

# *Taller de* Marketing Digital



Por favor silencia tu  
micrófono

# Contenidos

¿Qué aprenderemos?

- ¿Para que sirve el marketing digital?
- Tipos de Marketing on Marketplaces
- PPC – Implementación de campañas
- Estrategias de descuento y promociones
- Prime exclusive discounts
- Reseñas
- A+

# ¿Para qué sirve el Marketing digital?

El marketing digital es un conjunto de estrategias y técnicas que se utilizan para promocionar productos o servicios a través de medios digitales como internet, redes sociales, correo electrónico, aplicaciones móviles, entre otros.

Nos sirve para:

- Aumentar visibilidad y alcance de la marca
- Generar tráfico a sitio web
- Generar leads
- Fidelizar clientes
- Medir y analizar resultados



# Canales de Marketing Digital

- Redes Sociales
- Buscadores (SEO y SEM)
- Email Marketing
- Influencers
- Remarketing
- Generación de Contenido
- Herramientas de Blog y Post

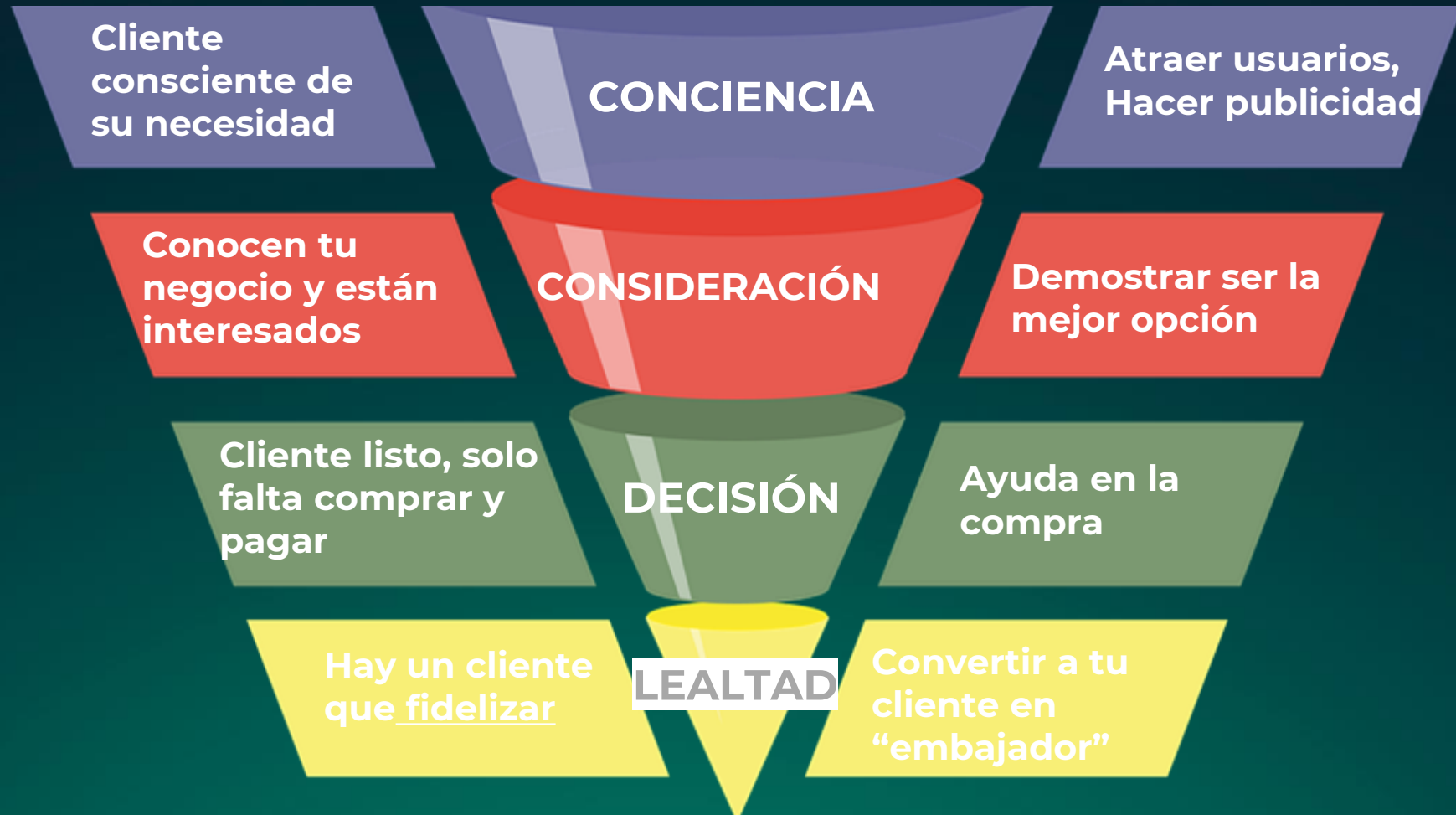
# Funnel de Conversión

Un Embudo de ventas en un eCommerce está compuesto de 4 grandes etapas:

1. Total de visitas al sitio web (gente que entra)
2. Personas que ven un producto
3. Personas que añaden un producto al carro
4. Personas que compran

El paso de una etapa a la otra, deja **clientes en el camino**, ya que no todas las personas que llegan a un sitio web están interesadas en comprar.

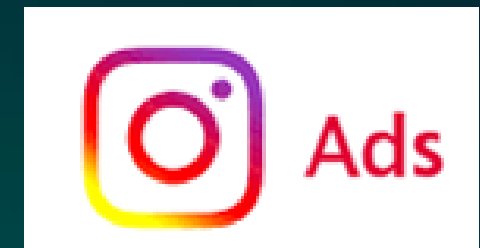
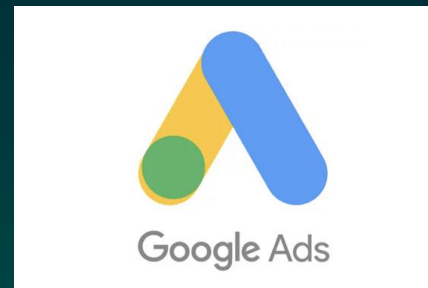
# Funnel de Conversión



# Campaña efectiva en RRSS

**Para hacer una campaña efectiva en RRSS deben seguir los siguientes pasos:**

1. Definir Público Objetivo
1. Definir Objetivo de Campaña:
  - Awareness
  - Ventas
  - Remarketing
3. Planificar las campañas: Plazos, Presupuestos
3. Ejecución



**Objetivo: Aumentar seguidores y visitas a IG y FB.**

1. Publicar su perfil y productos en grupos de personas que buscan productos relacionados.
2. Hacer **concursos** con regalos para sus seguidores, sujeto a que los etiqueten y los sigan.
3. Armar **campañas promocionales** en IG y FB para que más gente los siga.

