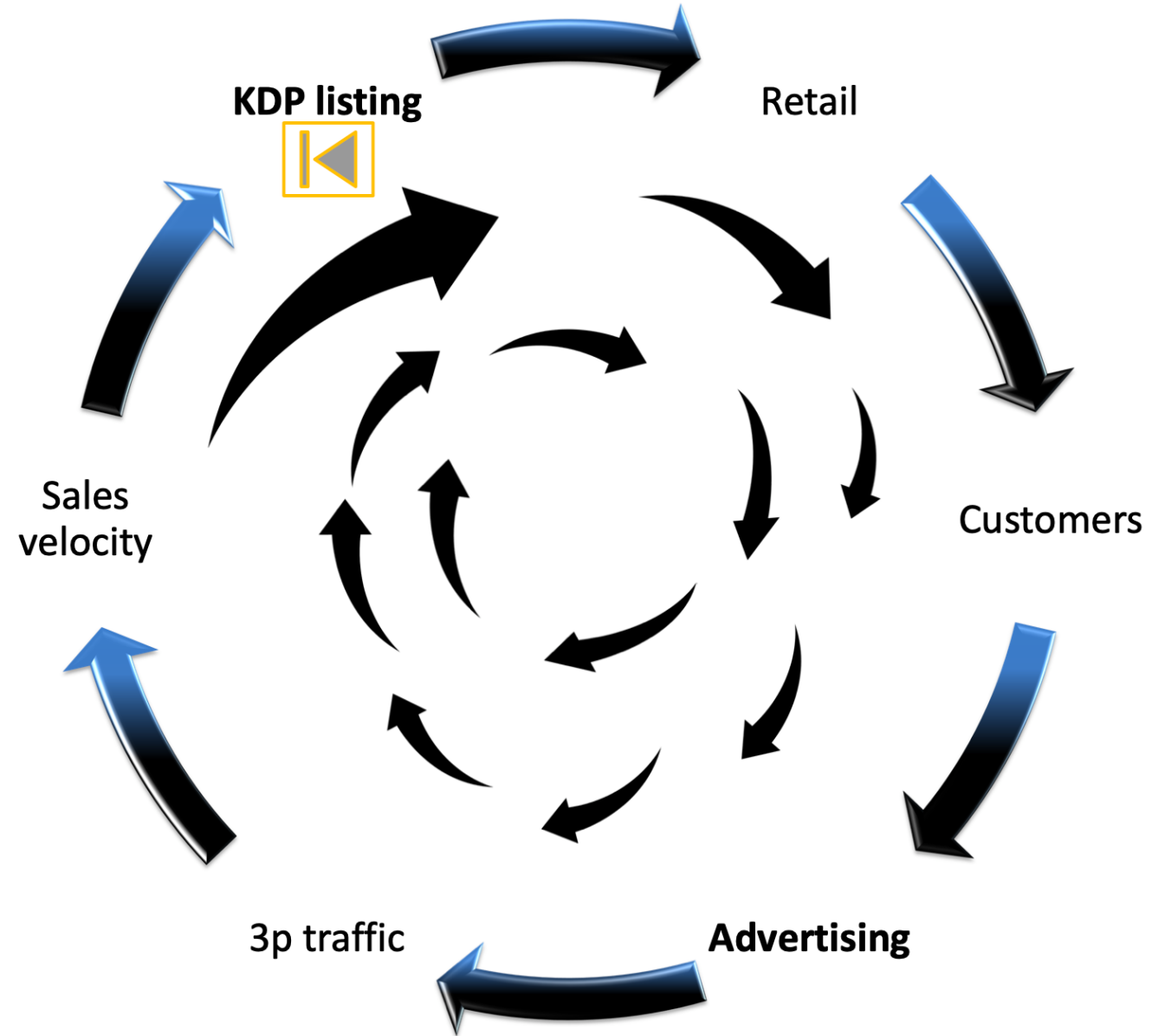
Your books that are published through KDP and your book's eventual sales are an integral part of Amazon's virtuous cycle.



# **BUILD A SUSTAINABLE SALES CHANNEL**

**ADS HELP AUTHORS BUILD THEIR OWN  
AUTHOR FLYWHEEL ON AMAZON**

# AUTHOR FLYWHEEL



# BENEFITS

- ➔ Boost visibility within search and browsing experience
- ➔ Performance driven
- ➔ Control
- ➔ Spend
- ➔ Targeting
- ➔ Easy access from KDP portal
- ➔ Compete directly with big publishers for reader attention



# WHERE ARE AMAZON ADS?

## MARKETPLACE AVAILABILITY

- ➔ United States
- ➔ Canada
- ➔ Australia
- ➔ United Kingdom
- ➔ Germany
- ➔ France
- ➔ Italy
- ➔ Spain



# WHAT CAN BE ADVERTISED?

## TITLE ELIGIBILITY

- ➔ Format: Print or ebooks
- ➔ Published through KDP
- ➔ Available for sale in the target marketplace
- ➔ No Erotica
- ➔ Meet guidelines in Book Ads Creative Acceptance Policy

# WHAT ARE THE AD TYPES FOR KDP AUTHORS?

- ➔ Sponsored Products
- ➔ Lockscreen Ads
- ➔ Sponsored Brands



# SPONSORED PRODUCTS

- ➔ Designed to increase search visibility
- ➔ Single product featured
- ➔ Placements in search results and on book detail pages
- ➔ Keyword, product or category targeting options



# LOCKSCREEN ADS

- ➔ For ebooks only
- ➔ Amazon Kindle devices
- ➔ Focus is on digital readers
- ➔ Target by reader interest (genre)
- ➔ Exclusive ad product for book advertiser\*



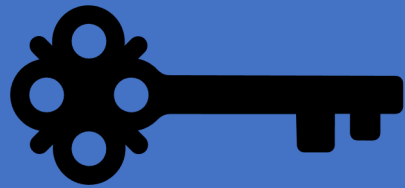
# SPONSORED BRANDS

- ➔ Increase search visibility
- ➔ Brand boost: built for collections
- ➔ Placements very top of search
- ➔ Targeting: keyword, product or category

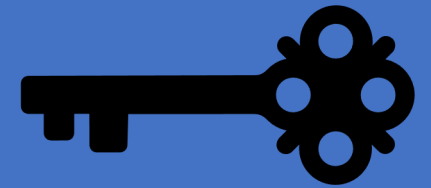


# QUESTIONS ON THE BASICS?





# TIP #1




**START WITH TRIED AND TRUE**



# WHEN SELECTING A CAMPAIGN TYPE

Choose your campaign type [View drafts](#)

### Sponsored Products




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

[Continue](#)

[Get started with Sponsored Products](#)

### Sponsored Brands




Promote your brand with 3 or more products using customizable ads.

