# Dorado Local Ads Playbook

How to Master Amazon Local Ads

By Mike Zagare

Creator: dorado amazon ads

Welcome
fellow entrepreneurs!

My name is **Mike Zagare** and I couldn't be more excited to share this guide with you. Ever since my entrepreneurial journey started nearly 20 years ago, my greatest joy has come from helping other business owners unlock business growth and greater freedom.
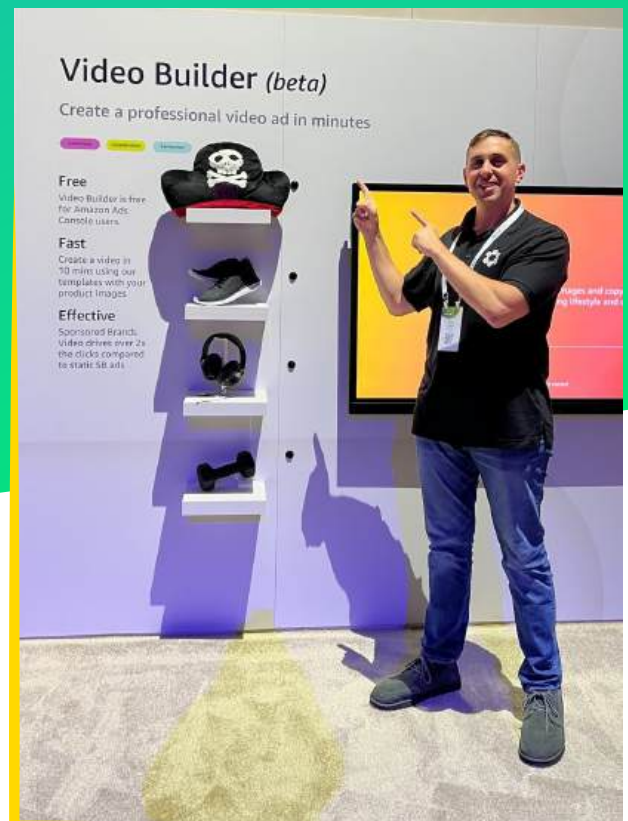
In 2016, I made the pivotal decision to leave behind a career in physical therapy and embrace the world of entrepreneurship. This transition has opened doors to numerous opportunities to help business owners like you grow and scale your ventures.

With PPC Entourage, the mission was to assist Amazon sellers in navigating the complexities of Amazon ads. Guiding countless fellow entrepreneurs towards financial freedom proved immensely rewarding. The eventual sale of PPC Entourage to Carbon6 marked a significant milestone, reflecting our team's hard work and dedication.

Today, the focus is on helping retail businesses harness the power of Amazon ads through Dorado Ads. The aim is to collaborate with you, provide valuable insights, and support your journey to success. Sharing knowledge and expertise to help you achieve your goals continues to drive this mission forward.

As you read this blueprint, you'll find valuable tips to help you maximize the potential of Amazon advertising. Let's embark on this journey together and achieve remarkable success!

Warm regards

Mike Zagare

What are
Amazon Local
(Non-Endemic) Ads?

Amazon Non-endemic ads, also known as Local Ads, help local businesses, services, or products that aren't available for purchase on Amazon's marketplace to reach a vast audience. By leveraging Amazon's extensive user base, non-endemic ads can drive awareness and engagement for offerings outside Amazon's traditional retail ecosystem.

For instance, imagine a local plumbing service advertising on Amazon. The service isn't sold on Amazon, but by showcasing its offerings on the platform, it can attract local customers who might need plumbing services. Similarly, a local car dealership can run a summer sales event ad on Amazon, reaching potential buyers who might not have considered their dealership otherwise. Even a nearby fitness center can benefit by offering discounted memberships through a non-endemic ad.

These ads appear in various high-visibility areas on Amazon. They can show up in search results when users look for related terms, ensuring that the ad is seen by potential customers actively seeking similar services or products. They can also be displayed on product detail pages listings, capturing the attention of users interested in complementary or relevant items. Additionally, non-endemic ads can be strategically placed on the Amazon homepage, category pages, and during the checkout process, maximizing their visibility.

Local businesses can significantly expand their reach and brand awareness by advertising on Amazon. The platform boasts millions of active users, making it an ideal place for local businesses to showcase their products or services. This extensive audience base allows businesses to attract a wide variety of potential customers who may not have been reachable through traditional advertising methods.

Competitive Ad Pricing

Amazon's advertising platform offers competitive pricing, making it accessible for local businesses to achieve high visibility without incurring the steep costs typically associated with other advertising platforms. This cost-effectiveness allows local businesses to maximize their advertising budgets, ensuring they get the most out of their investment.

Advanced Targeting Features

Amazon's advanced targeting capabilities enable local businesses to utilize extensive data on user behaviors and preferences. This data-driven approach allows for highly specific ad targeting, ensuring that ads are shown to the most relevant local audiences. Such precision increases the likelihood of conversions, as ads are displayed to individuals who are more likely to be interested in the advertised products or services.

First-Party vs. Third-Party Data

Amazon utilizes first-party data, which refers to the information collected directly from users interacting with its platform. This data includes user search history, purchase behavior, and browsing patterns, providing a comprehensive understanding of user preferences and intent. First-party data is highly valuable because it is directly sourced, accurate, and reflects real user actions.

In contrast, third-party data is collected by entities that do not have a direct relationship with the users. This data is often aggregated from various sources and can be less reliable due to potential inaccuracies or outdated information. Using first-party data allows Amazon to offer more precise targeting, making it an invaluable tool for local businesses aiming to reach their ideal customers.

Amazon Shoppers Have Intent to Buy

A key advantage of advertising on Amazon is that its users are typically in a buying mindset. Unlike social media platforms where users may be primarily focused on content consumption or social interactions, Amazon shoppers visit the platform with the intention of making purchases. This high intent to buy means that ads placed on Amazon are more likely to convert into actual sales, providing a higher return on investment for local businesses.