**Objetivo: Aumentar ventas**

1. Subir **contenido interesante**, no sólo producto y precio, si no que beneficios, historia, origen de la marca, busquen interacción, hagan preguntas.
2. Hacer **promociones de corto plazo** para incentivar ventas.
3. Hacer campaña en su perfil y hacer campañas pagadas para aumentar la visibilidad.

**Objetivo: Remarketing.**

1. Crear campañas dirigidas a las personas que entraron a mi perfil pero no me compraron.
2. Reforzar el contenido de su perfil.
3. Reforzar los beneficios del producto para que los que ya los visitan les compren.
4. Armar campañas pagadas

# Campaña efectiva en RRSS

Ejemplo: Objetivo es aumentar seguidores y visitas a IG y FB.



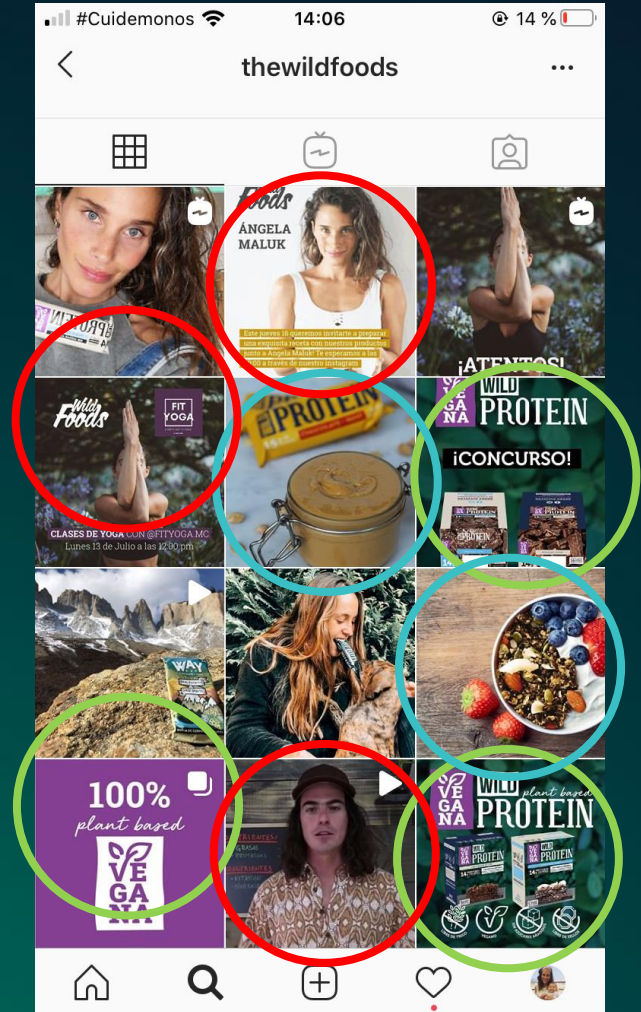
# Campaña efectiva en Redes Sociales:

Ejemplo: Objetivo es aumentar ventas

Publicación de productos

Recetas y variaciones

Información, clases gratis, entre otros.



# Campañas de Publicidad Pagada

# Campañas de Publicidad Pagada

Según su forma de costo o pago se pueden clasificar de 3 maneras:

- **Costo por Mil Impresiones (CPM):** se paga por la visualización del anuncio. Por lo general se fija un monto y según este, se mostrará cierta cantidad de veces el anuncio. Pay per Impression (PPI)
- **Costo por Click (CPC):** se paga cada vez que alguien hace click en el anuncio. Pay per Click (PPC)
- **Costo por Acción (CPA):** se paga cada vez que alguien ve el anuncio, hace click y finalmente compra. Pay per Sale (PPS)

# Campañas de Publicidad Pagada

**Pay per Impression**



**Pay per Click**



**Pay per Sale**



# amazon PPC

12

Allchocolate bar

Search

Hello, LAPAccount & Lists

to CollegeAmazon BasicsCustomer ServiceBeauty & Personal CareAmazon BusinessToday's DealsHandmadeBest SellersPharmacyAmazon ExplorePet SuppliesCouponsShopper ToolkitAmazon Home

1-48 of over 9,000 results for "chocolate bar"Sort by: Featured

Eligible for Free Shipping

☐ Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Delivery Day

☐ Get it by Tomorrow

Amazon Local Stores

☐ Amazon Fresh

☐ Whole Foods Market

Climate Pledge Friendly

☐ Climate Pledge Friendly

Department

Candy & Chocolate Bars

Chocolate Blocks

Candy Bars

Snack Foods

Granola & Nutrition Bars

Sports Nutrition Protein

Sports Nutrition Bars

Sports Nutrition Protein Bars

See All 15 Departments

Customer Reviews

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

Brand

☐ HERSHEY'S

☐ 365 by Whole Foods Market

☐ Chocolove

☐ Lindt

GREEN & BLACK'S

Organic, Fair Trade, Ethically Sourced Chocolate

Shop Green & Black's

Green & Black's Organic Dark Chocolate Bar, 70...

★★★★★ 3,254

prime

Green & Black's Organic Dark Chocolate Bar, 85...

★★★★★ 3,254

prime

Green & Black's Organic Milk Chocolate with AL...

★★★★★ 297

prime

RESULTS

Featured from our brands

Sponsored

gomacro Kids

Oatmeal Chocolate Chip Cookie

7 Cookies

Sponsored

Best Seller

Hu

GET BACK TO HUMAN

HEALTHY CHOCOLATE

SALTY DARK CHOCOLATE

100% ORGANIC

Sponsored

# Existen 3 tipos de *Campañas PPC*

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*Sponsor*  
**Products**

*Sponsor*  
**Brands**

*Sponsor*  
**Display**

Sponsored Products

RESULTS

Price and other details may vary based on product size and color.



Plant-only Burger Patty Mixes - Mixed Pack Of 4 - Assorted Flavors  
Pack of 4  
3.8 ★★★★★ (71)  
Save 5%  
\$37.59 (\$0.87/Ounce) ~~\$39.99~~  
Lowest price in 30 days  
FREE delivery  
Small Business



Adda Veggie Meatless Ground Crumbles I Made with Vegetables I Veggie Burger Mix I Plant-Based + Vegan I Gluten Free, Soy Free...  
4.1 ★★★★★ (49)  
\$8.99 (\$8.99/Count)  
Save 10% with coupon  
FREE delivery Tue, Feb 28 on \$25 of items shipped by Amazon  
Or fastest delivery Mon, Feb 27  
Only 15 left in stock - order soon.  
Small Business



Gardein Ultimate Plant-Based Burger, 1/4 lb. Frozen Patties, 6 ct  
4.3 ★★★★★ (1,293)  
\$16.26 (\$0.68/Ounce)  
SNAP EBT eligible  
fresh FREE 2-hour delivery on orders over \$35 with Prime