[Continue](#)

[Sponsored Brands eligibility](#)

### 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.

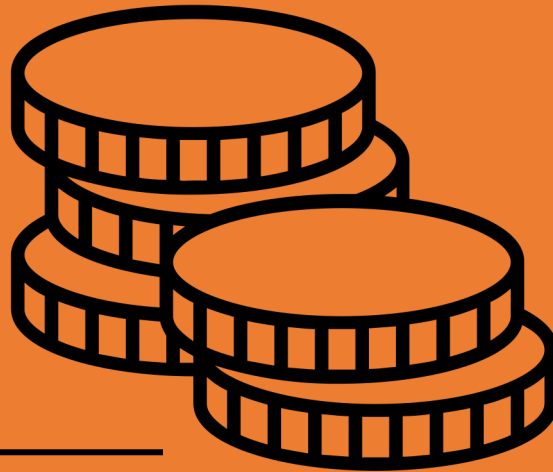
[Continue](#)

[Explore Lockscreen Ads](#)

# SPONSORED PRODUCTS FIRST

WHY

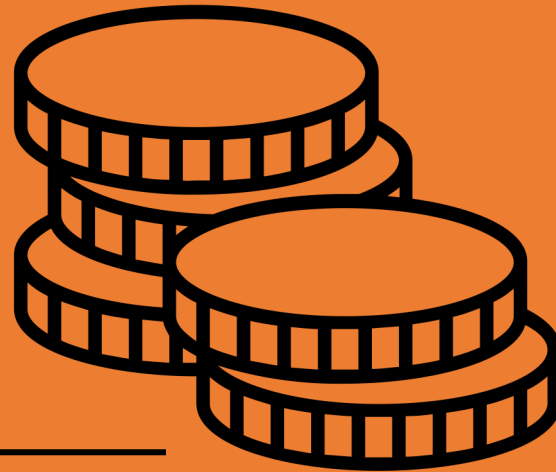
?



- ➔ Amazon's flagship ad product
- ➔ Most customized for books

# SPONSORED PRODUCTS FIRST

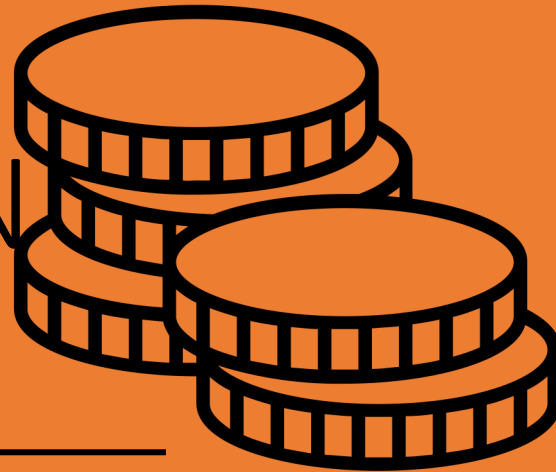
ALSO



➔ Placement power  
= visibility

# SPONSORED PRODUCTS FIRST

HIGHER  
POTENTIAL  
FOR  
RETURN ON  
YOUR AD  
SPEND



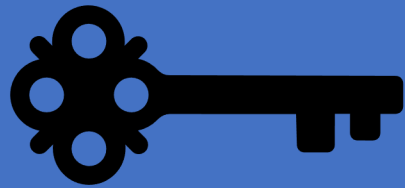
- ➔ Placement volume
- ➔ Fastest path to sales
- ➔ Learning curve



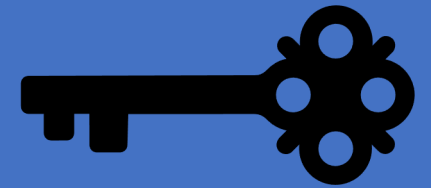
## RECOMMENDATION

# Start with Sponsored Products.

Get to know what works and what doesn't before moving on to other ad types.