Increased Conversion Rates

By leveraging Amazon's vast user data and targeting capabilities, local businesses can create highly effective ad campaigns. These campaigns are tailored to reach users who have shown interest in similar products or services, thus increasing the chances of conversion. The ability to target users based on their buying intent further enhances the effectiveness of these ads, ensuring that businesses can achieve their advertising goals more efficiently.

There are three
primary ways to use non-endemic ads

1- General brand awareness (Reach)   **2- Driving clicks to your website (Page Visits)**

3- Generating form fills (Leads)

Each of these methods aims to ultimately increase website or foot traffic and boost sales. Brand awareness campaigns focus on making more people familiar with your business, driving higher visibility and recognition. Click-driven campaigns are designed to bring users to your site, where they can learn more about your offerings and potentially convert into customers. Form fill campaigns are particularly effective for capturing leads, as they encourage users to provide their contact information for follow-up, thus helping in building a direct relationship with potential customers.

○ Reach ⓘ
We'll optimize your bids for higher viewable impressions. Drive brand or product awareness by showing your ad to relevant audiences to maximize reach.
Cost type: Cost per 1,000 viewable impressions (VCPM)

● Page visits ⓘ
We'll optimize your bids for higher page visits. Drive brand or product consideration by showing your ads to customers more likely to click.
Cost type: Cost per click (CPC)

○ Leads ⓘ   Beta
We'll optimize your bids for higher lead counts. Drive customer lead generation by showing your ad to customers more likely to submit a lead form.
Cost type: Cost per click (CPC)

Who are
Amazon Local
ads right for?

Identifying the ideal users for non-endemic ads is crucial for maximizing the effectiveness of your advertising efforts. Let's take a look.

Local businesses with physical locations that rely on foot traffic, such as clothing stores, restaurants, and specialty shops, can significantly increase their local awareness and attract new customers through non-endemic ads.

Businesses selling expensive products that are not already sold on Amazon, like car dealerships, luxury goods retailers, and high-end furniture stores, can use these ads to attract customers specifically looking for these high-ticket items.

Service providers including home improvement companies, medical practices, and fitness centers, can leverage non-endemic ads to reach potential clients who need their services, particularly when promoting special offers or unique services.

Creating detailed customer profiles helps tailor your advertising strategies effectively. For local retail businesses that depend on physical store visits, the typical consumers are residents within a certain radius looking for convenience, quality, and local products. For online retailers offering products not available on Amazon, the target audience includes niche market enthusiasts and people seeking custom or exclusive items.

Who are
non endemic ads NOT for?

While non-endemic ads offer numerous advantages, they may not be suitable for every business.

- Companies with very limited advertising budgets (less than $2,000/mo), might struggle to compete with larger advertisers due to the cost of high-visibility placements and advanced targeting options.

- Products appealing to a very narrow audience might not generate enough interest or clicks to justify the ad spend.

- In small or rural areas with a limited customer base, non-endemic ads might not reach enough potential customers to make a significant impact.

- Businesses without a strong online presence or digital marketing strategy might find it difficult to convert ad views into sales or inquiries, as a lack of online infrastructure can undermine the effectiveness of non-endemic ads.

Wondering if local ads are a good fit for your industry or service?
Click here to access the cheat sheet that we made to help you better understand.

Step-by-Step
Account Setup
Process for
Non-Endemic Ads

Setting up your Amazon Advertising account specifically for non-endemic ads is the first step toward leveraging Amazon's vast audience to promote your local business. To begin, visit the Amazon Advertising homepage at **advertising.amazon.com**. From this page, start the registration process by selecting the option for "Products and services not sold on Amazon.

Sponsored ads

Create campaigns for one business or brand. To get started, choose the country you'll be advertising in.

United States ⌄

What will you advertise?

Products sold on Amazon ⊕
Includes Amazon sites, Whole Foods, Audible, Fire TV content, devices, and more.

Products and services not sold on Amazon ⊕

During the registration process, you will need to provide details such as your business name, address, contact information, and industry type. Ensuring all information is accurate helps avoid delays in the verification process. Additionally, set up a payment method for your advertising expenses, such as a credit card or bank account, and make sure it has sufficient funds to cover your advertising budget.

After completing the registration process, you will receive a confirmation email from Amazon. This email will contain a link to verify your email address and activate your account. After clicking the link and verifying your email, you can log in to your Amazon Advertising account using your credentials.

Navigating the Amazon
Advertising dashboard
is the next step

The main dashboard sections include Campaigns, where you can create, manage, and monitor your advertising campaigns. The Reports section provides detailed performance reports on your ads, including metrics like impressions, and clicks. The Billing section allows you to review your billing history, current charges, and payment methods. Finally, the Settings section is where you manage account settings, user permissions, and other administrative tasks.
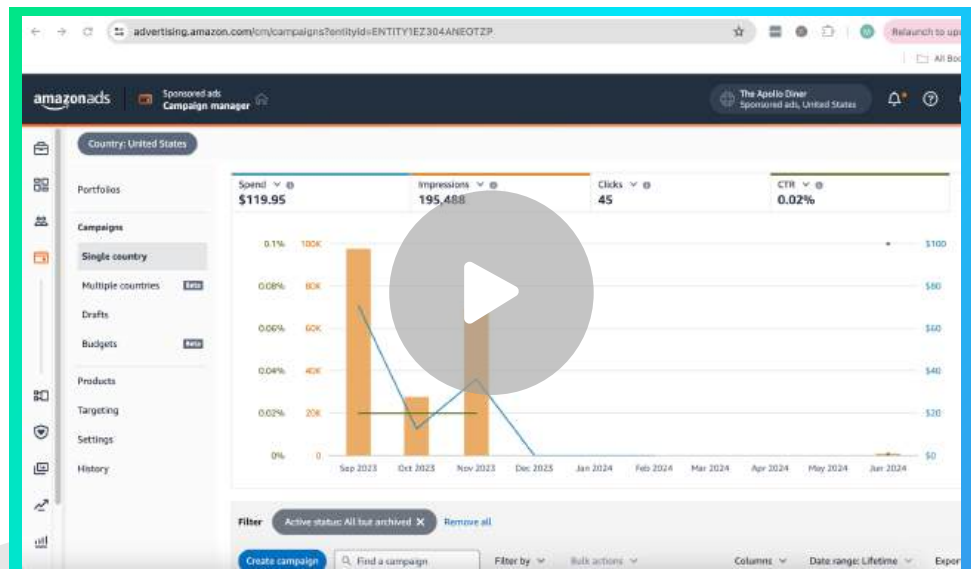
Amazon Ads Video Overview:
Watch Mike Navigate the Amazon Ads Platform.

