



# **PPC Strategies for Amazon Sellers: How to use Sponsored Ads to increase sales and improve search rank for your Amazon FBA Products**

*E. Brooke*

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# PPC Strategies for Amazon Sellers: How to use Sponsored Ads to increase sales and improve search rank for your Amazon FBA Products

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## **PPC Strategies for Amazon Sellers: How to use Sponsored Ads to increase sales and improve search rank for your Amazon FBA Products E. Brooke**

This first book in the FBA: The Next Level series will explain the Amazon Pay Per Click (PPC) advertising system, also called Sponsored Ads. It will walk you through setting up your first automatic campaign, and then give you tips for building keyword lists for your more targeted manual ad campaigns. It will also explore all the different Advertising Reports and detailed tips on how to read them and use the data in your business.

This book is a must have for an Amazon FBA or FBM merchant.

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