Gardein Gluten-Free Plant-Based Chipotle Black Bean Burger, Vegan, Frozen, 12 oz. 4-Count  
4.5 ★★★★★ (3,846)  
\$6.79 (\$1.70/Count)  
SNAP EBT eligible  
WHOLE FOODS MARKET \$9.95 for 2-hour delivery with Prime



Vegan Burger (9 Patties) - Vege Caliente  
10.2 Ounce (Pack of 1)  
4.1 ★★★★★ (1,040)  
\$8.99 (\$0.88/Ounce)  
\$8.54 with Subscribe & Save discount  
Save 5% on 4 select items



BOCA Original Vegan Veggie Burgers (4 ct Box)  
4.5 ★★★★★ (661)  
\$4.79 (\$1.20/Count)  
SNAP EBT eligible  
fresh FREE 2-hour delivery on orders over \$35 with Prime



Future Farm Future Burger Plant-Based Vegan Patties, 2 count  
4.2 ★★★★★ (49)  
\$5.98 (\$0.75/Ounce)  
fresh FREE 2-hour delivery on orders over \$35 with Prime



Gardein, Burger Beefless Ultimate, 12 Ounce  
4.5 ★★★★★ (1,937)  
\$6.79 (\$0.05/lb)  
WHOLE FOODS MARKET \$9.95 for 2-hour delivery with Prime

Sponsored

**Hilary's Organic World's Best Veggie Burger, 10 oz.**

Brand: Hilary's Eat Well  
★★★★★ 232 ratings | 4 answered questions  
Climate Pledge Friendly

Price: \$4.99 (\$0.50 / Ounce)

Get \$50 off instantly. Pay \$0.00 ~~\$4.99~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

SNAP EBT eligible

**Diet type**

✓USDA Organic ✓Gluten Free ✓Vegan

**Nutrition summary**  
4.0 servings per container | 1 burger (71g)

|          |        |               |        |         |
|----------|--------|---------------|--------|---------|
| 120      | 200mg  | 2g            | 0g     | 2g      |
| Calories | Sodium | Dietary Fiber | Sugars | Protein |

**Nutrition facts**

**Ingredients**

**About this item**

Report incorrect product information.

**Ben's Original**

NEW LOOK, SAME GREAT TASTE.  
★★★★★ 21  
\$74.10 ~~\$74.10~~ ~~\$74.10~~

Ships from Amazonfresh  
Sold by Amazonfresh

Join Prime  
A Prime membership is required to shop Amazon Fresh on Amazon. Learn more

Cancel Anytime

New (2) from \$4.99

Have one to sell?  
Sell on Amazon

Primal Split Vegan Jerky - Most Popular Flavors Pack, 10 g. Plant Based Protein, (The...  
★★★★★ 1,558  
\$24.19 ~~\$24.19~~ ~~\$24.19~~

Shop now

Products related to this item

Gardein Gluten-Free Plant-Based Chipotle Black Bean Burger, Vegan, Frozen, 12 oz. 4-Count  
★★★★★ 1,293  
\$16.26 (\$0.68/Ounce)  
\$5.99 (\$1.50/Count)  
EBT

Gardein Ultimate Plant-Based Burger, 1/4 lb. Frozen Patties, 6 ct  
★★★★★ 1,293  
\$16.26 (\$0.68/Ounce)  
EBT

Chickpea and Ginger Burger Patty - Plant Based Ingredients (14 oz)  
★★★★★ 71  
prime

Impossible™ Burger Patties Made From Plants, Frozen, 6 Patties, 24 oz  
★★★★★ 788  
\$17.33 (\$1.55/lb)  
EBT

Impossible Burger Made from Plants, 12oz  
★★★★★ 2,250  
\$8.49 (\$11.52/lb) (EBT)

Impossible Foods Impossible Burger Plant-Based Ground Beef Patties, 8 Ounce  
★★★★★ 1,979  
\$6.79 (\$13.58/lb) (EBT)

Snow Days Grain Free and Organic Veggie White Pizza Bites  
★★★★★ 25  
\$6.68 (\$1.11/Ounce)  
EBT  
Climate Pledge Friendly

# Sponsored Brand

amazon

Deliver to LAP

Doral 33122

all + aloe vera shampoo

Q

EN

Hello, LAP

Account & Lists

Returns & Orders

All

One Medical

Clinic

Same-Day Delivery

Best Sellers

Amazon Basics

Customer Service

Health & Household

Today's Deals

Pet Supplies

Books

Amazon Home

Amazon Business

Handmade

Beauty & Personal Care

Shop Black-owned & popula

97-144 of over 3,000 results for "aloe vera shampoo"

Sort by: Featured

Eligible for Free Shipping

☐ Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Delivery Day

☐ Get it by Tomorrow

Amazon Local Stores

☐ Amazon Fresh

☐ Whole Foods Market

More-sustainable Products

☐ Climate Pledge Friendly

Department

Hair Shampoo

Shampoo & Conditioner Sets

After Sun Skin Care

Hair Regrowth Shampoos

Eye Treatment Gels

Books

Scalp Treatments

Hair Conditioner

Customer Reviews

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

★☆☆☆☆ & Up

Brands

☐ JASON

☐ PURA D'OR

☐ GRII

☐ CHI

☐ Tio Natcho

☐ NATURALOE

☐ Ecologic

naturaloe

ORGANICS

Take care your hair with aloe vera products

Shop Naturaloe



NATURALOE - Aloe Vera + Hemp Oil (Shampoo &...)

★★★★☆ 163

prime

NATURALOE - Aloe Vera + Argan Oil (Shampoo &...)

★★★★☆ 163

prime

RESULTS

Check each product page for other buying options.

Best Seller









Sponsored

# Sponsored Display

FREE delivery Mar 7 - 17

Add to Cart



Aloerma Organic..

