

THE ESSENTIAL GUIDE TO

AMAZON ADVERTISING

By Thomas Herold

**HOW TO ATTRACT MORE
READERS AND
SELL MORE BOOKS**

THE ESSENTIAL GUIDE TO AMAZON ADVERTISING

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AND SELL MORE BOOKS

Revision 1.21

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Introduction

This book focuses entirely on Amazon advertising, therefore let's start with a quick overview of this platform, and how it benefits you as an author. However, before I get to that, a little side note about this current edition.

It's still revision 1.0, and I wish I had planned a bit better ahead. I am once again surprised about my planning time and how fast the actual finishing date approached. I thought I had given myself plenty of time, but as you probably also wrote one or more book you know exactly what I am mean. My native language is German, and this first edition still contains some grammar errors. I apologize, and I will make it up by sending you a revised version once the second edition is ready.

Now that we have this out of the way lets dive into the large e-commerce business of Amazon.

Amazon has become the second Trillion Dollar company right after Apple. What started - just a decade ago - as a small online bookseller, has a few years later turned into the biggest bookstore, and is now the most significant e-commerce reseller. With 48 Million books listed (3.5 Million Kindle books), self-publishing on Amazon has become a breeze.

Due to Amazon's global scope and reach, it is also considered one of the most valuable brands worldwide.

The online retailer does not only lead regarding desktop retailing but has also taken to mobile commerce. Amazon Mobile is one of the most popular apps in the United States. The Amazon app via smartphone is also the second-most favorite purchase

channel of Amazon buyers in the United States. Holiday sales in 2018 are expected to reach 50% of all online orders!

Amazon also offers Amazon Prime, an annual paid membership offering free two-day shipping in the United States as well as discounted one-day shipping rates, which current users regard as one of the key reasons for subscribing to the service. Amazon Prime has since opened to other countries and has also expanded to offer instant streaming of selected movies and television shows through Amazon Instant Video and music.

The average annual Amazon shopping expenditure of Amazon Prime members was found to be 1,300 U.S. dollars on the online shopping platform every year, compared to 700 U.S. dollars spending of non-Prime members. The most popular product categories of Amazon Prime shoppers in the United States were electronics and physical books, followed by e-books and personal care products.

Quick Facts About Amazon

During the most recently measured period, Amazon.com had almost 2.64 billion visits, up from 2.1 billion visits in February 2018. As of 2017, Amazon had 310 million active customers.¹

- Half of all web shoppers will go to Amazon to search for a product.
- 51% of consumers planned to do all of their holiday shopping on Amazon.
- 64% of households subscribe to Amazon Prime
- 40% of all Amazon Prime members will spend over \$1,000 a year on the site.
- 72% of all Amazon users will spend between \$100 and \$500 annually on the site.
- Over 100 million users use Amazon Prime globally.
- Amazon Users spent more than one-third of all their black Friday dollars on Amazon.
- Millennials tend to be the highest market as they are twice as likely to use Amazon as a Baby Boomer.²

As of 2017, there was a projected amount of approximately 88.8 million owners of e-readers in the United States, and that number is expected to increase to over 90 million by 2018.

Originally offered as a basic e-reader, the Kindle has strongly influenced e-book sales. The current Kindle Fire tablet range has transformed into a line of devices that also enable the consumption of media within the Amazon ecosystem. According to a study by PwC³ The expected revenue for ebooks will grow from 2.31 billion in 2011 to 8.69 billion in 2018.

Audiobooks are on the Rise

While print books are still leading the way, audiobook consumption is notable because it is the one book format that is rising steadily. Currently, one in five US readers listens to audiobooks. The trend started in 2015, and there seems no reason why it will not continue to grow.

Smartphones are and will continue to be the most used device for reading ebooks and listening to audiobooks.

For you as an author, the future is apparent. Publish in all three formats to give your books the best chance of being read. Give readers the choice of versions, so they can buy your book in the form they prefer.

Your Earning Potential with Amazon

The new quarterly report from Data Guy and Hugh Howey's Author Earnings⁴ spots 'more than 4,600 authors earning \$25,000 or above from their sales on Amazon.com.' "1,340 authors are earning \$100,000 per year or more from Amazon sales. Half of them are indies and Amazon-imprint authors."

