

Amazon and Social Advertising

August 16, 2018



AMAZON MARKETING SERVICES

Overview

What is Amazon Marketing Services

Amazon Marketing Services offers targeted cost-per-click advertising solutions to help Amazon vendors reach new customers and drive sales on Amazon.com.

Advertising Offered



Sponsored Products

Drive sales with keyword-targeted ads within search results.

1. Select products.
2. Set a daily budget.
3. Add keywords and bids.



Headline Search Ads

Drive sales and brand awareness with keyword-targeted ads above search results.

1. Select ad landing page.
2. Set a campaign budget.
3. Add keywords and bids.
4. Add an image and headline.



Product Display Ads

Drive brand and product awareness with shopper-interest and product-targeted ads on detail pages.

1. Choose to target by product or interest.
2. Select a product.
3. Set a campaign budget and bid.
4. Add your logo and headline.

Headline Search Ads

Amazon Product Search

Within Amazon, if a consumer searches for Ketchup, based on keyword bidding price, MustKetch's ad would be before the product search results.

The minimum cost-per-click is \$0.10 and you will never be charged more per click than what you bid.

The screenshot shows the Amazon search results for the keyword "ketchup". The top navigation bar includes the Amazon logo, delivery location (Chicago 60601), and various account links. The search bar shows "ketchup" with a magnifying glass icon. Below the search bar, a banner indicates "1-16 of over 4,000 results for 'ketchup'".

On the left sidebar, there are filters for "FREE Shipping", "Grocery & Gourmet Food", and "Refine by" (AmazonFresh, Subscribe & Save, Delivery Day, Amazon Prime, Eligible for Free Shipping, Pantry, Brand).

The main content area displays several sponsored ads and organic product listings. A red box highlights a section of sponsored ads titled "SPONSORED BY NOT KETCHUP" with the headline "Paleo condiments for your healthy pantry". This section includes four product listings:

- FruitChup Whole30 Paleo Ketchup (13 oz bottle) with a 73-star rating and Prime badge.
- Smoky Date Paleo Whole30 BBQ Sauce (13 oz Bottle) with an 111-star rating and Prime badge.
- Cherry Chipotle Paleo Whole30 BBQ Sauce (13 oz Bottle) with an 111-star rating and Prime badge.

Below the sponsored ads, the "Best Seller" section features organic product listings:

- Sponsored:** Heinz Tomato Original Ketchup, 32 Ounce Bottle by Heinz Ketchup. Price: \$2.78 (\$0.09/Ounce). Prime pantry. Exclusively for Prime Members. 744-star rating. Product Features: America's Favorite Ketchup.
- Sponsored:** Simply Heinz Tomato Ketchup, 31 Ounce by Heinz Ketchup. Price: \$3.63 (\$0.12/Ounce). Prime. Exclusively for Prime Members. 276-star rating.

Sponsored Product Ads

Amazon Product Search

Within Amazon, if a consumer searches for Ketchup, based on keyword bidding price, MustKetch could be in the top 3 or 4 search results on the page. Placements are based on ad rank. To help improve ad rank the bid may need to be increased and more relevant keywords added.

The screenshot shows the Amazon search results for 'ketchup'. The top navigation bar includes the Amazon logo, delivery location (Chicago 60601), and search bar. The search results show 1-16 of over 4,000 results for 'ketchup'. The left sidebar contains filters for 'FREE Shipping', 'Grocery & Gourmet Food', 'Refine by', 'Amazon Fresh', 'Subscribe & Save', 'Delivery Day', 'Amazon Prime', 'Eligible for Free Shipping', 'Pantry', and 'Brand'. The main content area displays several sponsored product ads. The first ad is for 'Paleo condiments for your healthy pantry' by NOT KETCHUP, featuring three products: FruitChup Whole30 Paleo Ketchup, Smoky Date Paleo Whole30 BBQ Sauce, and Cherry Chipotle Paleo Whole30 BBQ Sauce. The second ad is for 'Heinz Tomato Original Ketchup, 32 Ounce Bottle' by Heinz Ketchup, priced at \$2.78 (\$0.09/Ounce). The third ad is for 'Simply Heinz Tomato Ketchup, 31 Ounce' by Heinz Ketchup, priced at \$3.63 (\$0.12/Ounce). The fourth ad is for 'MustKetch'.

amazon Try Prime

Deliver to Chicago 60601

Departments Your Amazon.com Today's Deals Gift Cards Registry Sell Treasure Truck Help