\$10<sup>79</sup> ~~\$11.99~~

prime

Save 10%

Subscribe & Save

Shop now

Sponsored



Sponsored

Organic Aloe Vera Spray for Body & Face

From Freshly Cut Aloe Plant - Extra Fragrant

Easy to Apply - No Thickeners So It Absorbs Quickly

×

Catalog >

Inventory >

Pricing >

Orders >

Advertising >

Stores >

Growth >

Reports >

Performance >

Apps and Services >

B2B ● >

Brands >

Learn >

Geomar Seafood | United States

Search

MARKETPLACES  
10

OPEN ORDERS  
6

BUYER MESSAGES  
0

BUY BOX WINS  
0%

TOTAL BALANCE  
\$36.84

IPI  
748

GLOBAL PROMOTIONS SALES

Campaign Manager

A+ Content Manager

Vine

Deals

Coupons

Prime Exclusive Discounts

Promotions

Promote with Coupons

Merchandise your products with coupon badging



Create a Coupon

Restock Inventory



GEOMAR Scungilli (Sliced Conch) - ...  
SKU: GM-SCG  
ASIN: B08P7TQH8M

Sales in the last 30 days: 0  
Days of Supply: 0  
Total Inventory: 0  
Recommended Quantity: 327

Restock Now

< Back      Next >

Amazon Business

List Globally

Brand Referral Bonus

# Amazon Portfolio

Portfolios

Campaigns

Drafts

Budgets Beta

Products Beta

Targeting

Settings

History

Spend ? ×

Sales ? ×

ROAS ? ×

Impressions ? ×

+ Add metric

No data available

Please try adjusting your filters to see performance data

Create Portfolio

Find a portfolio

Filter by

Hide chart

Columns

Date range - This month

Export

| Portfolios | Status | Budget <span>?</span> | Budget start | Budget end | Spend <span>?</span> | Orders <span>?</span> |
|------------|--------|-----------------------|--------------|------------|----------------------|-----------------------|
|------------|--------|-----------------------|--------------|------------|----------------------|-----------------------|

## Amazon Portfolio

### Create a portfolio ×

Organize your campaigns by business line, product category, or season, and manage total spending with budget caps. [Learn more](#)

Portfolio name

[Cancel](#)

Create a portfolio 

## Amazon Portfolio

### Settings

#### Portfolio name

#### Budget cap

Set a budget cap for a date range or to recur monthly. Your campaigns will stop delivering when your spend reaches the budget cap amount or the budget end date is reached. [Learn more](#)

Recurring monthly 

#### Monthly budget cap ⓘ

Restarts on the 1st of each month. \$300.00 remaining for this month ⓘ

#### Ends

☒ Never

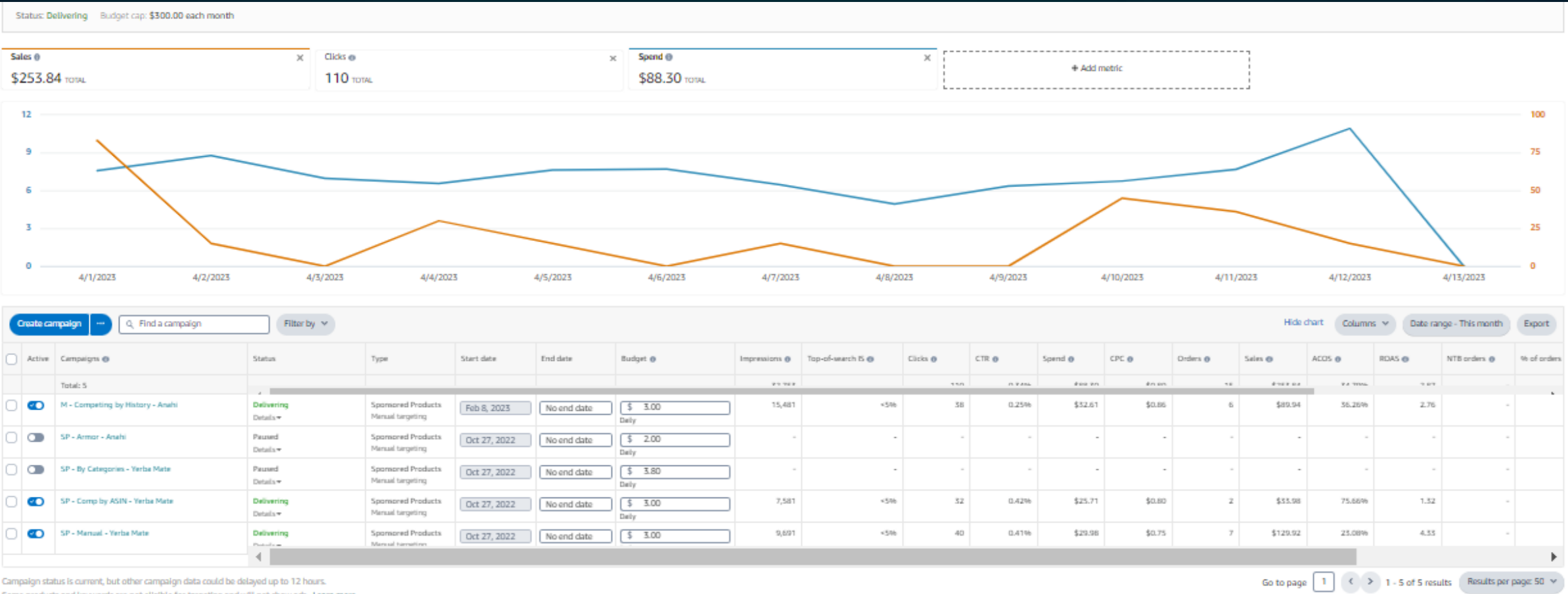
☐ On 

Budget cap: \$300.00 each month

Cancel

Save changes 

# Amazon Portfolio



# *Campañas Automáticas*

---

Forma más rápida y fácil para comenzar a promocionar tus productos.

Segmenta de forma **automática** tus productos según la información del listing (título, bullets, entre otros)



# CREACIÓN DE Campañas Automáticas

Create campaign

Find a campaign

Filter by

Columns

Date range - This month

Export

| Active | Campaigns | Status | Type | Start date | End date | Budget |
|--------|-----------|--------|------|------------|----------|--------|
|        | -         |        |      |            |          |        |

Campaign status is current, but other campaign data could be delayed up to 12 hours.  
Some products and keywords are not eligible for targeting and will not show ads. [Learn more](#)

There are no campaigns in your portfolio

Add campaigns to your portfolio to manage your campaign spending and track performance of all campaigns in the portfolio.

Add campaigns

# CREACIÓN DE Campañas Automáticas

## Choose your campaign type

View drafts

### Sponsored Products



#### Promote product listings

Sponsored Products can help promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

[Explore Sponsored Products](#)

Continue

#### Highlights

- ✓ Automatically find keywords
- ✓ Target keywords or products
- ✓ Track return on ad spend (ROAS)

### Sponsored Brands



#### Showcase your brand

Sponsored Brands can help customers discover your brand and products with creative ads that appear in relevant Amazon shopping results.

[Explore Sponsored Brands](#)

Enroll your brand

#### Highlights

- ✓ Launch video campaigns
- ✓ Build custom creatives
- ✓ Track new-to-brand (NTB) metrics

### Sponsored Display



#### Drive discovery and loyalty

Sponsored Display can help you reach relevant audiences throughout their shopping and entertainment journeys with programmatic display ads.