Amazon offers intuitive tools to create various types of non-endemic ads, including display ads and video ads. These tools allow you to customize your ads to target specific audiences effectively. You can monitor the performance of your ads in real-time, using metrics like impressions, clicks, and conversions to gauge the effectiveness of your campaigns. Additionally, Amazon provides optimization tools for bid management, keyword targeting, and audience segmentation to help you optimize your ad campaigns.

If setting up your Amazon Advertising account and managing your ad campaigns seems daunting, partnering with Dorado Ads can make the process easier. By signing up with Dorado Ads, you can bypass the steps above and let us handle everything for you. We offer a comprehensive service that includes setting up your Amazon Advertising account and managing all aspects of your non-endemic advertising. Our team of experts will create and optimize your campaigns, ensuring that you achieve the best possible results with minimal effort on your part. Let Dorado Ads take the hassle out of advertising on Amazon, so you can focus on running your business.

Mike's Tip

If you're feeling overwhelmed about how to start making your first ad, don't worry. At the end of this guide we have a detailed step by step instruction guide and video that will get you up and running in minutes.

Understanding
the Customer Buying Cycle

To effectively set up and run Amazon local ads, it's essential to understand the customer buying cycle. This cycle typically consists of four stages: Awareness, Consideration, Decision, and Post-Purchase. Each stage represents a different phase in the customer's journey and requires tailored marketing efforts to move the customer through the cycle.

The Awareness stage is when the customer first becomes aware of a need or problem. For example, a homeowner might realize they have a plumbing issue. This stage is crucial for capturing the customer's attention and making them aware of your business and services. During the Consideration stage, the customer begins to explore options to address their needs. They might start researching local plumbers, reading reviews, and asking for recommendations. Providing valuable information and differentiating your services can help move the customer towards choosing your business.

The Decision stage is when the customer decides on a solution and selects a service provider. Clear calls to action and compelling offers are essential to convert interest into a sale at this stage. Finally, the Post-Purchase stage is when the customer reflects on their experience and decides whether to use the service again or recommend it to others. Maintaining customer satisfaction and building loyalty can lead to repeat business and referrals.

Needs Awareness

Information Search

Evaluating Alternatives

Purchase Decision

Post Purchase

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Understanding how customers move through each stage involves recognizing key behaviors and triggers. For instance, the Awareness stage might be triggered by a problem like a leaking pipe, leading to behaviors such as searching for information, amazon products related to the problem or asking for recommendations. The Consideration stage involves comparing options and evaluating reviews. This is the stage where your business needs to be top of mind the most, which can be improved with online advertising. It is worth noting that while Amazon Ads can help with the decision phase, they are ideal for brand awareness and consideration.

Targeting audiences at each stage of the buying cycle is essential for improving the effectiveness of your marketing efforts. Tailoring your marketing strategies to each stage helps ensure that your messages are relevant and impactful. For the Awareness stage, broad reach campaigns and educational content can help establish your brand and create initial interest. During the Consideration stage, providing detailed information, testimonials, and comparisons can help customers evaluate their options. In the Decision stage, offering special promotions and clear calls to action can encourage customers to choose your services. In the Post-Purchase stage, follow-up communications and loyalty programs can help retain customers and encourage positive reviews.

# Ad Set Up

Congratulations!

You now have a better understanding of Amazon local ads. I hope you're excited to start creating your own ads. Don't worry, it's much easier than you might think. The following chapters will focus on ad setup, outlining strategies for ad creation, optimization, and targeting to help you master the art of Amazon local ads. We'll also include a step-by-step how-to guide at the end to ensure you have all the tools you need.

Ad Set Up

Importance of Location
in Local Ads (Geo-targeting)

Selecting the right geographic target locations is crucial for the success of your local ads. Amazon local ads provide you with the ability to target zip codes, towns and neighborhoods for your specific advertising needs. When choosing target locations, consider criteria such as population density, local demand, and competition. Areas with higher population densities, such as urban neighborhoods, offer a larger potential customer base. Identifying locations with a demonstrated need for your services, such as neighborhoods with aging infrastructure that might require frequent plumbing repairs, can also be highly effective. Additionally, considering the level of competition in potential target locations helps ensure that you target areas where your services can stand out.