1-16 of over 4,000 results for "ketchup"

Sort by Featured

☐ FREE Shipping

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Show results for

Grocery & Gourmet Food

- Ketchup
- Olives, Pickles & Relishes
- Mustard
- Yellow Mustard
- Coffee Beverages

See All 15 Departments

Refine by

Amazon Fresh

☐ fresh

Subscribe & Save

☐ Subscribe & Save Eligible

Delivery Day

☐ Get it by Tomorrow

Amazon Prime

☒ prime

Eligible for Free Shipping

☐ Free Shipping by Amazon

Pantry

☐ prime pantry

Brand

☐ Heinz

☐ MustKetch

SPONSORED BY NOT KETCHUP

Paleo condiments for your healthy pantry

Shop now

FruitChup Whole30 Paleo Ketchup (13 oz bottle)

★★★★☆ 73

✓prime

Smoky Date Paleo Whole30 BBQ Sauce (13 oz Bottle)

★★★★☆ 111

✓prime

Cherry Chipotle Paleo Whole30 BBQ Sauce (13 oz Bottle)

★★★★☆ 111

✓prime

Best Seller

Sponsored

Heinz Tomato Original Ketchup, 32 Ounce Bottle

by Heinz Ketchup

\$2.78 (\$0.09/Ounce)

✓prime pantry

Exclusively for Prime Members

★★★★☆ 744

Product Features

America's Favorite Ketchup

Sponsored

Simply Heinz Tomato Ketchup, 31 Ounce

by Heinz Ketchup

\$3.63 (\$0.12/Ounce)

✓prime

Exclusively for Prime Members

★★★★☆ 276

Product Display Ads

Amazon Product Search

When a consumer executes a search and clicks on a product, a product display ad will appear on the right side of the page.

amazon **100 Prime** Grocery & Gourmet Food **ketchup** Shop Back to School deals


Deliver to Chicago 60601 Departments Your Amazon.com Today's Deals Gift Cards Registry Sell Treasure Truck Help EN Hello, Sign in Account & Lists Orders Try Prime Cart

Grocery Deals Snacks Breakfast Warm Beverages Cold Beverages Cooking Staples Baby Food Candy & Chocolate Prime Pantry Subscribe & Save International Foods

wickedly prime On-the-go snack packs Shop now

Back to search results for "ketchup"

Heinz Tomato Ketchup (44 oz. bottle, 3 pk.) [Heinz](#)
★★★★★ 16 customer reviews




Available from these sellers.

26 new from \$9.88
Deliver to Chicago 60601
See All Buying Options
Add to List

Have one to sell? Sell on Amazon

Share [Email] [Facebook] [Twitter] [Pinterest]



Ad feedback

Sponsored by Amazon

Nuts & Sea Salt, pack of 12 \$11.99
Peanut & Almond Bars, Pack of 12 \$11.99
Cherry Nut Crunch Bars, Pack of 12 \$11.99
Banana Nut Bars, Pack of 12 \$11.99

About the product

- Convenient 1, 2 or 3 pack of Simply Heinz Tomato Ketchup
- Only simple ingredients like tomatoes, vinegar and spices in this Heinz ketchup bottle
- Each squeeze ketchup bottle contains 44 Ounces
- Gluten Free Ketchup
- Kosher Ketchup

Recommendation

Amazon Ad Plan

Since MustKetch is a new food product with low awareness, consumer may not purchase without tasting the product. If we can add A+ content and videos to the product pages, this will aid in educating the consumer and enticing them to try MustKetch.

Ad	PPC Bid	Monthly Budget	Total Monthly Clicks	5% return = total revenue
Headline Search	\$0.20	\$100	500	\$500-\$700
Sponsored Product	\$0.20	\$100	500	\$500-\$700



SOCIAL ADVERTISING (FACEBOOK & INSTAGRAM)

Facebook & Instagram Ads



- Since Facebook owns Instagram their advertising platforms are very similar. However, there are differences in the types of content and how consumers engage with content between the two platforms.
- Instagram was created as an app to be used on a mobile device to post photos and videos, along with photo and short video stories that are posted for 24 hours.
- Posts on Instagram must contain at least one photo or video, but can contain multiple of each.
- Normal Facebook posts don't need to have imagery, but have a higher engagement when a photo or video is shared.
- Facebook ads need to include a photo or video along with a description and a call to action button.
- Both platforms allow targeted ads campaigns, budget strategy and have very similar ad types.