[Explore Sponsored Display](#)

Enroll your brand

#### Highlights

- ✓ Reach audiences on or off Amazon
- ✓ Programmatic or custom creatives
- ✓ Track new-to-brand (NTB) metrics

## CREACIÓN DE *Campañas Automáticas*

---

Ad group settings

[? Create an ad group](#)

Ad group name ⓘ

Los Ad groups se crean dentro de las campañas para agrupar productos de una misma categoría y precio

# CREACIÓN DE Campañas Automáticas

Products ⓘ

[Add the products you want to advertise](#)

Search

Enter list

Upload

Search by product name, ASIN, or SKU

Show: Newest first

Add all on this page



Extra Virgin Chilean Olive Oil by Olave

[Premium Blend - First Cold Press, 33.8

★★★★☆ (125) | \$22.99 | Out of stock

ASIN: B08FSDMXHH |

SKU: OLAVE.OLIVE.OIL-1000ml

Add

Add variations ⓘ



Extra Virgin Chilean Olive Oil by Olave

[Premium Blend - First Cold Press, 16.9

★★★★☆ (125) | \$13.99 | Out of stock

ASIN: B08FT3S2DQ |

SKU: NW.OLAVE.OLIVE.OIL-500ml

Add

Add variations ⓘ



Extra Virgin Chilean Olive Oil by Olave

[Premium Blend - First Cold Press, 16.9

★★★★☆ (125) | \$13.99 | Out of stock

ASIN: B08FT3S2DQ |

SKU: OLAVE.OLIVE.OIL-500ml

Add

Add variations ⓘ

1-8 of 8 results

<

>

0 products

Add products

## CREACIÓN DE *Campañas Automáticas*

---

### Targeting

 [Choose your targeting strategy](#)

- ☒ Automatic targeting  
Amazon will target keywords and products that are similar to the product in your ad.
- ☐ Manual targeting  
Choose keywords or products to target shopper searches and set custom bids.

# CREACIÓN DE Campañas Automáticas

## Automatic Targeting ⓘ

Choose how much to pay for clicks with automatic targeting ⓘ

- ☐ Set default bid ⓘ
- ☒ Set bids by targeting group ⓘ

### TARGETING GROUPS ⓘ

☒ Close match ⓘ

### SUGGESTED BID ⓘ

\$3.23  
(\$1.58-\$3.23)

### BID ⓘ

\$ 1.60

☐ Loose match ⓘ

\$1.32  
(\$0.78-\$1.74)

\$ 1.32

☐ Substitutes ⓘ

\$2.01  
(\$1.46-\$2.49)

\$ 1.60

☐ Complements ⓘ

\$1.40  
(\$1.05-\$1.51)

\$ 1.10

# CREACIÓN DE *Campañas Automáticas*

Ej. Base: "Café Colombiano".



## *Estrategia Close Match*

El anuncio aparecerá cuando el ST sea parecido al producto.

### Ejemplo

El anuncio aparecerá si el cliente ocupa ST como "Café Molido Orgánico", "Café Molido", "Café Colombiano".

## *Estrategia Loose Match*

ST relacionados indirectamente con el producto.

### Ejemplo

El anuncio aparecerá si el cliente ocupa ST como "Comida Colombiana", "Dulces de Café".

## *Estrategia Substitutes*

ST substitutos al producto.

### Ejemplo

El anuncio aparecerá si el cliente ocupa ST como,, "Café Instantáneo", "Té".

## *Estrategia Complements*

ST relacionados que se consumen junto al producto.

### Ejemplo

El anuncio aparecerá si el cliente ocupa ST como: "Crema", "Galletas", "Stevia."

# CREACIÓN DE Campañas Automáticas

^ Negative keyword targeting ⓘ optional

Select negative keywords

Match type ⓘ  
☒ Negative exact ☐ Negative phrase

Enter your list and separate each item with a new line.

1/1 keywords were added successfully.

Add keyword

1 added Remove all

| Keywords | Match type ⓘ     |
|----------|------------------|
| example  | Negative exact X |

## CREACIÓN DE *Campañas Automáticas*

### Campaign bidding strategy ⓘ

 [Choose your bidding strategy](#)

☐ Dynamic bids - down only ⓘ

We'll lower your bids in real time when your ad may be less likely to convert to a sale.

☒ Dynamic bids - up and down ⓘ

We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.

☐ Fixed bids ⓘ

We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

▼ [Adjust bids by placement \(replaces Bid+\)](#) ⓘ

# CREACIÓN DE Campañas Automáticas

Settings

[See Campaign settings guidance](#)

Campaign name ⓘ

SP - A - Taller

Portfolio ⓘ

No Portfolio

Start ⓘ

Apr 13, 2023

End ⓘ

No end date

Country

United States

Daily budget ⓘ

\$ 10.00

## CREACIÓN DE *Campañas Automáticas*

### ☒ Launch additional campaigns in other countries

[? Learn about multi-country campaigns](#)

We'll launch copies of this campaign in the selected countries. For each country, we'll convert your budget to the local currency, match products, and suggest a bid.

Save as draft

Launch campaign



## ***Recapitulando***

---

- Portafolio
- Creación de campañas
- Tipos de campañas : automáticas y manuales
- Ad groups
- Bids
- Estrategias de matchs (close-loose-substitutes-complements)
- Negative KW y Product targeting.

# *Campañas Manuales*

---

- Research adecuado sobre qué STs están asociados a nuestros productos (en LAP hacemos uso de nuestro software de IA)
- Analizar cuales son las mejores KWs y hacer uso de la información entregada por las campañas automáticas.

2 formas de segmentación: KW y productos.

Eligible for Free Shipping

Free Shipping by Amazon  
All customers get FREE Shipping on orders over \$25 shipped by Amazon

Delivery Day

Get It by Tomorrow

Department

- Disposable Plates, Bowls & Cutlery
  - Disposable Spoons
  - Disposable Forks
  - Disposable Plates
- Beauty & Personal Care
  - Personal Care Products
- Ear Care Products
  - Earwax Removal Products
- See All 6 Departments

Customer Reviews

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

Brand

- WoodU
- Perfect Stix

Price

- Under \$25
- \$25 to \$50
- \$50 to \$100
- \$100 to \$200
- \$200 & Above

\$ Min \$ Max Go

Deals

- Today's Deals



Shop Preserve

Preserve Recycled Plastic Cutlery Made in USA, 24 Count  
★★★★☆ 12  
prime



Preserve, Everyday Tableware Set, Midnight Blue  
★★★★☆ 651  
prime

Sponsored

Price and other details may vary based on product size and color.