Geo-targeting significantly impacts ad effectiveness by ensuring that your ads are seen by people in specific locations who are most likely to need your services. This relevance increases engagement and the likelihood of conversions. For instance, a plumbing ad shown to residents of a neighborhood currently experiencing heavy rainfall and potential flooding is more likely to be effective. Additionally, ads tailored to local contexts and needs tend to engage audiences more effectively, leading to higher conversion rates. By targeting specific locations, you can reach a more interested and relevant audience, enhancing the overall impact of your ads.
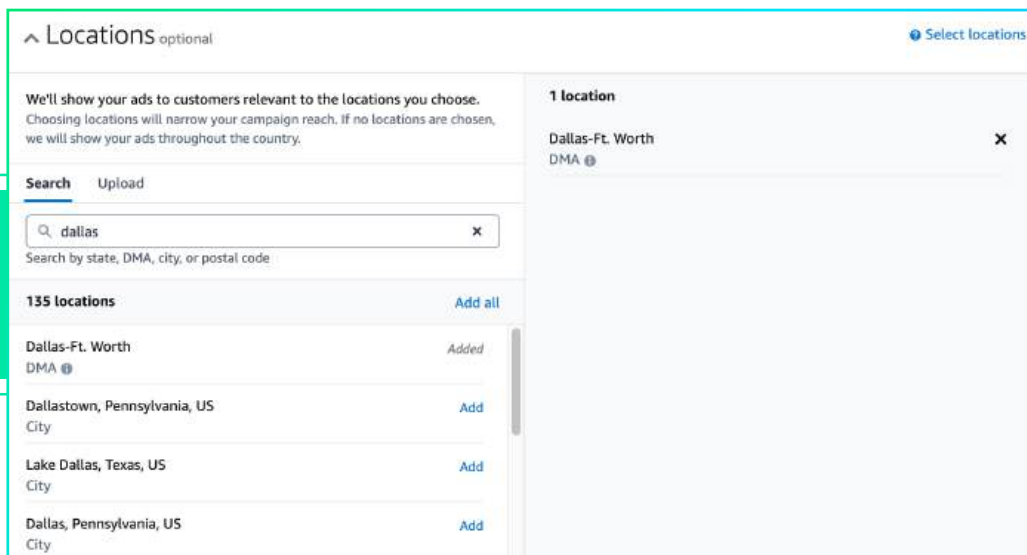
Successful location-based ad strategies often involve setting up geo-fences, which are virtual perimeters around key locations. For example, you can set up geo-fences around neighborhoods with frequent plumbing issues to target residents with relevant ads. Offering location-specific promotions or discounts can drive local engagement, while seasonal targeting aligns your ads with seasonal trends and needs. By understanding the importance of location in local ads and effectively implementing geo-targeting strategies, you can enhance the relevance and impact of your advertising campaigns, driving higher engagement and conversions for your business.

Ad Set Up
Identifying Your
Target Audience

The next step is to define your target audience. This involves creating detailed customer profiles based on demographics, interests, and purchasing behavior. Don't worry, it's easy with the help of AI and I'll show you how to get this done in minutes. Keeping the plumbing service as our example, you might target homeowners aged 60-30 in the middle to upper-income bracket who have families. These individuals might be interested in home improvement, DIY projects, and eco-friendly living, and typically seek regular maintenance checks and prefer local businesses.

Understanding how different audience segments intersect and influence each other can further refine your targeting strategies. Identifying overlapping interests and behaviors helps you create more comprehensive audience profiles. For example, homeowners interested in eco-friendly solutions and DIY projects might overlap, allowing you to target both segments with specific messaging about sustainable home improvement solutions. Lastly, examining the pathway to purchase in different industries can also provide valuable insights. In the case of plumbing services, the customer journey typically starts with awareness when a homeowner notices a plumbing issue. This leads to the consideration stage, where they research local plumbers, read reviews, and ask for recommendations. The decision stage follows, where they contact a selected plumbing service for an estimate. Finally, in

the post-purchase stage, the customer reflects on their experience, leaves reviews, and possibly signs up for a maintenance plan.

Mike's Tip

At Dorado we love to utilize AI to help with market research and to identify our target audience. Check out this AI prompt to help you hone in on your target audience

AI Prompt: (enter your service)

Please conduct market research to identify target audiences for Amazon non-endemic ads. Provide important information such as age, demographics, and other relevant factors that can help define the specific audience segments for these ads. Your response should include detailed insights into the characteristics and preferences of the target audiences, allowing for a better understanding of their potential engagement with non-endemic ads on Amazon. Please ensure that your research covers a wide range of demographics and provides valuable insights that can inform advertising strategies.

Ad Set Up Targeting the Right Audience

Your Key to Successful Online Advertising

Targeting the right audience is arguably the most crucial aspect of online advertising, and Amazon makes this process straightforward. With Amazon's vast first-party data, you gain a significant advantage over other platforms like Facebook, which rely on third-party data. This ensures your ads reach the most relevant audience, maximizing the effectiveness of your campaigns.

The LILI (Lifestyle, In Market, Life Events, Interests)

framework is a useful approach for creating audience segments with Amazon Local Ads. Segmenting based on lifestyle involves understanding daily habits, leisure activities, and social behaviors. In-market segmentation identifies consumers currently in the market for specific products or services. Life events segmentation targets consumers experiencing significant life events such as moving, marriage, or having a child. Interests segmentation focuses on hobbies, activities, and interests that align with your offerings.

Amazon audiences
Reach relevant audiences using our exclusive segments to drive awareness and consideration.

Bid ⓘ $ 5.00   per 1,000 viewable impressions (VCPM)
VCPM bids above $3.00 help lead to more viewable impressions.
Learn more about VCPM bids

🔍 Search by category name   Filter By ⌄

All audiences

⌄ Lifestyle ⓘ

⌄ Interests & categories ⓘ

⌄ Life events ⓘ

⌄ In-market ⓘ

Remarketing

Re-engage Potential Customers on Amazon

Remarketing is a powerful strategy to re-engage users who have previously interacted with products on Amazon and might be interested in your business.

Views Remarketing

This targets users who have visited products related to your service. For example, if you run a dental practice, you can target users who have viewed dental floss products on Amazon.

Purchase Remarketing

This targets users who have already made a purchase on Amazon. For instance, if you own a health spa, you can promote your services to those who have bought protein bars on Amazon.

By leveraging remarketing, you can effectively reach potential customers and drive engagement for your business.

Views ⓘ
Reach audiences who have viewed or are browsing products and content matching criteria you choose. >

Purchases ⓘ
Reach audiences who have purchased or are browsing products and content matching criteria you choose. >

Mike's Tip

Be on the lookout for our all new AI Audience finder tool to help you target with ease! This free tool will be live on Doradoads.com very soon.

Designing
Your Ad Creatives

Creating effective ad creatives is crucial for capturing the attention of your target audience and driving engagement. Amazon provides a wealth of best practices and creative tools to help you design high-quality ads. By following these guidelines, you can ensure your ads are visually appealing, engaging, and compliant with Amazon's standards.