# TIP #2



**SET YOUR FIRST GOAL: IMPRESSIONS**

# WHAT IS AN IMPRESSION?

**Each time your ad displays to a customer, it counts as one impression.**

# WHY IT MATTERS

**Impressions are needed to get multiple clicks so that those clicks can convert to an order or pages read.**

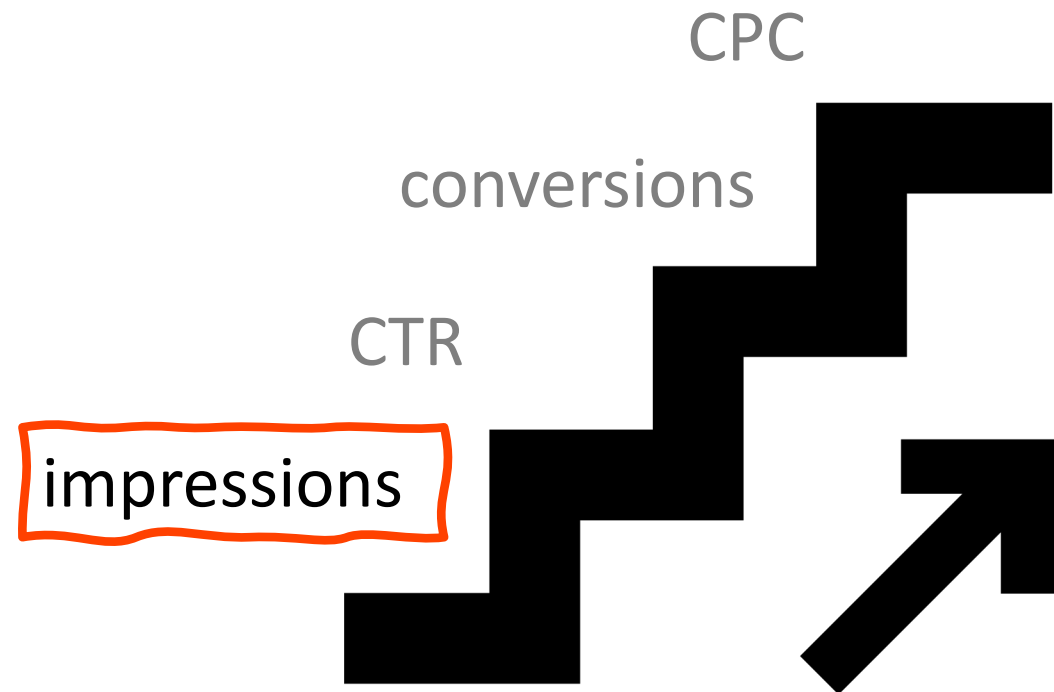


**If you can't get enough impressions, you won't be getting the sales or royalties.**

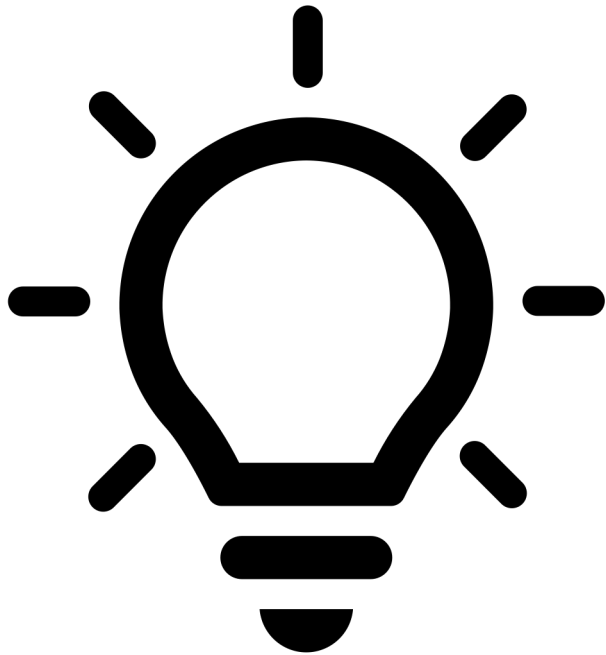


# DEFINITION OF 'AD SUCCESS' CHANGES OVER TIME

**First goal:  
IMPRESSIONS**



# HOW TO DO THIS



**Set a campaign daily budget that will get you the impressions you need.**

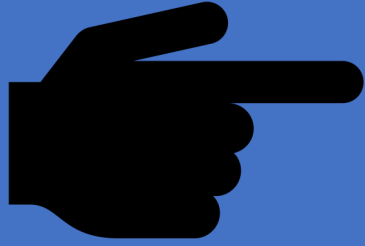
# WHY IS THIS IMPORTANT?

Amazon forecasts your campaigns.

➡ *How many clicks could this campaign afford to get?*

➡ *How many impressions does the campaign need to get those clicks?*

(This number of impressions is going to be divided across your targets in a single campaign.)



# EXAMPLE

- ▶ Daily budget \$10.00
- ▶ Amazon predicts I can afford 20 clicks/day at cpc of \$.50
- ▶ If the average click through rate is 0.25%, it would forecast 8,000 impressions maximum.

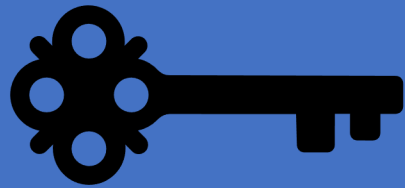
# FRUGALITY AND ITS PITFALLS

- ▶ If you start to go lower towards \$5/day, you'll be stuck waiting to get impressions. Impressions are the start of signal.
- ▶ If you don't have a signal, you don't know what's working and what's not.

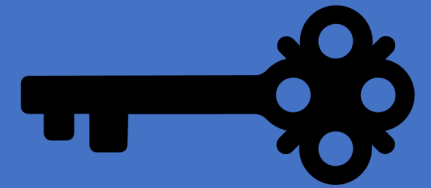


## **RECOMMENDATION**

**Start campaigns at  
\$10/day to get enough  
impressions.**



# TIP #3



**ELIMINATE THE NOISE**

# WHY IS THIS IMPORTANT?



- ▶ When you run an ad campaign, you get performance data. This data signals what's working and what's not. If there's noise in the data, it's hard to understand the trend.
- ▶ Noisy data hinders your learnings. Using optional features introduces variables into your signal.



# BELLS AND WHISTLES ARE NOT YOUR FRIEND

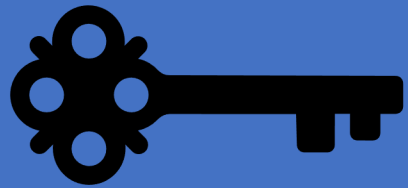
- ~~Dynamic bidding~~
- ~~Bid by placement~~
- ~~Custom text~~
- ~~Suggested bids~~



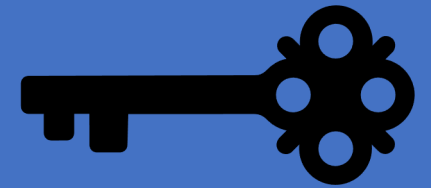
## **RECOMMENDATION**

### **Create a basic ad only**

- ▶ "standard" - no custom text
- ▶ No end date
- ▶ No optional features



# TIP #4



**ADOPT A DIRECT APPROACH**

# WHY IS THIS IMPORTANT?

## Campaign bidding strategy ⓘ

ⓘ Choose your bidding strategy

- Dynamic bids - down only  
We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaign created before April 22, 2019 used this setting.
- Dynamic bids - up and down ⓘ  
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.
- Fixed bids  
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

▼ Adjust bids by placement (replaces Bid+) ⓘ

▶ More noise

▶ Can be constraining

# HOW TO DO IT

## Campaign bidding strategy ⓘ

[Choose your bidding strategy](#)

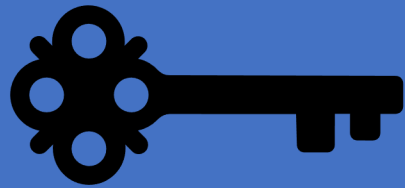
- ~~Dynamic bids - down only~~  
We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaign created before April 22, 2019 used this setting.
- ~~Dynamic bids - up and down ⓘ~~  
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.
- Fixed bids  
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

▼ [Adjust bids by placement \(replaces Bid+\)](#) ⓘ

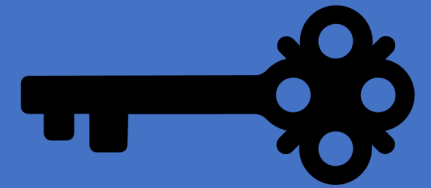


**RECOMMENDATION**

**Use Fixed Bids**



# TIP #5



**BUILD & REFRESH YOUR COMPS**

# WHO DOES THIS APPLY TO?

- ▶ **New advertiser:**  
Find your comps
- ▶ **Existing advertiser:**  
Refresh your comps