“More than 50 percent of all traditionally-published book sales of any format in the US now happen on amazon.com. Roughly 85 percent of all non-traditionally published book sales of any format in the US also happen on Amazon.com.

“Roughly half of Amazon’s daily ebook purchases are now going to indie authors.”

“More than 4,600 authors earning \$25,000 or above from their sales on Amazon.com. Forty percent of these are indie authors deriving at least half their income from self-published titles, while 35 percent are Big Five authors deriving the majority of their income from Big Five-published titles, and 22 percent are authors who derive most of their income from titles published by small- or medium-sized traditional publishers.”

In Amazon’s recent (2017) shareholder letter noted, there are more than a 1,000 authors who earn more than a \$100,000 a year from their work published through Amazon.

“Today it’s possible to be a full-time professional author, quietly earning \$50,000+ a year - even six figures a year - without ever sending a query letter to anyone. On Amazon alone, the data shows over a thousand indie authors earning a full-time living right now with their self-published titles.”

These numbers are great and encouraging...

Sadly, that also means your books will most likely collect dust without advertising! Fortunately, the rapid expansion of the Internet will soon add 2 billion more people that can buy your book with just one click.

If they know how to find it...

Advertising Books on Amazon Works

While advertisers now pay \$20 or even more for one click on Google, promoting your books on Amazon is still possible with 5-10 cents per click. Even more important, people on Google search for information, people on Amazon search for products!

This means Amazon offers the highest potential to turn book searches into book sales.

In this essential advertising guide, you will learn every single detail of how to use Amazon's book advertising service to attract more readers and sell more books.

- How to find the best keywords in less than 15 minutes
- Includes a 70% discount code for the best keyword research tool
- How to write successful, targeted ad copies
- Five KDP secrets Amazon keeps hidden from you
- How to optimize your campaign for optimum ROI
- How to set up Sponsored Product Ads and Product Display Ads
- Three ad optimization techniques you must use
- Free tool to get hundreds of relevant keywords
- How to use GoodReads to build your keyword list
- How to split test and find the best performing ad
- The best tool to track your ads and improve performance

Start Selling More Books on Amazon

Running ads on Amazon is not a set and forget tactic - I wish it were. For your ads to perform up to their potential, you have to go in and nurture your keyword list to stay up to date with the latest search trends for books.

Advertising on Amazon with KDP is complex, and if you have no experience how it works, you will waste your money, and most likely give up soon.

After reading this book, you will be able to create targeted ads, track performance, make adjustments, sell more books and increase your income.

With a little patience, you may even make a living by doing what you love - writing books.

Chapter I - How D

Afterword

When I started with advertising on Amazon, I was excited about the opportunity to give my books a sales boost. With millions of books listed on Amazon the chance your book is found is very rare.

The most sales originate from author's websites or any form of social sharing websites like Twitter, Facebook, and Instagram. If you don't write a blog and you don't have a large volume of followers on any social media outlets your choice of marketing your books leads to Amazon.

Amazon ads is not a set and forget model - I wish it would be that easy. It takes a fair amount of time and understanding to be successful with advertising your book on Amazon. Luckily, this is not a black box technology anymore. It is relatively easy to set up your first ad and see some sales happening. When this happens, please congratulate yourself and realize that you just succeeded in marketing your book!

It does not matter if you lose out at the beginning and you are not breaking even with your advertised money and the sales you made. You don't need to spend much money on your Amazon ads. With \$50 per month, you can get a decent start and learn a lot about marketing your book.

It takes time and patience to work your way up. However, what you will learn on your way may help you also to open up other channels where you can market your book. Many authors are successful with Facebook ads, and they used what they have learned before with Amazon ads.

I encourage you to stick with it; even you are frustrated and disappointed. Feel free to email me if you have anything interesting to share about your successful campaign or some tricks you discovered.

Also, please let me know if you missed anything in this book that really should be covered. This is the first edition, and I am planning already the second extended version of this book. Your feedback is valuable to me, and I will answer your questions.

Last, but not least please use the tools that I recommended in this book. They will save you much time, help you with important decisions, and they also support you in analyzing your campaigns. At any point in your advertising adventure, you need to know what you are doing, what works and what doesn't. Keep on experimenting and try new things.