When designing your ad visuals and copy, focus on three key principles:
clarity, relevance, and **engagement**

Clarity ensures that your ad is easy to understand at a glance, avoiding clutter and using simple, straightforward messaging. Relevance involves tailoring your ad content to your target audience's needs and interests, making the advertising more impactful. Engagement is achieved by using compelling imagery and a strong call-to-action (CTA) to encourage viewers to interact with your ad.

For visuals, use high-quality, relevant images that resonate with your target audience. Avoid stock photos that look generic or overly staged. Choose colors that align with your brand and evoke the desired emotions, using contrasting colors to make key elements stand out. Design a clean, balanced layout that guides the viewer's eye to the most important elements, ensuring your ad is visually appealing and easy to navigate. For lifestyle images, you can use pexels.com to get copyright free images to use for your ads. You can also use Amazon's own creative builder with access to thousands of Shutterstock images for free!
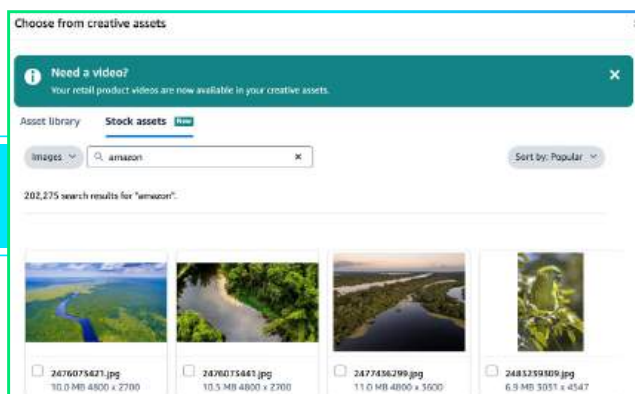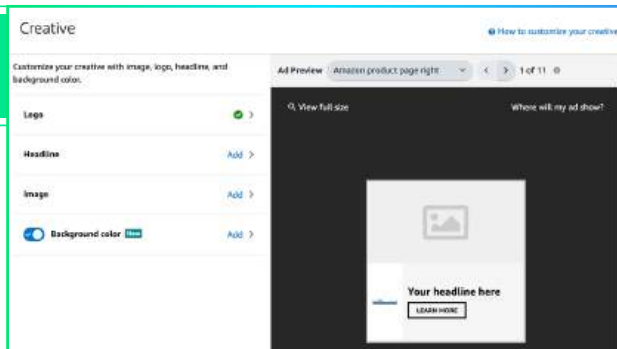
To use Amazon's creative tools, log in to your Amazon Advertising account and navigate to the creative tools section. Choose a template from a range of options designed for different ad formats and objectives. Customize the template with your images, text, and branding elements. Preview your ad to ensure it looks great on different devices and make any necessary adjustments. Finally, save your ad creative and launch your campaign.

Headlines

Creating unique headlines for your ads is another essential aspect of effective ad design. Crafting headlines that comply with Amazon's rules while capturing attention can be challenging. Avoid health-related claims unless they apply to all advertised products. Use sentence case and avoid ALL CAPS, random capitalization, or camel case. For instance, a plumbing service might use headlines like "Discover premium plumbing services today," "Reliable plumbing solutions near you," or "Fix leaks fast with our expert team."

By following these best practices and utilizing Amazon's creative tools, you can design compelling ad creatives that capture attention, engage your audience, and drive conversions. Remember to continually test and optimize your ads to ensure they perform at their best.

Mike's Tip

At Dorado we love to utilize AI to help with headlines to capture your market's attention. Check out the AI prompt below to craft the perfect headline for your ads

AI Prompt: (enter your service)

Create 10 unique headlines for Amazon non-endemics ads, each with 50 characters or less. Ensure compliance with the specified rules: - Avoid health-related claims unless applicable to all advertised products. - Use sentence case and avoid ALL CAPS, RANDOM capitalization, or CaMeL case. - Break down the headlines by the customer buying cycle. Your response should be flexible, open to creativity, and adhere to the guidelines. Provide concise and clear instructions for each headline, considering the customer buying cycle and the specified character limit.

Ad Set Up Understanding Bidding Strategies

Bidding strategies play a crucial role in the success of your advertising campaigns on Amazon. Different types of bidding, such as Cost-Per-Click (CPC), and Viewable Cost-Per-Thousand Impressions (VCPM), offer various advantages and are suited to different campaign objectives.

Cost-Per-Click (CPC)

bidding is performance-based, meaning you pay each time someone clicks on your ad. This model is ideal for campaigns aimed at driving traffic to your website or increasing conversions. It directly ties cost to engagement, making it useful for tracking ROI. However, it can become expensive if click-through rates are high but conversion rates are low.

Viewable Cost-Per

Thousand Impressions (VCPM) is similar to CPM but ensures that you only pay for impressions that are actually viewable by users. This model ensures better ad visibility and can improve campaign effectiveness, but it is typically more expensive than standard CPM and still doesn't guarantee engagement.
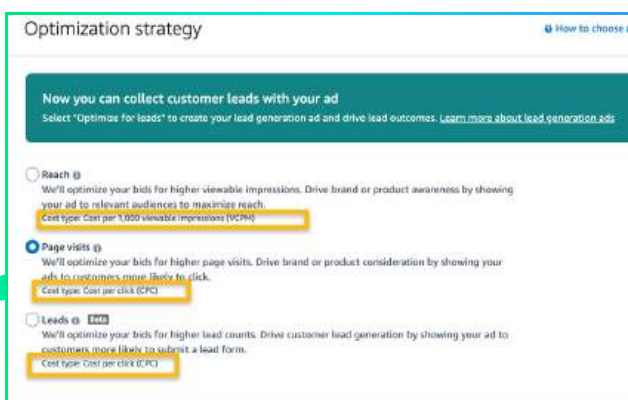
How to Set a Proper Bid

Start with moderate bids to gather initial data without overspending and adjust based on performance insights. Think of the bid as the amount you are willing to pay to get a click to your website or a form fill. Align your bid strategy with your campaign objectives, whether it's for awareness, engagement, or conversions. Monitor competitor activity to ensure your bids remain competitive.