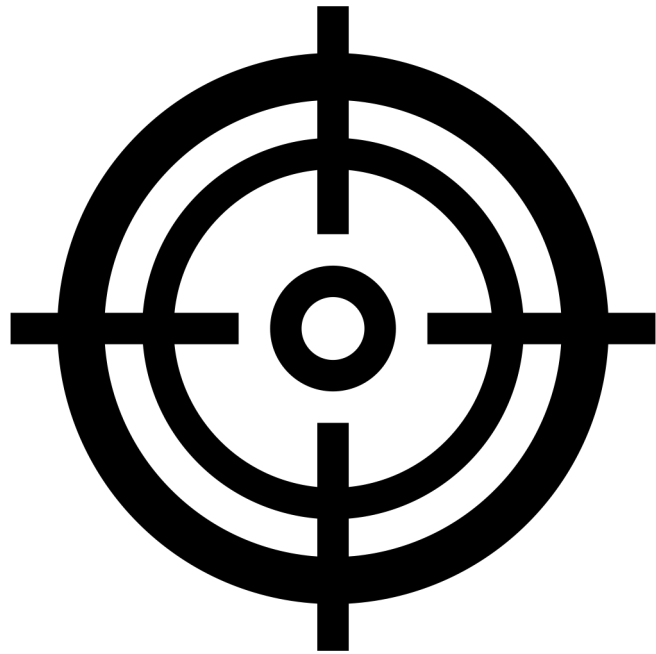


# WHAT ARE THEY?



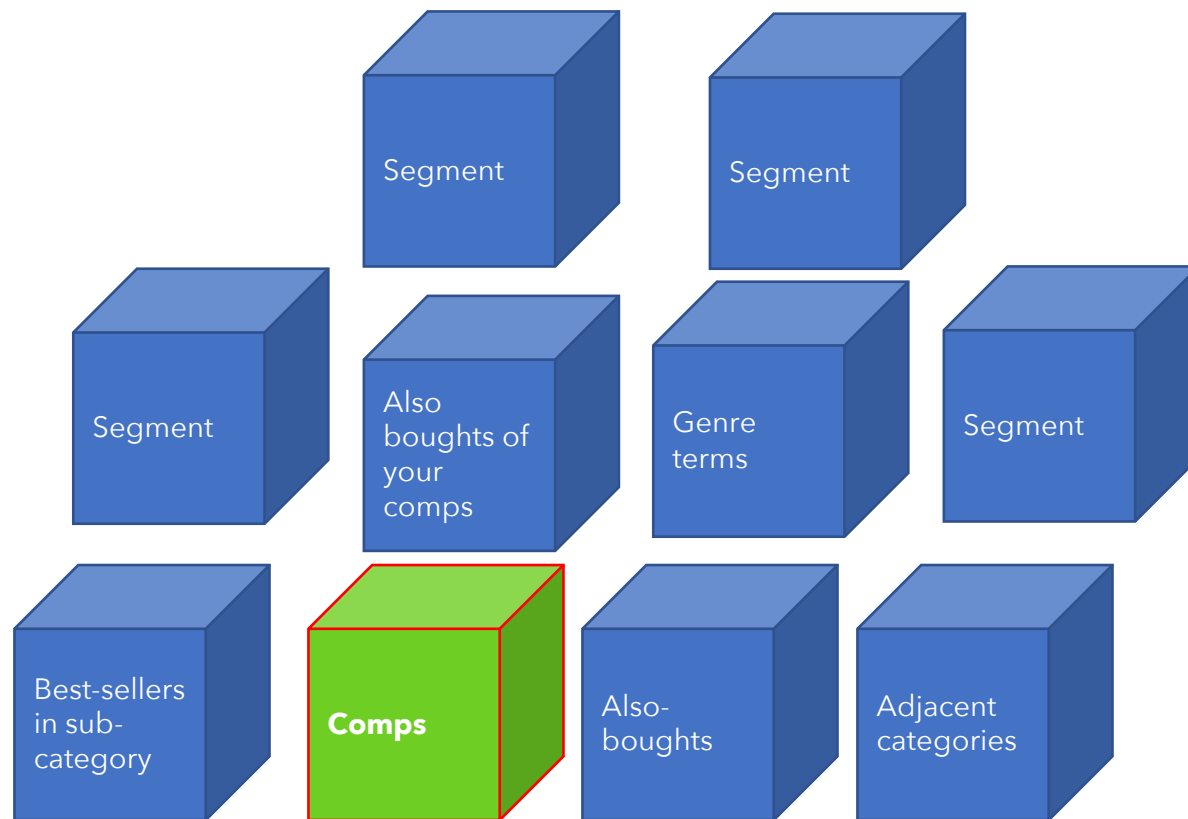
- **Brand Competitive Set** (also known as Comps) is a marketing term used to identify the principal group of competitors for a company
- **Competitive Sets** in Sponsored Ads are typically used to help develop targeting segments

# WHY ARE THEY IMPORTANT?



**Comps are  
building blocks  
for targeting.**

# HOW TO USE THEM?



# WHY DO THEY NEED A REFRESH?

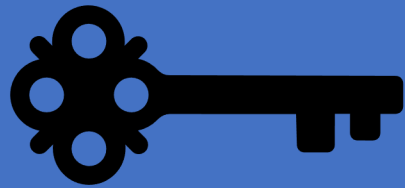


- > Comps and targets are not static
- > New comps and new targets are always coming into the mix
- > Keep your ads updated with the targets that are getting search volume and page views

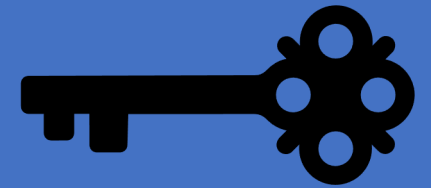


# RECOMMENDATION

- > **Make sure that you're updating your segments and expanding those segments with a new generation of related targets by scraping a layer**
  - > *For Example: You started with 5 strong authors who were appearing in your Also Boughts*
  - > *Go to author 1, author 2, author 3, author 4 and author 5, and then scrape each of their Also Boughts*
- > **Do this for your Comps and Also Boughts, at minimum. When creating ads for them, be sure to separate out each author's Also Boughts into separate ad groups**



# TIP #6



**KEEP IT TIGHT**

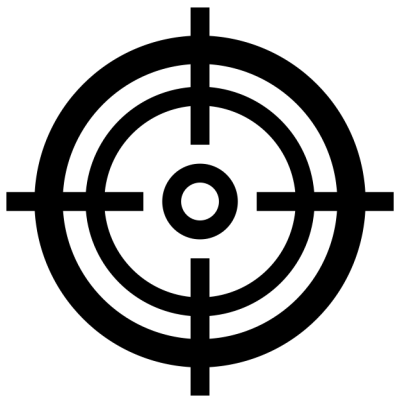
# WHAT IS IT?