Leave Your Review on Amazon

As you guessed right, I don't have a publishing contract with one of the five big publishing companies, which have Millions to spend in promoting their books. I am an author dedicated to helping people with my 18 financial books and now with this new essential advertising book.

A lot of sweat and hours of research, combined with over 12 months of testing went in this work. If you found valuable information in it, please give it a solid 5-star review on Amazon. In the case, you don't feel it deserves that, please don't hesitate and write me an email with topics you did not like or maybe missed.

Again, I value your input and I appreciate your honest feedback.

Sincerely

Thomas Herold

Resources

Recommended Websites

Amazon Ads

<https://authorblberry.com>

<https://www.tckpublishing.com/amazon-book-ads/>

<https://kindlepreneur.com/amazon-ads-case-study/>

<https://davidgaughran.com/2018/09/19/advertise-sell-more-books/>

<https://chrismcmullen.com/tag/kdp-ad-campaign/>

Self Publishing

<https://selfpublishingadvice.org/how-to-choose-the-best-keywords-when-publishing-on-amazon/>

Book Formatting / Images

<http://www.darcypattison.com/publishing/format-picture-books-kindle/>

Book Description

<https://www.tckpublishing.com/how-to-write-book-descriptions/>

Amazon Advertising

<https://advertising.amazon.com/lp/books>

<https://advertising.amazon.com/ad-specs/en/policy/creative-acceptance>

<https://services.amazon.com/advertising/faq.html>

https://images-na.ssl-images-amazon.com/images/G/01/AdProductsWebsite/downloads/Kindle_Authors_and_Book_Publishers_Creative_Acceptance_Policies.pdf

https://kdp.amazon.com/en_US/help/topic/G200634560

About Amazon

<https://www.marketwatch.com/story/how-amazon-came-to-dominate-books-electronics-and-the-cloud-2017-05-12>

<https://www.britannica.com/topic/Amazoncom>

<https://www.theatlantic.com/technology/archive/2018/07/amazon-kindle-unlimited-self-publishing/565664/>

<https://authorlink.com/writing-insights/five-cautionary-points-to-ponder-before-publishing-on-amazon/>

Writing Ads

<https://www.wordstream.com>

<http://www.infomarketingblog.com/100-good-advertising-headlines-victor-schwab/>

<https://www.businessmagazinegainesville.com/the-psychology-of-ads/>

<https://exploringyourmind.com/psychology-of-advertising/>

<http://www.media-marketing.com/en/opinion/the-thirteen-most-powerful-words-in-advertising/>

<https://www.janefriedman.com/using-amazon-kdp-ads-sell-ebook-amazon/>

Book Business

<https://www.idealogy.com/blog/changing-book-business-seems-flowing-downhill-amazon/>

<https://qz.com/1240924/are-ebooks-dying-or-thriving-the-answer-is-yes/>

Book Marketing

<https://chrismcmullen.com/2017/11/03/book-marketing-by-the-numbers/>

<https://theonlineadvertisingguide.com/glossary/click/>

<https://davidgaughran.com/2018/05/31/marketing-uncovered-how-to-sell-books/>

<https://www.janefriedman.com/optimizing-books-amazon-keyword-search/>

<http://nicholaserik.com/start/>

<https://okdork.com/10-marketing-tactics-to-net-41000-downloads-on-amazon/>

<https://medium.com/@nkolakowski/amazon-kindle-e-book-marketing-tools-do-they-actually-work-f49bff0e244c>

<http://www.stevescottsite.com/book-marketing>

<https://www.locationrebel.com/increase-amazon-kindle-book-sales/>

Promotion Tools

<http://kindlebookpromotions.com/>

<https://kindlepreneur.com/list-sites-promote-free-amazon-books/>

<https://blog.reedsy.com/book-promotion-services/>

<https://www.fiverr.com/gigs/kindle-promotion>

Video Courses

<https://www.udemy.com/book-advertisement-with-amazon-ams/>

<https://www.udemy.com/how-to-make-market-and-sell-ebooks-all-for-free/>

<https://www.udemy.com/kindle-marketing/>

<https://www.udemy.com/amazon-ads/>

<https://www.udemy.com/ams-ads-for-authors/>

<https://www.writersonlineworkshops.com/courses/mastering-amazon-for-authors>

Statistics

<https://www.statista.com/topics/1177/book-market/>

Audio Books

<https://findawayvoices.com/>

<https://www.acx.com>

Author Earnings

<http://authorearnings.com/report/january-2018-report-us-online-book-sales-q2-q4-2017/>

