



## PPC Campaign Strategies - Dotcomreps

<https://www.dotcomreps.com/amazon-marketing-blog/ppc-campaign-strategies-for-amazon-marketing-services-advertising>

After making a few purchases from these inquiries, go on to the next group of generic keywords in the order. In this scenario, it may be anything like 'wooden chopping board', 'wooden cutting board', 'vegetable cutting board', etc. Every step along the way, you are increasing the exposure of your product in search results and associating it with prominent inquiries. In other words, if someone searches for any of these keywords, Amazon's algorithms learn to rank your goods higher.