Sponsored

EarthClusive 100% Compostable Wooden Cutlery Set - 300 pieces (150 Forks | 100...  
★★★★☆ ~ 99

\$22<sup>98</sup>

Get it as soon as **Fri, Oct 29**  
FREE Shipping on orders over \$25 shipped by Amazon



Sponsored

BAMBOODLERS Disposable Wooden Cutlery Set | 100% All-Natural, Eco-...  
★★★★☆ ~ 2,248

\$19<sup>95</sup>

Save more with Subscribe & Save  
**Extra \$6.00 off** with coupon  
Get it as soon as **Fri, Oct 29**  
FREE Shipping on orders over \$25 shipped



Sponsored

VIEHANA 300 Piece Disposable Wooden Cutlery Set, Portable Forks, Knives and...  
★★★★☆ ~ 4

\$24<sup>95</sup>

Get it as soon as **Mon, Nov 1**  
FREE Shipping on orders over \$25 shipped by Amazon



Sponsored

Disposable Wooden Cutlery Set - Natural, Eco-Friendly, Biodegradable &...  
★★★★☆ ~ 607

\$16<sup>99</sup>

\$16.14 with Subscribe & Save discount  
Get it as soon as **Fri, Oct 29**  
FREE Shipping on orders over \$25 shipped by Amazon

# CREACIÓN DE Campañas Manuales

Choose your campaign type

View drafts

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Enroll your brand

Highlights

- Launch video campaigns
- Build custom creatives
- Track new-to-brand (NTB) metrics

Sponsored Display



Drive discovery and loyalty

Sponsored Display can help you reach relevant audiences throughout their shopping and entertainment journeys with programmatic display ads.

[Explore Sponsored Display](#)

Enroll your brand

Highlights

- Reach audiences on or off Amazon
- Programmatic or custom creatives
- Track new-to-brand (NTB) metrics

# CREACIÓN DE *Campañas* Manuales

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## Ad group settings

 [Create an ad group](#)

**Ad group name** 

# CREACIÓN DE *Campañas Manuales*

## Products ⓘ

[Add the products you want to advertise](#)

**Search** Enter list Upload

Search by product name, ASIN, or SKU

Show: Newest first ▾ [Add all on this page](#)



Extra Virgin Chilean Olive Oil by Olave  
|Premium Blend - First Cold Press, 33.8  
★★★★☆(125) | \$22.99 | Out of stock  
ASIN: B08FSDMXHH  
SKU: OLAVE.OLIVE.OIL-1000ml

[Add](#)  
[Add variations ⓘ](#)



Extra Virgin Chilean Olive Oil by Olave  
|Premium Blend - First Cold Press, 16.9  
★★★★☆(125) | \$13.99 | Out of stock  
ASIN: B08FT3S2DQ  
SKU: NW.OLAVE.OLIVE.OIL-500ml

[Add](#)  
[Add variations ⓘ](#)



Extra Virgin Chilean Olive Oil by Olave  
|Premium Blend - First Cold Press, 16.9  
★★★★☆(125) | \$13.99 | Out of stock  
ASIN: B08FT3S2DQ  
SKU: OLAVE.OLIVE.OIL-500ml

[Add](#)  
[Add variations ⓘ](#)

1-8 of 8 results < >

0 products

Add products

## CREACIÓN DE *Campañas* Manuales

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### Targeting ●

 [Choose your targeting strategy](#)

- ☐ Automatic targeting  
Amazon will target keywords and products that are similar to the product in your ad.
- ☒ Manual targeting  
Choose keywords or products to target shopper searches and set custom bids.

# CREACIÓN DE *Campañas* Manuales

## Manual Targeting ⓘ

ⓘ Select keyword or product targeting

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

- ☒ Keyword targeting ⓘ  
Choose keywords to help your products appear in shopper searches.
- ☐ Product targeting ⓘ  
Choose specific products, categories, brands, or other product features to target your ads.

# CREACIÓN DE Campañas Manuales

Keyword targeting ⓘ

See keyword targeting guidelines ⓘ

Suggested ⓘ

Enter list

Upload file

Bid ⓘ

Suggested bid ▾

Filter by ⓘ

✓ Broad

✓ Phrase

✓ Exact

| Keywords                      | Match type ⓘ | Sugg. bid ⓘ | Add all |
|-------------------------------|--------------|-------------|---------|
| vileda professional pva micro | Broad        | \$0.65      | Add     |
|                               | Phrase       | \$0.76      | Add     |
|                               | Exact        | \$0.95      | Add     |
| vileda professional           | Broad        | \$1.28      | Add     |
|                               | Phrase       | \$1.28      | Add     |
|                               | Exact        | \$0.80      | Add     |
| cleaning supplies             | Broad        | \$1.92      | Add     |
|                               | Phrase       | \$1.92      | Add     |
|                               | Exact        | \$1.92      | Add     |
| vileda                        | Broad        | \$0.77      | Add     |
|                               | Phrase       | \$0.77      | Add     |
|                               | Exact        | \$0.87      | Add     |
| cleaning cloth                | Broad        | \$2.21      | Add     |
|                               | Phrase       | \$2.21      | Add     |
|                               | Exact        | \$2.11      | Add     |

0 added

Remove all

| Keywords | Match type ⓘ | Sugg. bid ⓘ | Bid ⓘ |
|----------|--------------|-------------|-------|
|          |              | Apply All   |       |

# CREACIÓN DE Campañas Manuales

Keyword targeting ⓘ

See keyword targeting guidelines ⓘ

Suggested ⓘ

Enter list

Upload file

0 added

Remove all

Bid ⓘ

Suggested bid ▾

Match type ⓘ

☒ Broad ☒ Phrase ☒ Exact

sunglasses

sunglasses womens

Add keyword

Keywords

IS | IR ⓘ

Match type ⓘ

Sugg. bid ⓘ

Apply All

Bid ⓘ

# CREACIÓN DE *Campañas Manuales*

Ej. Base: "Café Colombiano".



## *Estrategia Broad Match*

Alta exposición y tráfico. STs contienen todas las KW, pero aparecen en desorden y con palabras adicionales

### Ejemplo

El anuncio aparecerá si el cliente ocupa ST como "Café molido orgánico Colombiano".

## *Estrategia Phrase Match*

STs contiene todas las KWs en orden pero con palabras adicionales que están antes y/o después de las KWs.

### Ejemplo

El anuncio aparecerá si el cliente ocupa ST como "El mejor Café colombiano premium orgánico".

## *Estrategia Exact Match*

STs contienen las KWs exactas.

### Ejemplo

El anuncio aparecerá si el cliente ocupa literalmente la KW de forma exacta "Café Colombiano"

# CREACIÓN DE Campañas Manuales

^ Negative keyword targeting ⓘ optional

Select negative keywords

Match type ⓘ  
☒ Negative exact ☐ Negative phrase

Enter your list and separate each item with a new line.

✓ 1/1 keywords were added successfully.