Facebook Ads

Facebook ads allow you to meet your objective by selecting audience, setting a budget, picking a format and then creating an ad based on the different formats.


Below is an example of a sponsored ad:

Suggested Post

**StickerYou**
Sponsored · 

Like Page 

Let us help your brand your restaurant with high-quality custom stickers, labels, and decals. Order in any size, any shape, and any quantity to suit your needs.




Create custom labels and decals for your restaurant


StickerYou helps the food & restaurant industry with branding and marketing materials. Order custom product labels, food box labels, freezer labels and other custom products!


STICKERYOU.COM

Shop Now



More Speed, More Devices
TWC.com
With speeds up to 300Mbps*, you can choose the speed you need. Plans start from \$34.99/Month

English (US) · Español · Português (Brasil) · Français (France) · Deutsch 

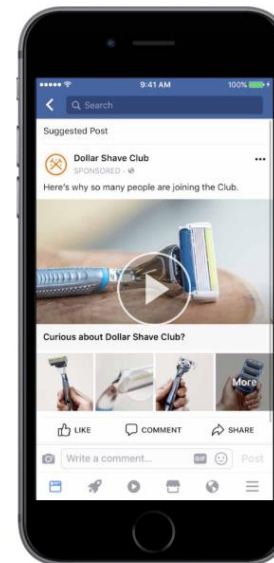
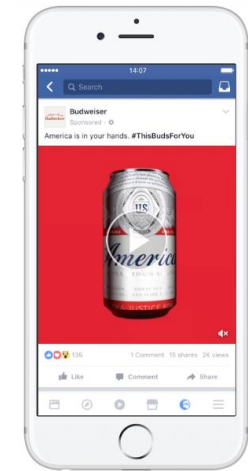
Privacy · Terms · Advertising · Ad Choices  · Cookies · More *

Facebook © 2016

Facebook Ads

Types of Ads

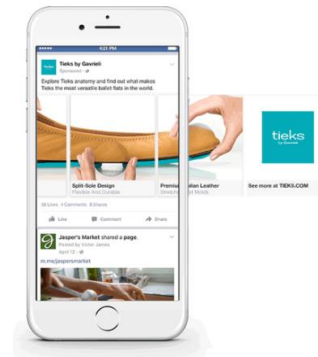
- Video - people prefer shorter video ads—15 seconds or less. Shorter videos have higher completion rates, so you can successfully share your entire message.
- Collection - people who tap on your ad can browse multiple products or learn more about the features of a specific product, all within a fast-loading experience.



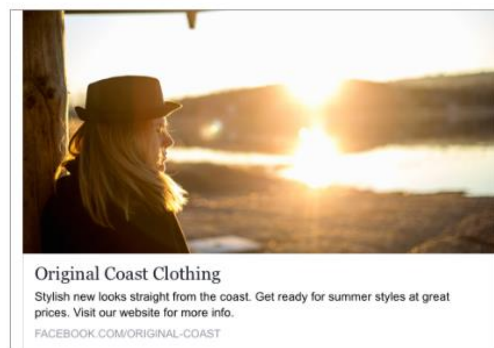
Facebook Ads

Types of Ads

- Carousel - The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link.



- Slide Show - slideshow ads are video-like ads that use motion, sound and text to tell your story beautifully across devices and on every connection speed.
- Single Image - a photo ad on Facebook is a great way to increase awareness of who you are and what you do.



Facebook Ads

Cost to Advertise

There are two ways to define cost:

- Overall amount spent
- Cost of each result you get
- Can control overall amount spent by setting a budget.
- Can control cost per result through a bid strategy.
 - Bid strategies are cost control tools. They help control cost per optimization event the same way budgets help control the overall spend. A bid strategy choice tells Facebook how to bid for you in ad auctions. There are two bid strategies:
 - **Lowest cost**: This tells Facebook to bid with the goal of getting the lowest possible cost per optimization event while also spending the entire budget by the end of the day or the ad set's (or campaign's) schedule. A “bid cap” can be set which tells Facebook the maximum amount that can bid in an auction.
 - **Target cost**: This tells Facebook to bid with the goal of achieving an average cost per optimization event as close to your target cost as possible. This strategy is only available for campaigns using the lead generation, app installs, conversions or catalog sales marketing objectives.