- > **Small segments of Targets**
- > **Targets should be very closely aligned**

## **Micro & Small Batch Targeting**

# WHEN TO USE IT?



## **Create a campaign with a very tight circle of targets**

- Doing this forces a dedicated spend to these targets and gives great insight



# WHEN TO USE IT?

When you see targets in a campaign that just aren't getting impressions in spite of strong bid and expected relevance.

If you have a strong keyword that you want to build off of.

If you have a strong performing target in an auto campaign that you want to allocate budget towards.

You've already increased bids aggressively but still Amazon is not consuming budget

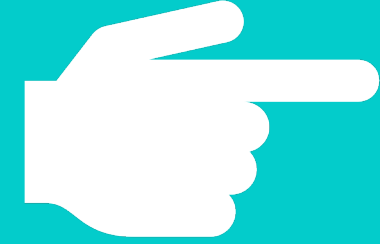
Your ads are spending efficiently but you have a golden target that can't seem to spend MORE.

# CAN'T TAKE OFF OR CAN'T SCALE?



**One thing in common:  
Not getting enough ads love**

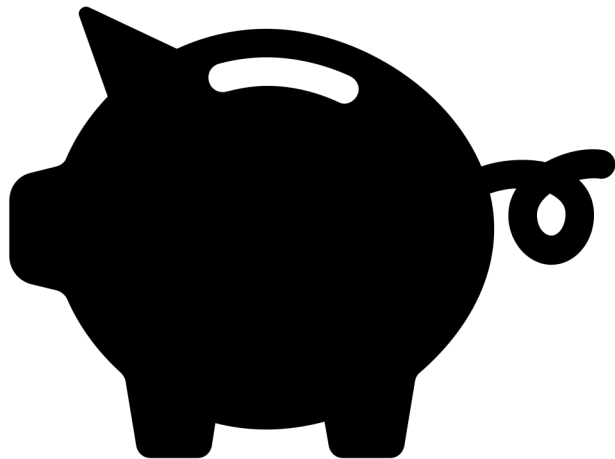
# HOW TO USE IT



- > **Use just one term and put it in its own campaign**
- > **Take a handful of desired spenders and create their own small segment.**
  - > For example, you see that "Rhys Bowen" works well as a keyword. You can create a Rhys Bowen campaign or ad group with her author brand name. Here you're controlling the budget allocation towards an audience that has responded well to your book ad.
  - > You have two keywords that are highly relevant to your book: "cozy mystery" and "cozy culinary". They are in a campaign with 20 other keywords. The others are getting impressions, but these aren't. You've already expressed a high bid; those targets just won't take off. Here you create a new campaign and add only those keywords. You are attempting to 'force' Amazon to look at this campaign.



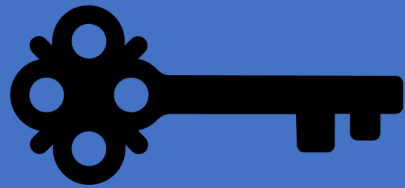
# RECOMMENDATION



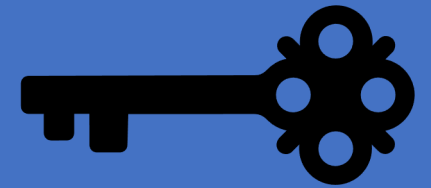
**View this as hyper budget control.**

**Identify a highly curated set of targets that you are confident warrant dedicated budget allocation.**

**You want to invest here. Force that investment.**



# TIP #7



**EMBRACE THE CUSTOMER**

# WHAT THE...?

**Your eventual book sale relies on the customer journey.**

**Search - browse - comparison - buy/download**

**If *you're* not reaching out to your customers, someone else is.**

# HOW TO DO THIS?

## **Variety**

**What it is: a strategic targeting mix**

**What it's **not**: a lot of campaigns**

# TARGETING MIX

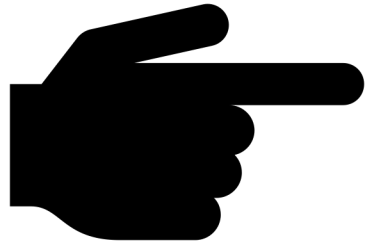
## ▶ **Targeting Tactics**

use multiple tactics to make sure your ad gets served under a variety of conditions

## ▶ **Targeting Segments**

Use a variety of segments to ensure you reach customers as they take different paths





**EXAMPLE**

**My book genre: thriller**  
**Comps: Lee Child, Diane Capri**

**I want to be sure I have COVERAGE across different parts of the customer journey. Search, browse, detail page.**

- **Use multiple SP targeting tactics:**
  - **keyword targeting: author's book name**
  - **ASIN (product) targeting: author's book's ASIN**
  
- **Use multiple segments**
  - **Lee Child**
  - **Lee's Child's book titles**
  - **Lee Child's ASINs**
  - **[repeat for Diane]**
  - **Genre**



# RECOMMENDATION

- **Ensure coverage by employing multiple targeting tactics for multiple targeting segments**

# RECAP

1. Start with the tried and true: Sponsored Products First
2. Set your first goal: impressions
3. Eliminate the noise: basic ads with no optional features
4. Direct approach to impressions: fixed bids
5. Keep it tight: use Micro & Small Batch targeting
6. Embrace the customer: use multiple targeting tactics for multiple targeting segments for touchpoints across their journey