Add keywords

1 added Remove all

| Keywords | Match type ⓘ     |
|----------|------------------|
| example  | Negative exact X |

## CREACIÓN DE *Campañas Manuales*

### Campaign bidding strategy ⓘ

 Choose your bidding strategy

- ☐ Dynamic bids - down only ⓘ  
We'll lower your bids in real time when your ad may be less likely to convert to a sale.
- ☒ Dynamic bids - up and down ⓘ  
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.
- ☐ Fixed bids ⓘ  
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

▼ Adjust bids by placement (replaces Bid+) ⓘ



# CREACIÓN DE *Campañas* Manuales

## Settings

[See Campaign settings guidance](#)

**Campaign name** ⓘ

SP - M - Taller (KW)

**Start** ⓘ

Apr 13, 2023

**End** ⓘ

No end date

**Country**

United States

**Daily budget** ⓘ

\$ 10.00

Save as draft

Launch campaign



# CREACIÓN DE *Campañas* Manuales

---

## Manual Targeting

 [Select keyword or product targeting](#)

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

- ☐ Keyword targeting   
Choose keywords to help your products appear in shopper searches.
- ☒ Product targeting   
Choose specific products, categories, brands, or other product features to target your ads.

# CREACIÓN DE Campañas Manuales

Product targeting ⓘ

See product targeting guidelines ⓘ

Categories ⓘ

Individual products ⓘ

0 added

Remove all

Suggested ⓘ

Search

Enter list

Upload

Bid ⓘ

Suggested bid ▼

Filter by ⓘ

☒ Exact

☒ Expanded

B089B8BDN4

B004T4NUOQ

B07ZDFNBLR

B08V54YZPW

Target

Categories & products

Sugg. bid ⓘ

Apply All

Bid

## CREACIÓN DE *Campañas* Manuales

### Campaign bidding strategy ⓘ

 Choose your bidding strategy

- ☐ Dynamic bids - down only ⓘ  
We'll lower your bids in real time when your ad may be less likely to convert to a sale.
- ☒ Dynamic bids - up and down ⓘ  
We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale.
- ☐ Fixed bids ⓘ  
We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale.

▼ Adjust bids by placement (replaces Bid+) ⓘ



# CREACIÓN DE Campañas Manuales

### Settings

See Campaign settings guidance

Campaign name ⓘ  
SP - M - Taller (ASIN)

Start ⓘ  
Apr 13, 2023

End ⓘ  
No end date

Country  
United States

Daily budget ⓘ  
\$ 10.00

Save as draft

Launch campaign

# Glosario

---

- **Keywords (KW):** Palabras Claves que usamos para targetear nuestro producto
- **Search terms (ST):** Términos de búsqueda usados por el cliente para encontrar el producto correspondiente.
- **Impresiones:** Número de veces que el anuncio es visualizado.
- **Clicks:** Cantidad de clicks que tiene el anuncio.
- **CTR:** Click / Impresiones. A Mayor CTR, más llamativo es el anuncio para el cliente.
- **Spend:** Gasto por Campaña.
- **Conversión:** Ventas / Clicks.
- **CPC:** Spend / Click. Costo por Click.

# Glosario

---

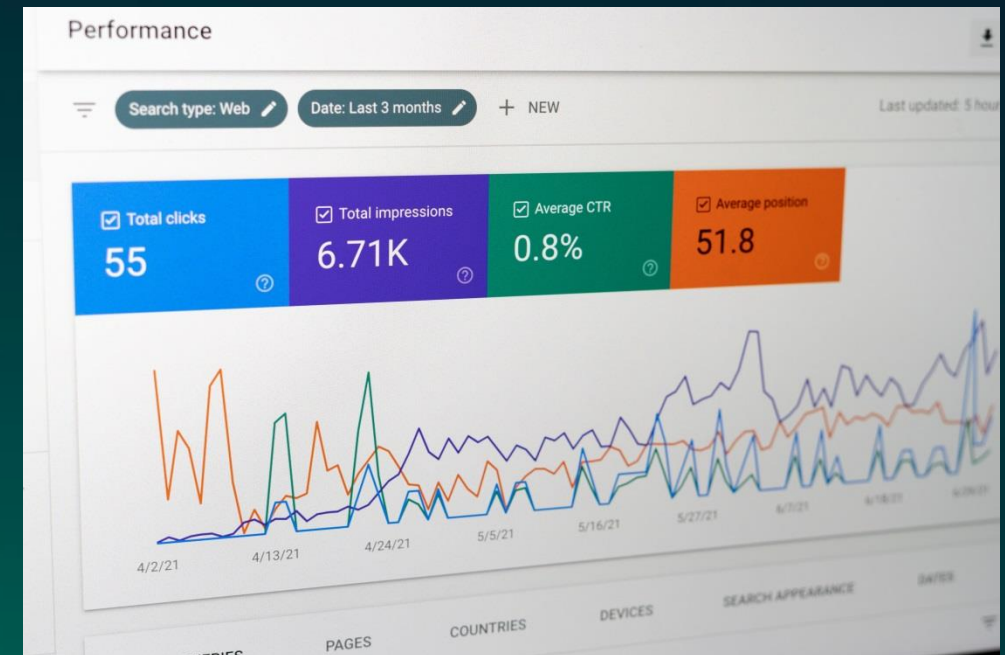
- **Orders** : Cantidad de órdenes generadas por campaña.
- **Sales** : Ventas (\$) generadas por campaña.
- **ACOS**:  $\text{Spend} / \text{mkt sales}$ . Mide eficiencia de la inversión en Marketing.
- **ROAS**:  $\text{Mkt sales} / \text{Spend}$ . (ACOS inverso)
- **TACOS**:  $\text{Spend} / \text{Total Sales}$ .



# Bids

**Puja:** Precio máximo a pagar por cada click que genere el anuncio

- Hay una competencia constante entre sellers por quedarse con el click.
- El precio a elegir es de libre elección.



# Estrategias de Descuento y Promociones

# Coupons

- Descuentos en % o USD.
- Eficientes ya que generan visibilidad de la oferta y seguimiento del rendimiento.
- Tienen un costo de \$0,6 usd.
- Es opcional



Sponsored ⓘ

Swashbuckle Snacks Crispy Tempura Seaweed Snack Chips Sweet Chili Flavor...

0.95 Ounce (Pack of 5)

★★★★☆ ~ 37

\$12<sup>45</sup> (\$2.62/Ounce)

20% off promotion available

Get it as soon as **Fri, Oct 29**

FREE Shipping on orders over \$25 shipped by Amazon



Williwaw Salmon Cracklet Pack – 1 oz – Gluten Free High Protein Snacks – Keto...

1 Ounce (Pack of 5)

★★★★☆ ~ 243

\$25<sup>99</sup> (\$25.99/Ounce)

Extra \$9.00 off with coupon

Get it as soon as **Fri, Oct 29**

FREE Shipping by Amazon

Only 12 left in stock - order soon.

# Promotions

- **Percentage Off:** porcentaje de descuento.
- **Buy one Get One:** 2x1
- **Venta atada:** Por la compra del producto X obtén un descuento en el producto Y.
- **Social Promo Code:** código para promocionar en redes sociales y tráfico fuera de Amazon.