Tracking Tools & Tips

<http://theauthorbiz.com/tracking-data-to-maximize-your-income-with-brian-d-meeks/>

<https://www.synccentric.com/>

<https://bookadreport.com/>

<https://sellics.com/>

Keyword Tools

<https://www.kdspys.com>

<https://parsehub.com/>

<https://www.merchantwords.com/bookadreport>

<https://www.yasiv.com/>

<http://sonar-tool.com/us/>

<https://www.kdprocket.com>

Pricing Strategies & Royalties

<http://thefutureofink.com/kindle-pricing-strategies/>

<https://www.davidwogahn.com/kindle-royalties/>

<http://lindsayburoker.com/e-publishing/pricing-your-ebook-at-99-cent/>

<https://fixmystory.com/2016/08/18/the-ultimate-guide-to-choosing-the-right-price-for-your-book/>

Image Optimization Tools

<https://tinypng.com/>

<https://imagecompressor.com/>

<https://compressor.io/>

Book Cover Art

<https://www.canva.com/>

<http://angelahaddon.com/>

<https://kindlepreneur.com/book-cover-design/>

<https://blog.reedsy.com/book-cover-design/>

<https://en.99designs.de/>

<https://www.creativindiecovers.com/>

Publishers

<https://www.bookbaby.com/>

<https://www.ingramspark.com/>

Book Categories

<https://www.tckpublishing.com/competitive-amazon-kindle-bestseller-categories/>

<https://www.goodreads.com/list>

Other Books By Thomas Herold

The books listed below are all available on Amazon. Most of them in Kindle and Paperback format. Please feel free to check out the [author page here](#).

[The Money Deception - What Banks & Governments Don't Want You to Know](#)

[Financial Terms Dictionary - Terminology Plain and Simple Explained](#)

[Financial Terms Dictionary - Real Estate Terminology Explained](#)

[Financial Terms Dictionary - Corporate Finance Principles & Fundamentals](#)

[Financial Terms Dictionary - Investment Terminology Explained](#)

[Financial Terms Dictionary - Banking Terminology Explained](#)

[Financial Terms Dictionary - Principles of Economics Explained](#)

[Financial Terms Dictionary - Retirement Planning and Investing Guide](#)

[Financial Terms Dictionary - Trading Terminology Explained](#)

[Financial Terms Dictionary - Accounting Quick Reference Guide](#)

[Financial Terms Dictionary - Acronyms & Abbreviations Explained](#)

[Financial Terms Dictionary - Laws & Regulations Explained](#)

[Building Wealth with Silver - The Biggest Wealth Transfer in History](#)

The Author's Websites

Book Ad Report. The advertising campaign dashboard you always wanted. Turn your plain amazon book campaigns into significant, delicious charts. See your ad campaign performance over selected time periods at a glance. The only advertise and marketing dashboard for amazon direct publishing authors.

bookadreport.com

Money Deception. Major financial changes are coming – are you prepared? In this new explosive book ‘The Money Deception’, Mr. Herold provides the most sophisticated insight, and shocking details about the current monetary system. Never before has the massive manipulation of money caused so much despair and economic inequality all over the world.

moneydeception.com

Herold's Financial Dictionary. The most comprehensive financial dictionary with over 1000 financial terms explained. Clear and concise article style description with practical examples.

financial-dictionary.com

The 100 most popular and important financial terms explained. You can get a free copy by going here:

<https://www.financial-dictionary.info/free-book/>

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² Amazon by the Numbers - <https://wearetop10.com/amazon-stats/>

³ The E-Reader Device Is Dying A Rapid Death - <https://justpublishingadvice.com/the-e-reader-device-is-dying-a-rapid-death/>

⁴ Porter Anderson - Latest from Author Earnings - <https://publishingperspectives.com/2016/06/author-earnings-more-data-profitable-authors/>