# ANY QUESTIONS?

## AMAZON ADS: PRO TIPS FOR 2022

**MARK** **SELF PUBLISHING  
FORMULA**  
**DAWSON'S**  
**ADVERTISING FOR AUTHORS**

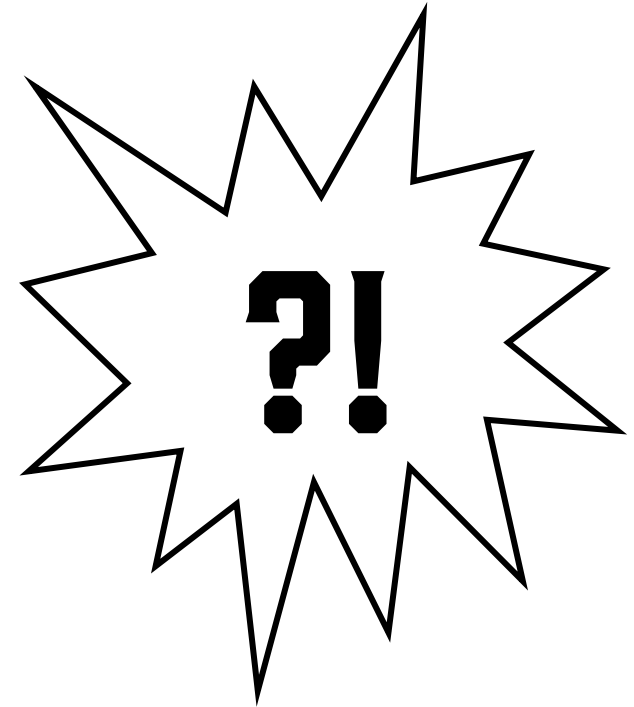
**MARK DAWSON'S**  
SELF PUBLISHING  
FORMULA  
ADVERTISING FOR AUTHORS

**COMPETITION TIME!**  
**NAME THESE FILMS**  
**BASED ON**  
**BESTSELLING BOOKS!**



# WHY ARE YOU STILL ON THE LINE?

- ➔ Frustrated your books won't sell
- ➔ You get reviews but no sales.
- ➔ Your book is invisible.
- ➔ You are starting out.
- ➔ You want to get to the next level.





**LET'S DEAL WITH SOME  
FEARS ABOUT ADS.**



# FEAR #1: YOU NEED TO BE TECHNICAL.

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I will demystify the process and show you how easy it is.



# **FEAR #2: I'M A WRITER. NO TIME FOR THIS.**

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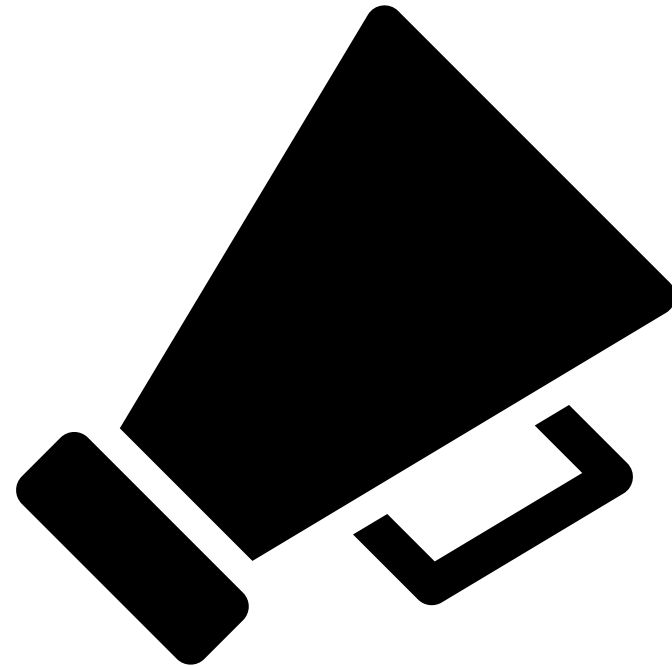
I will show you how to  
manage your ads.  
It'll take just 10 minutes  
a day.



# **FEAR #3: I'M A WRITER, NOT A MARKETER.**

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I'll teach you how to build a rock-solid platform that will find new readers for you.



# **FEAR #4: ADVERTISING IS TOO EXPENSIVE.**

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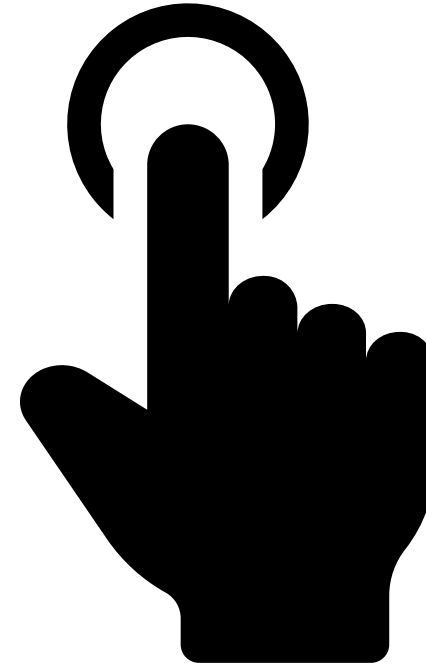
I'll show you how to run simple ads to sell books that'll start at \$5 a day.



# **FEAR #5: I'M NOT READY FOR THIS.**

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If you're still here,  
you're ready for this!



# IF YOU REMEMBER JUST ONE THING..

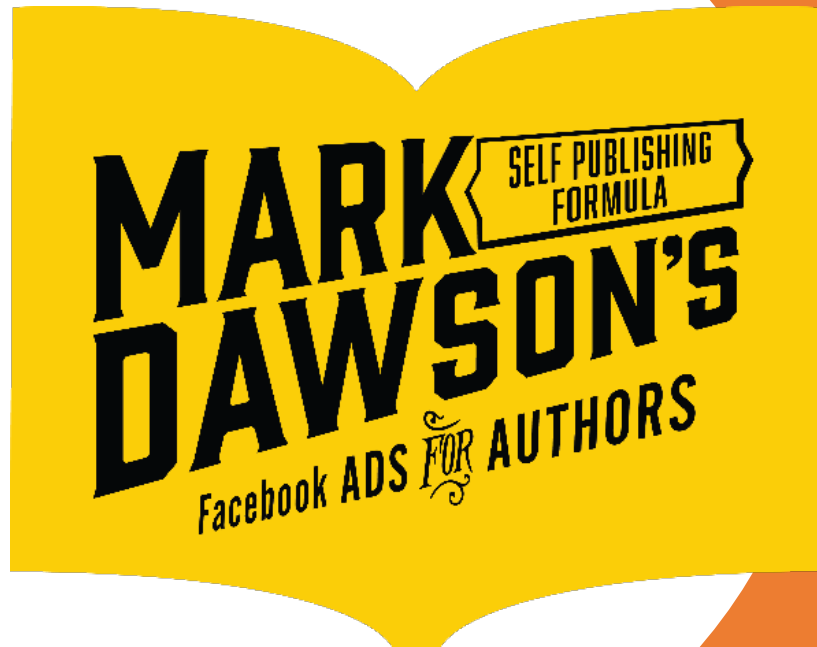
- ➔ I have found a system to boost my career.
- ➔ Advertising is no longer a luxury.
- ➔ The last six years have changed my life.
- ➔ It is a replicable system that you can follow.
- ➔ 14,000 students have taken my premium courses.
- ➔ Our refund rate is VERY low.