Monitoring bid performance involves tracking key metrics such as click-through rates (CTR), conversion rates, and cost-per-acquisition (CPA) to gauge bid performance. Strategies for bid adjustment include increasing bids for high-performing ads to maximize their reach and lowering bids for underperforming ads to allocate budget more effectively to better-performing ads. A/B testing different bid amounts and strategies helps find the optimal bidding approach for your campaigns. Adjust bids based on seasonal trends and demand fluctuations to capitalize on peak periods.

By understanding the different bidding types and implementing strategic bid adjustments, you can optimize your ad spend, improve campaign performance, and achieve your marketing objectives more effectively. If all of this seems overwhelming, consider working with Dorado Ads to help you maximize the performance of your ads throughout any season.

Important Metrics for Amazon Local Ads

Understanding key metrics is essential for evaluating performance. These metrics provide insights into how well your ads are performing and whether they are meeting your business objectives. Key metrics to track include impressions, clicks, and conversions.

Impressions

measure the number of times your ad is shown to users, indicating the reach of your ad. High impressions mean more people are seeing your ad, which is crucial for brand awareness campaigns.

Clicks

measure the number of times users click on your ad, reflecting user engagement. A high click-through rate (CTR) suggests that your ad is compelling and relevant to the audience.

Conversions

measure the number of times users take a desired action after clicking on your ad, such as making a purchase or filling out a form. This metric is directly tied to your campaign goals, with high conversion rates indicating that your ad is not only engaging but also effective in driving business outcomes.

Impressions

are another important metric. A viewable impression occurs when at least 50% of your ad is visible on the user's screen for a minimum of one second for display ads and two seconds for video ads. This ensures that your ads are actually seen by users, rather than just being served, making it a crucial metric for accurately measuring the effectiveness of your ad placements. Techniques to increase viewable impressions include placing ads in high-visibility areas of the webpage, using ad formats that are more likely to be seen, and creating visually appealing and engaging ads that capture attention quickly.

measure the number of times your ad is shown to users, indicating the reach of your ad. High impressions mean more people are seeing your ad, which is crucial for brand awareness campaigns.

1 Amazon Ad Tag (Beta)

Amazon's ad tag, currently in beta, allows you to track conversions on your website. This tag helps measure how many users who clicked on your ad completed a desired action on your site, such as making a purchase or signing up for a newsletter.

2 Form Fill Conversions

If your campaign focuses on generating leads through form fills, you can track how many users complete and submit forms. This metric is essential for understanding the effectiveness of your lead generation efforts.

2 Door Swing Conversions

With Dorado Ads, we offer DOR technology that can help you manage and track door swing conversions at your local retail location. This technology enables you to measure how many customers visit your store as a result of seeing your Amazon ad, providing valuable insights into the offline impact of your online advertising efforts.

Using metrics to evaluate ad performance involves tracking and analyzing data to make informed decisions. Tools for tracking and analyzing metrics include the Amazon Advertising Dashboard, which provides comprehensive data on your ad performance, and third-party analytics tools like those offered by Dorado Ads, which provide additional insights and tracking capabilities. Interpreting data involves identifying trends and patterns, such as consistent increases in clicks during specific hours or days, and using these insights to optimize your ad campaigns.

Practical tips for using metrics to improve ad performance include regular monitoring of key metrics to stay informed about how your campaigns are doing, conducting A/B testing to compare different ad versions and refine your strategies, and adjusting your budget allocation based on performance data to ensure efficient use of your ad spend.
By understanding and effectively utilizing these key metrics, you can optimize your Amazon local ad campaigns for better performance and greater business impact. Regular analysis and strategic adjustments based on data insights will help you achieve your advertising goals and maximize your campaign effectiveness.

Setting Measurable
Campaign Goals

Setting clear and measurable campaign goals is crucial to the success of any advertising effort. Understanding what you want to achieve and how to measure success allows you to create more effective ad campaigns.

Campaign goals can vary widely depending on your business objectives. For brand awareness, the goal might be to increase the visibility of your brand among your target audience, measured by impressions, reach, and brand recall surveys. For example, you might aim to achieve 500,000 impressions in the next three months.

Lead generation involves capturing potential customer information for future sales, measured by the number of leads, cost per lead (CPL), and conversion rate from lead to customer. An example goal could be generating 1,000 new leads with a CPL of $10 within two months. For sales and revenue, the goal is to directly drive sales of your product or service, measured by the number of transactions, revenue generated, return on ad spend (ROAS), and conversion rate. For instance, achieving $50,000 in sales with a ROAS of 4:1 within six months.

Customer retention and loyalty goals focus on encouraging repeat purchases and building customer loyalty, measured by repeat purchase rate, customer lifetime value (CLV), and engagement rates. Increasing the repeat purchase rate by %15 over the next quarter could be a specific goal.

Website traffic goals aim to increase the number of visitors to your website, measured by overall traffic, unique visitors, and the quality of traffic (bounce rate, time on site, pages per visit). An example goal might be increasing website traffic by %20 in the next three months.

Setting SMART goals ensures that your objectives are Specific, Measurable, Achievable, Relevant, and Time-bound. Specific goals clearly define what you want to achieve. Measurable goals ensure that the goal can be quantified, such as tracking the number of new leads generated. Achievable goals are realistic based on your resources and market conditions, avoiding targets that are too ambitious without a clear plan. Relevant goals align with your overall business objectives, ensuring that your campaign supports your broader goals. Time-bound goals set a deadline for achieving your objectives, such as achieving a %15 increase in sales within six months.