Instagram Ads

What are Instagram Ads

Instagram Ads are very similar to Facebook ads, but are placed on Instagram stories and feeds and must contain imagery or video.

Instagram ads are used to help brands meet their business goals by driving awareness, consideration and conversion.

Meet your business goals.

From sparking inspiration to driving action, get the business results and customers you care about.

Awareness

Drive awareness of your business, product, app or service.

- ✓ Reach
- ✓ Reach & Frequency
- ✓ Brand Awareness
- ✓ Local Awareness

Consideration

Have potential customers learn more about your products or services.

- ✓ Website Clicks
- ✓ Video Views
- ✓ Reach & Frequency

Conversion

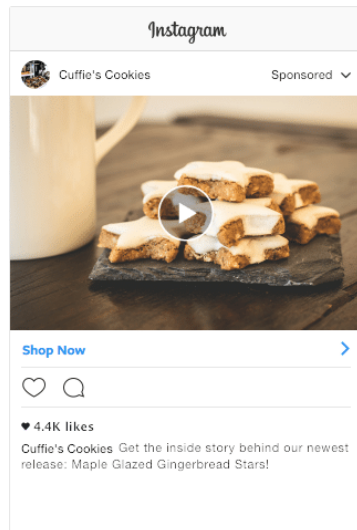
Increase product sales, mobile app downloads, even visitors to your store.

- ✓ Website Conversions
- ✓ Dynamic Ads on Instagram
- ✓ Mobile App Installs
- ✓ Mobile App Engagement

Instagram Ads

Types of Ads

Photo – tells a story through a clean, simple and beautiful creative canvas. Photos can be in square or landscape format.

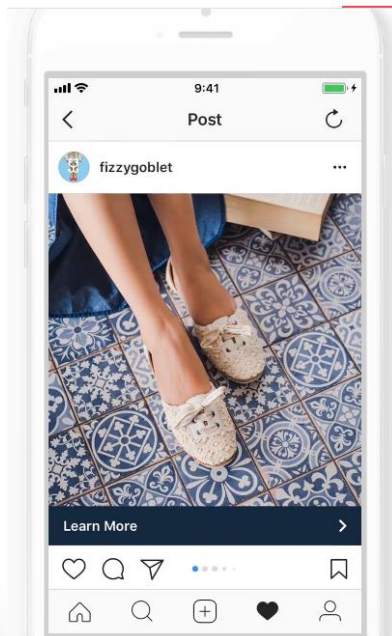


Video - Get the same visually immersive quality as photo ads—with the added power of sight, sound and motion. And now, you can share videos up to 60 seconds long in landscape or square format.

Instagram Ads

Types of Ads

Stories - Complement your feed content with ads on Instagram Stories. Connect with the 400M+ accounts using stories daily.¹ Learn more about [stories ads](#) and [specs](#).



Carousel - Bring another layer of depth to campaigns where people can swipe to view additional photos or videos in a single ad.

Instagram Ads

Targeting

Ad campaigns can be very targeted based on the following criteria:

- **Location**- Target people based in specific locations like states, provinces, cities or countries.
- **Demographics** - Narrow your audience based on information like age, gender and languages.
- **Interests** -Reach people based on interests like apps they use, ads they click and accounts they follow.
- **Behaviors** -Define your audience by activities they do on and off of Instagram and Facebook.
- **Custom Audiences** -Run ads to customers you already know based on their email addresses or phone numbers.
- **Lookalike Audiences** -Find new people who are similar to your existing customers.
- **Automated Targeting** -We help you quickly create an audience who might be interested in your business using a variety of signals including location, demographics and interests.

Instagram Ads

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Social Advertising Plan

Platform	Type of Ads	Budget	% on return	Total Return
Facebook	Sponsored Posts and Slide Show Ad	\$200/mth, \$50 a week, lowest cost bid strategy	5%	TBD (after ads are created)
Instagram	Photo and Carousel Ads	\$200/mth, \$50 a week,	5%	TBD (after ads are created)

Summary

- Since both Amazon and Social Advertising are new to MustKetch, we will need to closely track metrics on a weekly basis and adjust content if we are not receiving results.
- Social advertising estimated Return on Investment will be calculated once ads are created and the number of individuals to be reached is determined.
- A social advertising 5% return is high, however, doable. If we reach 21K a week and 5% click on the ad (1,050), and 5% actually purchase then the dollar return would be \$1,040 based on a \$20 purchase.