Nun Pasta Pack – Seaweed Pasta – 8 oz –  
Gluten Free Pasta Variety Pack –  
Sustainably Made Pasta with Chilean...

Pack of 3

★★★★☆ ~ 31

\$13<sup>99</sup> (\$0.58/Ounce)

Save 30% at checkout

Get it as soon as **tomorrow, May 24**

FREE Shipping on orders over \$25 shipped  
by Amazon



Sponsored ⓘ

Nuvantee Pasta Maker Machine, Manual  
Hand Press, Adjustable Thickness  
Settings, Noodles Maker with Washable...

★★★★☆ ~ 2,939

\$31<sup>99</sup> ~~\$53.99~~

Get it as soon as **tomorrow, May 24**  
FREE Shipping by Amazon

**#3,423** in Kitchen & Dining (Top 100)

# Deals!

Sección especial donde se ofrecen productos seleccionados por la misma plataforma.

Today's Deals

All Deals

Amazon Devices

Computers & Accessories

Electronics

Beauty

Toys & Games

Fashion

Home

Sports & Outdoors

Kitchen

Lawn & Garden

Video Games

Home Improvement

Sort by: Custom

All deals

Available

Upcoming

Watchlist

Prime

☐ Prime eligible

Departments

☐ Amazon Devices

☐ Arts, Crafts & Sewing

☐ Automotive & Motorcycle

☐ Baby

☐ Baby Clothing & Accessories

☐ Beauty

☐ Books

☐ Boys' Fashion

Epic Daily Deal

\$2.61 – \$72.10

Up to 35% off Fitness and Wellness from Amazon Brands

Ends in 05:47:36

Epic Daily Deal

\$5.69 – \$42.69

Up to 40% off on Pet Supplies from Amazon Brands

Ends in 05:47:36

Epic Daily Deal

\$9.00 – \$30.00

Up to 30% off Kids' & Baby Clothing from Our Brands

Ends in 05:47:36

Epic Daily Deal

\$10.10 – \$38.40

Up to 30% off Men's & Women's Fashion from Our Brands

Ends in 05:47:36

# amazonPrimeExclusive

Descuentos exclusivos para usuarios prime.

prime Explore My Benefits Exclusive Deals Tips & News Manage My Membership Help

## Most Popular Prime member deals

Most Popular Apparel Jewelry Home Wireless Home Improvement



Spigen S350 Stand Designed for Apple Watch Charger Stand Series 7/6/SE/5/4

**\$10.99**

Join Prime to save \$2.00



Metronic Poly Mailers 12x15.5 Pastel Gold Yellow, 100 Pack, Large Self-Seal Shipping Bags for

**\$14.99**

Join Prime to save \$1.50



Ekouaer Sleepwear Womens Sexy Lingerie Satin Pajamas Cami Shorts Set Nightwear

**\$21.99**

Join Prime to save \$4.40



Sleep Mask 3 Pack, Upgraded 3D Contoured 100% Blackout Eye Mask for Sleeping with Adjustable

**\$13.99**

Join Prime to save \$2.00

# RESEÑAS

Programa de reseñas en la que se “regalan” productos a costa de que los clientes dejen reviews.

Boost importante en las ventas + Confianza



BlueSalmon [VINE VOICE](#)

★★★★★ Smells fishy but super tasty

Reviewed in the United States on June 7, 2021

Flavor Name: Mixed | [Vine Customer Review of Free Product](#) (What's this?)

This is the best salmon skin snack I've ever had. I love how they are different flavors in this pack and each bag has a lot of cracklets. There is only one bag of salsa which is too bad because that's one of the best flavors. My second favorite flavor is patagonian spice. Pesto is my third favorite. Interesting enough all the Salmon skin are triangular in shape, which let's you dip into salsa. They are very crunchy and some of it still includes fish scale. All of it is very digestible. When I grab it with my hands, I noticed that they are not very oily, which is nice. Each piece of skin is salty but I feel like it's not overly so. I suppose you can dip the skin into salsa and other stuff, but I just ate it straight.

Helpful

Report abuse



Z [VINE VOICE](#)

★★★★★ great snack

Reviewed in the United States on May 28, 2021

Flavor Name: Mixed | [Vine Customer Review of Free Product](#) (What's this?)

Williwaw Salmon Cracklets come in a variety of flavors and I like that they are gluten free and high in collagen. I've tried (different brand) salmon skins before and wasn't wowed - those were greasy and bland, so I didn't have very high expectations, but Williwaw were great all around! The cracklet pieces are large, flat and have some substance to them - not brittle or crumbling and are not greasy. They have a satisfying crunch and the taste is spot-on! I am actually surprised I like them as much as I do :) One 1-oz bag doesn't sound like much, but the cracklets are lightweight, so it's definitely enough for a good snack (and you may even have some to share).



# A+ Content amazon

El A+ Content es una extensión orgánica que complementa la información de tu listing en forma de banners. Este formato nos permite mostrar información de forma más visual y narrativa.

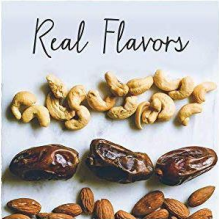
Aumenta tu Brand Awareness con clientes.



Larabar Believes in Simplicity



When it comes to ingredients in Larabar's products, they include only what's absolutely necessary. Larabar uses ingredients that are minimally processed and as close to their natural state as possible.



Larabar, the Original Fruit and Nut Bar, is a delicious blend of unsweetened fruits, nuts and spices. Made from whole food, each indulgent flavor contains no more than nine ingredients.



Larabar is easy to take along, even on the busiest days. Each bar is conveniently wrapped and perfectly sized for a backpack or crowded purse. Goodness can finally come along for the ride.



NUT LOVERS



Shop Now

CHOCOLATE LOVERS



Shop Now

FRUIT LOVERS



Shop Now

BITE-SIZED



Shop Now



Bug bites are a part of being outdoors, so take Nature's Willow with you.

Our blend of white willow bark and helichrysum provides relief for a bite's pain, itch and swelling. So grab your Bug Bite Balm and get out there.



NATURAL PAIN & ITCH RELIEF

Enjoy the great outdoors without worrying about bug bites when you carry natural itch relief from Nature's Willow. Our proprietary blend of white willow bark, helichrysum and essential oils offer immediate relief from pain and itching associated with insect bites and minor skin irritations.



SAFE AND EFFECTIVE

Nature's Willow is a natural itch reliever you can rely on to work without worrying about toxic chemicals. Made without mineral oil, Bug Bite Balm is safe for adults and kids age two and up; simply apply and repeat as needed up to four times a day!



THE ORIGINAL PAINKILLER

Chinese and Greek civilizations used white willow bark for medicinal purposes and pain relief more than 2,000 years ago. Helichrysum is an essential oil that promotes pain relief, helps bruising, and attacks inflammation. These two botanicals work together to soothe your itching and pain so you can get back to what matters.