S SPECIFIC
M MEASURABLE
A ACHIEVABLE
R RELEVANT
T TIME-BOUND

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Key Performance Indicators (KPIs) help measure the success of your campaigns. Important KPIs include impressions, which indicate the reach of your ad; click-through rate (CTR), which measures user engagement; conversion rate, which indicates the success of your ad in achieving its ultimate goal; cost per acquisition (CPA), which measures the cost of acquiring a customer through your campaign; and return on investment (ROI), which measures the profitability of your campaign relative to its costs.

Budgeting for ad campaigns involves determining your total budget based on your overall marketing budget and goals. Allocate funds to different campaigns depending on your priorities, and monitor and adjust your budget allocation as needed based on campaign performance.

Monitoring and Optimizing Your Ads

Optimizing your ads is a continuous process that requires regular monitoring and adjustments based on performance data. This chapter will guide you through the tools and techniques for real-time tracking, data analysis, and A/B testing to ensure your ads perform at their best.

Monitoring ad performance in real-time is essential for making timely adjustments and optimizing your campaigns. Amazon provides several tools and features for real-time tracking, including the Amazon Advertising Dashboard, which offers comprehensive real-time data on key metrics such as impressions, clicks, and conversions. Third-party analytics tools

Analyzing metrics to optimize ads involves identifying trends and patterns in your data. Look for consistent patterns over time, such as an increase in clicks during specific hours or days, and use these insights to refine your targeting and bidding strategies. Spotting anomalies, such as sudden changes or outliers in your data, can help identify issues or opportunities for optimization. Compare the performance of different ads, targeting options, and creatives to determine what works best and make data-driven adjustments to improve ad performance.

Practical tips for monitoring and optimization include regular monitoring of ad performance, iterative testing to continuously refine your strategies, and

like Dorado can complement Amazon's dashboard by providing additional insights and tracking capabilities, helping you understand user behavior on your website after they click on your ads.

Key performance indicators (KPIs) to monitor include impressions, which indicate the visibility of your ad; clicks, which measure user engagement; and conversions, which indicate the success of your ad in achieving its ultimate goal. By regularly tracking these KPIs, you can stay informed about your campaign's performance and make necessary adjustments.

using automation tools to adjust bids, pause underperforming ads, and allocate more budget to successful ones without constant manual intervention. By effectively monitoring your ad performance in real-time, analyzing metrics to make informed decisions, and utilizing A/B testing, you can continuously optimize your ad campaigns for better results. This approach ensures that your advertising efforts are always aligned with your business goals and that you maximize your campaign effectiveness.

Congratulations

on Completing the Blueprint and Taking Action!

Now that you've taken this important step, it's time to explore how you can work with Dorado Ads to elevate your Amazon advertising efforts.

Experience the Dorado Difference

Book a free consultation today and get $500 in free ad credit to kickstart your campaign.

Book a Free Meeting

Getting Started with Dorado Ads

If you're looking for help, Dorado Ads can assist you in setting up your Amazon Advertising account if you don't already have one. This crucial step involves configuring your account settings, including payment methods, targeting preferences, and ad formats. With Dorado Ads by your side, you'll integrate necessary tools and platforms for seamless tracking and reporting, ensuring a solid foundation for your advertising efforts.

Creative Magic and Targeting Strategy

Next comes the creative magic. Dorado Ads' talented team will develop compelling ad creatives, including stunning visuals and persuasive copy. They'll devise a detailed targeting strategy to reach your desired audience effectively, ensuring your message resonates with those who matter most. Your initial campaigns will be set up based on this well-defined strategy, perfectly aligned with your business objectives and ready to make an impact.

Ongoing Support and Optimization

But the journey doesn't stop there. With Dorado Ads, you'll receive ongoing support that includes regular performance monitoring, detailed reports, and continuous optimization based on real-time performance data. Regular check-ins and consultations will keep you in the loop, allowing you to discuss performance, address concerns, and adjust strategies as needed. This ongoing partnership ensures your campaigns remain effective, efficient, and aligned with your evolving business goals.

Timeline and Deliverables

Expect a timeline that reflects Dorado Ads' commitment to excellence. The initial consultation will take place within the first week, followed by account setup and configuration within 1-2 weeks. Ad campaign development will occur within 2-3 weeks, and ongoing support will be continuous, with regular check-ins and performance reviews. Communication is key, facilitated through a dedicated account manager who will provide regular updates on campaign performance and be your go-to person for any questions or concerns.

Customized Advertising Plan

Deliverables from Dorado Ads include a customized advertising plan that outlines the strategy, goals, and expected outcomes. You'll receive high-quality ad creatives designed to captivate your audience and drive results. Regular performance reports will detail key metrics, providing insights and optimization recommendations to keep your campaigns on track.

Embark on a Journey of Growth and Success

By following this inspiring roadmap and partnering with Dorado Ads, you're not just enhancing your local advertising efforts—you're embarking on a journey of growth and success. The support and expertise provided by Dorado Ads will help you achieve remarkable results, maximizing your return on investment and turning your vision into reality. Together, we'll make your business shine like never before.

Bonus Chapter

Creating Your First
Amazon Local Ad Campaign

Embarking on the journey to create your first Amazon local ad campaign is an exciting step towards boosting your business's visibility and reach. In this chapter, we will walk you through the process, from signing into your account to customizing your ad creatives. Follow these steps to launch a successful campaign that captivates your target audience and drives tangible results.

