



AMAZON MARKETING PROGRAM MODULE II

ADVERTISING ON AMAZON 16 HOURS

TRAINING DESCRIPTION:

This training is designed to showcase how companies currently selling products in the Amazon marketplace can go about using the Amazon advertising platform in order to promote their product listings and increase sales. Participants will learn the process of determining which ad types are right for your product and how to determine the right level of advertising investment you should be making in light of your overall Amazon revenue goals. This training will include interactive conferencing, and On-Site training.

TRAINING OBJECTIVE:

This Amazon Marketing Program is designed to teach participants the necessary skills, tools, approaches to advertising on the Amazon platform. This will enable participants to increase both their overall Amazon sales and awareness of their brand and product offerings. This training will also be hyper-focused on determining the appropriate Advertising Cost of Sales (ACoS) and Total Advertising of Sales (TACoS) to ensure your Amazon listings are profitable for your business.

SKILL ATTAINMENT:

Participants will gain proficiency in advertising on the Amazon platform and setting advertising budgets in order to generate the desired return on investment.

TRAINING CONTENT:

Training includes:

- The Amazon advertising keyword match types
- Different ad types and the advantages of each
- Calculating and monitoring your ACoS and TACoS
- Developing and implementing an Amazon bid strategy
- Additional advertising options outside of Amazon
- Third-party Amazon advertising management tools

* The specific training objects offered may vary based upon the strategic needs of the company.