# WHAT IS ADVERTISING FOR AUTHORS?



- ➔ Used to be just Facebook
- ➔ It now comprises EIGHT courses – and SPF University

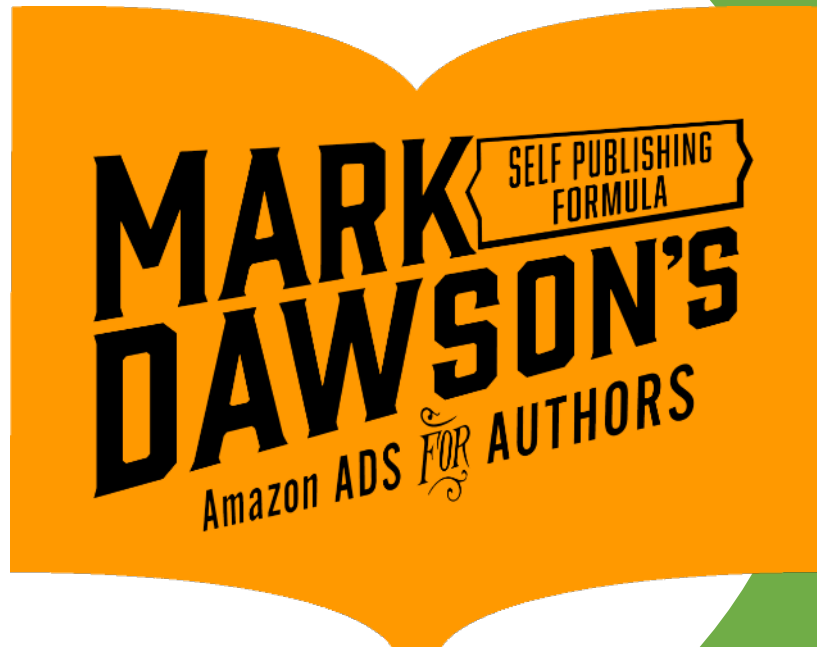
# FACEBOOK ADS FOR AUTHORS



- ➔ Your complete FB Ads tutorial.
- ➔ Step-by-step: from beginner to advanced techniques.
- ➔ Learn how to use FB for subscriptions AND sales.

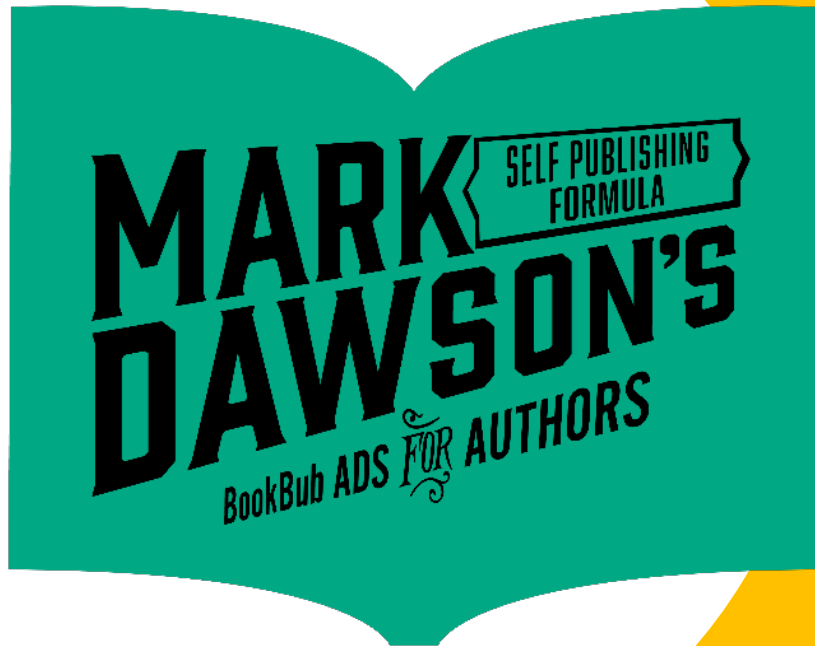


# AMAZON ADS FOR AUTHORS



- ➔ First revised by Amazon Ads expert **Janet Margot** and covering ad types, ad strategies for your books, reaching international audiences and a host of pro tips to make Amazon ads work like gangbusters for your brand.

# BOOKBUB ADS FOR AUTHORS



- ➔ Created in partnership with BookBub!  
How to get started and perfect ads that will deliver a solid ROI.

# NEW FOR 2022 ! TIKTOK FOR AUTHORS



BONUS  
MODULE

➔ Put together with bestselling authors & **#BookTok** experts **Jayne Rylon & Lila Dubois**

# ADVANCED FACEBOOK ADS FOR AUTHORS



**BONUS  
MODULE**

➔ Taking the management of Facebook ads to the next level...

# WRITE SIMPLER, BETTER ADS



- ➔ Create hooks to draw in readers and master the art of crafting compelling ads for your books.

# AD DESIGN FOR AUTHORS



- ➔ Pro cover designer **Stuart Bache** demonstrates how to design ads that will get your books noticed - and trigger conversions.

# MESSENGER BOTS



- ➔ FB Messenger Bots offer automated, low impact ways to reach new readers. We'll show you how to use them in a way that isn't annoying...

**BONUS  
MODULE**



- ➔ Insightful webinars with lots of actionable tips on all things self-publishing - with fresh content added on a regular basis.



# STUDENT SUPPORT

## YOU WON'T BE ALONE!

- ➔ Lifetime access to the students-only private 'Mastery' Facebook Group - and 1000's of other supportive authors
- ➔ I'm in the group EVERY DAY
- ➔ Ongoing Technical Support





# WHAT SOME ADS STUDENTS SAY...



**Maggie McVay Lynch** I've taken a lot of video courses in my author career. This one BY FAR has been the most useful. Every video was packed with necessary information. Even though I'd been doing FB ads on my own prior to the class, there was still a lot to learn. Best part is Mark and team takes the time to update when things change, and to add new material when new opportunities arise. It has been worth every penny. My email list has increased from 400 to over 12K in less than a year, and my sales have doubled. For the first time advertising is being paid by sales instead of me hoping only for reader eyeballs. ✕



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**Pam Callow** Mark is an excellent teacher. He provides concise, clear modules and I found the accompanying transcripts very useful. The community Mark has created extends the initial value of the course. Mark himself is generous with his experience and advice. As a traditional author who became an indie author only last spring, Mark's course helped me get to market very quickly.