Campaign Builder | Non endemic - Watch Video
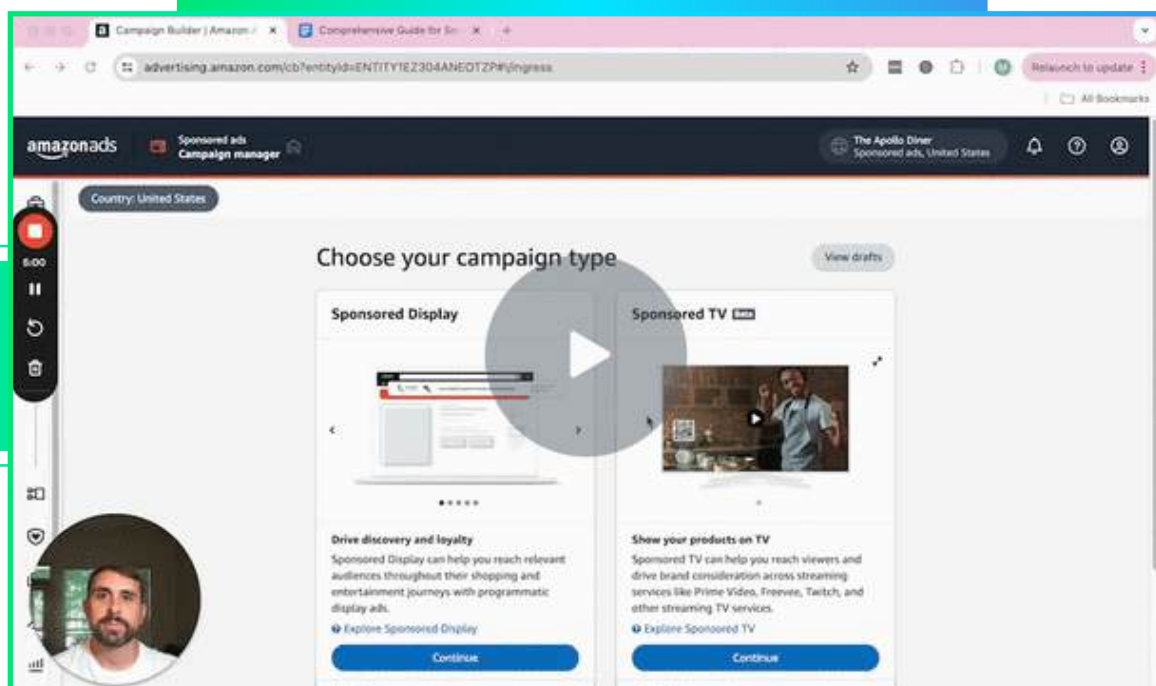
Step 1 Sign In and Start Your Campaign

Begin by signing into your Amazon Advertising account. Once logged in, navigate to the campaign creation section by clicking on "Create campaign." From the available options, select "Sponsored Display." This type of ad is perfect for local businesses looking to reach a specific audience with tailored messages.

Step 2 Campaign Settings

Campaign Name
Give your campaign a memorable and descriptive name that reflects its purpose. For example, if you're promoting a seasonal sale, you might name it "Summer Plumbing Specials." Include descriptors such as audience, location, creative descriptions, and campaign metric targets like preferred cost per click. A solid naming scheme keeps your account organized and saves time in the future.

Start and End Dates:
We recommend keeping the end date as "no end date" unless you are running a promotion or seasonal ad campaign.

Daily Budget
Set a realistic budget to ensure your campaign runs smoothly throughout the day. We recommend a minimum daily budget of $15 per campaign.

Step 3 Create an Ad Group

Typically, we recommend only having one ad group per campaign to simplify optimization and organization. You can name the ad group something like "Ad Group 1." If testing multiple ad groups within one campaign, such as different zip codes with the same target audience, naming the ad group by zip code can help you stay organized.

Select Your Optimization Strategy

With your campaign settings in place, select an optimization strategy. Use the information learned in this blueprint to determine the best targeting approach. Here are some options

Optimize for Reach
Drives greater scale and increases reach by targeting a higher volume of viewable impressions. You'll pay for every 1,000 viewable impressions (vCPM model). Ideal for brand awareness and top-of-funnel campaigns.

Optimize for Page Visits
Targets audiences more likely to click your ad, helping drive brand and product consideration. You'll pay for each click (CPC model). Suitable for the consideration phase and middle-of-funnel campaigns.

Optimize for Leads
Targets audiences more likely to submit a lead form, driving customer lead generation. Uses a CPC model, where chargeable clicks include clicks on a call-to-action button or a "Learn more" link. Best for consideration/decision phase and middle-to-bottom-of-funnel campaigns.

Step 4 Locations/Geo-Targeting (Optional)

You can search by state, DMA, city, or postal code. For example:
- **A diner in East Meadow could target zip codes within 5-10 miles of East Meadow, NY.**
- **A regional business could target every state in the Northeast.**
- **An insurance company could leave this section blank to target the entire US.**

Step 5 Define Your Targeting Audience

Start with the most obvious audiences in the most relevant geographic regions. For example, a diner in East Meadow, NY, should target the local region and find audiences interested in dining out. Use Amazon's search feature to find relevant categories or the Dorado Ad AI Audience Finder to identify potential audiences at each buying cycle stage. Ensure your audiences have enough potential reach (more than 100k/month across the campaign). Avoid over-saturating a single campaign with too many audiences; generally, no more than 10 audiences per campaign.

Step 6 Ad Settings

- **Ad Name:** Describe your ad here.
- **Landing Page:** Drive traffic to a proven landing page. Use professional landing page builders to enhance conversion chances.

Step 7 Customize Your Creative in the Creative Builder

Use Amazon's Creative Builder to design visually appealing ads

- **Headline**
  Choose a catchy headline that grabs attention and conveys your message, such as "Get ready for summer with our plumbing specials!".

- **Logo**
  Add your logo to reinforce brand recognition.

- **Image**
  Upload a high-quality image that complements your headline and represents your product or service effectively. Use resources like pexels.com or Amazon's image library with over 70,000 images.

- **Form**
  If using form fills through the leads strategy, fill out the form description and call to action.

Once you've customized your creative, review your ad to ensure everything looks perfect. When satisfied, save your creative and prepare to launch your campaign.

Launching Your Campaign

Double-check all settings and creatives to ensure everything aligns with your goals. Click "Launch" to make your ad live, reaching potential customers and driving engagement. By following these steps, you can create a powerful Amazon local ad campaign that enhances your business's visibility, attracts new customers, and drives growth. Remember, the key to a successful campaign lies in careful planning, precise targeting, and compelling creatives. Happy advertising!

Congrats!
YOU DID IT YOU ROCK Mike

dorado