



Checklist 9: Amazon Advertising

Project Name: _____ Date: _____

Yes No

Advertising on Amazon is a great way to get targeted Kindle sales for your books.

- 1 Login to KDP <https://kdp.amazon.com>
- 2 Navigate to your book and choose “Promote and Advertise”

You can either run a price promotion (a countdown deal or free book promotion) or you can run an ad campaign.


Choose a campaign type



Sponsored Products

Keyword targeted ads can display in search results and on product detail pages.

[Learn more](#)



Product Display Ads

Product or interest targeted ads can display on related product detail pages and Kindle eReaders.

[Learn more](#)

Notes



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Select a book to advertise



Your Elephant's Under Threat: My personal journey from low self esteem to mastering self improvement and conquering my goals... by John Mulry

★★★★☆ (4) | | Kindle Edition

Target your ad

- By product** 
Show your ad on Amazon.com to customers interested in selected and similar products.
- By interest** 
Show your ad on Kindle E-readers and Amazon.com to customers interested in selected categories.

Select interests to target

All Reader Interests

- ▶ Biographies & Memoirs
- ▼ Business & Money
 - Accounting
 - Business Life
 - Economics
 - Finance
 - Industries
 - International



Reader Interests Added

- Business & Money
- Entrepreneurship & Small Business
- Marketing & Sales

Notes



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Campaign Settings

Start End

- Pacing
- Run campaign as quickly as possible
 - Spread campaign evenly over its duration

Choose your campaign settings

Campaign name

Cost-per-click bid
(CPC) Average bid is \$0.15 to \$0.20

Campaign Budget
 This is the total amount you are willing to spend for the duration of your campaign.

Customize your ad

Write the headline and custom text you want to appear in your Product Display Ad

Headline

Characters remaining: 14

Text

Notes

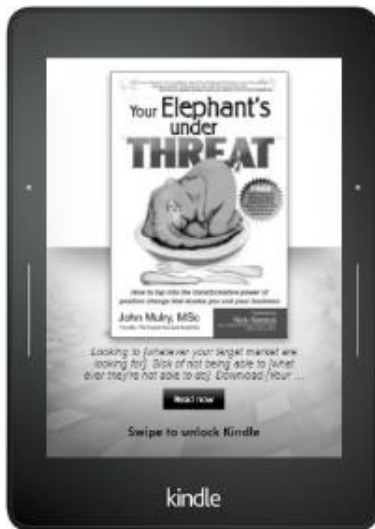


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Preview your ad

Kindle E-readers | 270x200 | 300x250 | 980x55

Kindle Lockscreen



Kindle Home Screen



Cancel

Save as draft

Submit campaign for review

Notes