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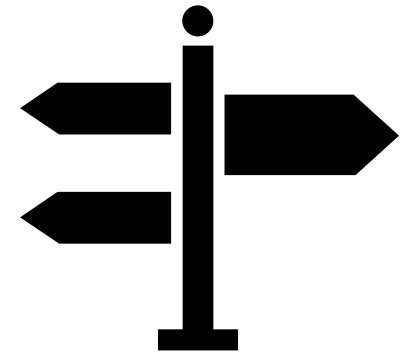
# THE OBVIOUS QUESTION IS...

How can you build your author career quickly, smartly and cost-effectively?

**You have three choices...**

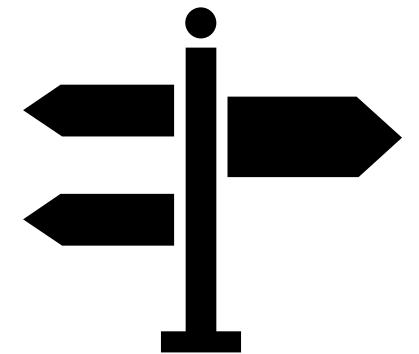
# YOU NOW HAVE 3 OPTIONS:

- Do nothing (leave it to luck).
- Do it slow, using trial and error.
- Do it quickly using Ads for Authors.



# WHAT ARE YOUR OTHER ALTERNATIVES?

- ➔ “Generalist” courses usually more than \$1000.
- ➔ Other courses? Check if they can sell.
- ➔ The knowledge in this course cost me \$1000s and 100s of hours to learn.



# INSTANT ACCESS, ZERO RISK

➔ Get INSTANT ACCESS to

## **ADS FOR AUTHORS**

for 12 monthly payments of \$75  
- or 24 monthly payments of \$45



# COST PER DAY





# BUY WITH CONFIDENCE



- ➔ I know this course is good.
- ➔ If it's not for you, you have a full 30 day money back guarantee.
- ➔ My team and I are personally invested in your success.
- ➔ You get **FULL ACCESS** with the first payment  
- try it for 30 days at no risk.



**PLUS**

# EXCLUSIVE BONUSES WORTH \$100'S

## HIGHLIGHTS INCLUDE:

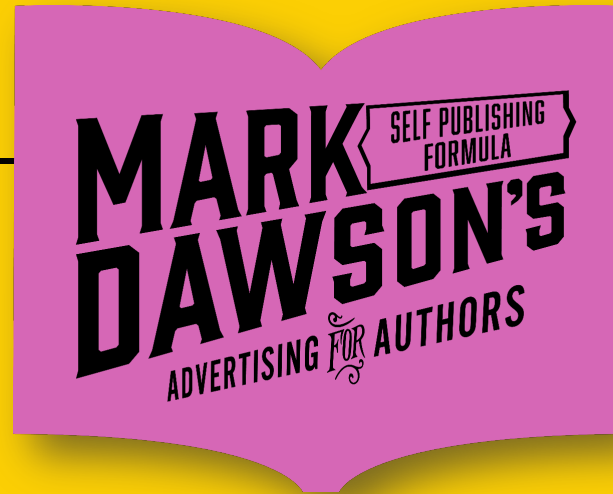
- ➔ Membership of the exclusive students-only **SPF Facebook Group, MASTERY**
- ➔ Discounts on our acclaimed foundation course, **Self Publishing 101**, and the **Cover Design for Authors, How to Write a Bestseller** and **How to Revise Your Book** courses
- ➔ Discounted membership of **Book Funnel**, the popular ebook distribution service
- ➔ An additional month of access to **Prolific Work's** premium plan
- ➔ Discount on annual & lifetime plan for **ProWritingAid**
- ➔ Discount on the ace story planning app, **Plottr**
- ➔ Discount on pre-made and custom designs by **Books Covered**
- ➔ Discount code for **Reader Links**, the author tracking and management tool
- ➔ Discount code for ad image creation tool **BookBrush**
- ➔ **AUTHOR WEBSITE OPTIONS** at DEEPLY DISCOUNTED PRICES....and many more!



**TO SUM UP...**



- ➔ If you want to kickstart your writing career, there is no better system.
- ➔ This is EXACTLY what I needed when I started. It would have saved me money and time.
- ➔ View all the modules either on or offline.



## And!...

- ➔ You can start for only \$45.
- ➔ And you have a no questions asked 30 day money back guarantee.
- ➔ You get dedicated support from me and my team.

**YOU JUST  
NEED TO  
TAKE ACTION**



**NOW**

**MARK DAWSON'S**  
SELF PUBLISHING  
FORMULA  
ADVERTISING FOR AUTHORS

# HERE'S WHAT TO DO NOW:



- ➔ 12 instalments of \$75
- ➔ 24 instalments of \$45
- ➔ Or SAVE UP TO 20% and pay in FULL
- ➔ 100% access to all material with your first payment



[www.selfpublishingformula.com/adsforauthors](http://www.selfpublishingformula.com/adsforauthors)








# PAYMENT OPTIONS

## 30 DAY MONEY BACK GUARANTEE






**12 MONTHLY PAYMENTS  
OF \*\$75**




**BUY NOW**

**24 MONTHLY PAYMENTS  
OF \*\$45**

**BUY NOW**

**ONE TIME PAYMENT OF  
\*\$849**

**BUY NOW**

\* Sales tax may be applicable in some EU countries



[www.selfpublishingformula.com/adsforauthors](http://www.selfpublishingformula.com/adsforauthors)

**MARK DAWSON'S**  
SELF PUBLISHING  
FORMULA  
ADVERTISING FOR AUTHORS

# LIVE Q&A



- ➔ 12 instalments of \$75
- ➔ 24 instalments of \$45
- ➔ Or SAVE UP TO 20% and pay in FULL
- ➔ 100% access to all material with your first payment



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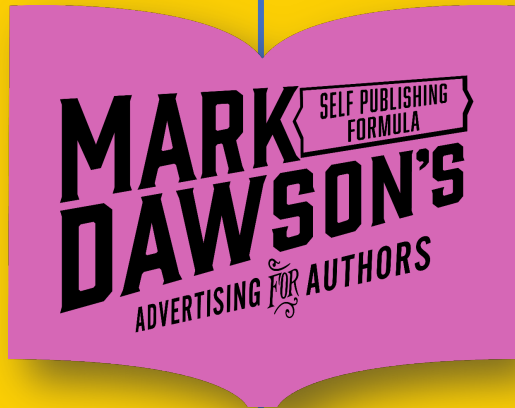
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# COMPETITION TIME!

# ANSWERS & WINNER

