

2021

Webinar Guide



Learn at your level

For guidance on which webinars to take, click the link beside the description that best applies to you.

Topics for all advertisers

1. Get started with Amazon Ads

I haven't started advertising on Amazon and want to learn how to launch a self-service campaign. [Explore](#)

2. Grow your sponsored ads strategy

I've set up at least one Sponsored Products campaign and want to learn more about the basics. [Explore](#)

3. Optimize your sponsored ads campaigns

I've adjusted my keywords or bids since launching a campaign, and want to learn optimization tactics. [Explore](#)

4. Measure and analyze your performance

I regularly adjust my campaigns and want to have a better understanding of campaign reports. [Explore](#)

Topics tailored to vendors and sellers enrolled in Amazon Brand Registry

1. Get started with brand building on Amazon

I want to learn how to help build my brand with Amazon's self-service solutions. [Explore](#)

2. Continue to grow your brand

I have Sponsored Brands campaigns that link to my Store and want to learn more strategies. [Explore](#)

3. Optimize your brand strategy

I use Sponsored Brands/ Sponsored Display and want to learn how to optimize my campaigns. [Explore](#)

4. Analyze and scale your brand's performance

I have many ad types and want to measure, analyze, and optimize my brand strategy on Amazon. [Explore](#)

Additional topics tailored to KDP authors

1. Amazon Ads for authors and publishers

I'm a KDP author and want to get started with sponsored ads. [Explore](#)

01



Topics for all advertisers

Get started with Amazon Ads

Get started with sponsored ads

In this introduction to Amazon Ads, we'll cover how sponsored ads can help Amazon customers discover and purchase your products.

[Register here](#)

Introduction to keywords and sponsored ads

We'll cover the ins and outs of keywords in this free webinar—how to find new ones, evaluate existing ones, and adjust them to your goals.

[Register here](#)

Strong foundation, strong ads: Get ready for advertising

We'll cover advertising eligibility, key retail matters to consider when creating sponsored ads campaigns (like how to craft engaging detail pages), and tips for choosing the right products to promote.

[Register here](#)

Not sure what's right for you? [Explore](#)

Introduction to bids and budgets

In this free webinar, we'll explore how bids and budgets affect your campaigns, and how to create a strategy that works for you.

[Register here](#)

Introduction to campaign targeting methods

In this free webinar, we explore different campaign targeting methods—automatic, keyword, and product—and show you how and when to use them to help maximize campaign performance.

[Register here](#)

Grow your sponsored ads strategy

Next steps for success with sponsored ads

In this free webinar, we'll cover what's next for your sponsored ads campaigns. Here, you'll learn how to get started with manual targeting through an on-screen campaign creation demo.

[Register here](#)

Understanding your Sponsored Products campaign organization

In this free webinar, we'll spend time going over the different levels of campaign management on Amazon. We'll provide an In-depth look at portfolios and how to use ad groups within your campaigns strategically.

[Register here](#)

Not sure what's right for you? [Explore](#)

Grow global: Tips for advertising in more marketplaces

In this free webinar, you'll get practical, hands-on guidance for running sponsored ads campaigns in your eligible marketplaces. Join us for insights, anecdotes, and campaign management strategies to help get you started.

[Register here](#)

Optimize your sponsored ads campaigns

Tips for optimizing your keyword strategy

In this free webinar, you'll learn how to get the most out of your campaigns by finding, choosing, and using keywords more effectively.

[Register here](#)

Tips for optimizing and expanding your targeting strategy

With this free webinar, you'll learn how to analyze and optimize your targeting strategy to meet your business goals.

[Register here](#)

Not sure what's right for you? [Explore](#)

Tips for optimizing your budget and bids

In this session, we share information and best practices on how you can leverage budget and bidding strategies to help improve your Sponsored Products and Sponsored Brands campaigns.

[Register here](#)

Deep dive: Optimize your campaigns with negative targeting

In this free webinar, we'll explore how you can use negative targeting to optimize your Sponsored Products and Sponsored Brands campaigns.

[Register here](#)

Measure and analyze your performance

Know your campaign tools: Spotlight on Sponsored Products reporting

In this free webinar, we'll cover the reports available for your Sponsored Products campaigns and show you how to read them—providing in-depth explanations so you can evaluate (and optimize) your performance without guesswork.

[Register here](#)

An in-depth look at bulk operations

In this free webinar, we go beyond the basics of the feature and explore how to fill out bulk spreadsheets, understand your data, and troubleshoot issues you may encounter.

[Register here](#)

Not sure what's right for you? [Explore](#)

Measure success: Understand your campaign performance throughout the year

Learn how to evaluate their performance in detail with this advanced-level webinar. We'll guide you through the metrics and reports that help you understand how your campaigns performed against your goals, so you can set future strategies to meet and exceed them.

[Register here](#)

02



Topics tailored to vendors and sellers enrolled in Amazon Brand Registry

Get started with brand building on Amazon

Building your brand identity with Amazon Ads

In this free webinar, we'll cover how to create a solid foundation for your brand through our creative, flexible, self-service products, using them to help build brand awareness and make lasting connections with customers.

[Register here](#)

Amplify your reach with Sponsored Brands

In this free webinar, we'll focus on how you can use Sponsored Brands to reach new shoppers and bring more attention to your Store. You'll leave knowing how to create Sponsored Brands ads, and how to link them to your Store to help maximize traffic and engagement.

[Register here](#)

Not sure what's right for you? [Explore](#)

Create and launch your Store on Amazon

In this introduction to Stores, you'll learn how this free, multi-page, branded solution can help your brand stand out and tell a strong, cohesive story on Amazon.

[Register here](#)

Continue to grow your brand

Getting started with Sponsored Display

In this free introduction to Sponsored Display, we'll look at the benefits of this ad type and how it can help you reach your goals.

[Register here](#)

Stand out in shopping results with Sponsored Brands video

In this free introduction to Sponsored Brands video, we'll share tips to help you launch your first ad—showing you how to create a short, impactful video showcasing your top-selling products.

[Register here](#)

Not sure what's right for you? [Explore](#)

Optimize your brand strategy

Expanding your Sponsored Display strategy

Dial up the impact of your Sponsored Display campaigns. In this webinar, you'll learn optimization techniques that help you make the most of your ads.

[Register here](#)

How to optimize your Store to captivate shoppers

In this free webinar, we'll go beyond the basics of Store creation and explore how to maximize your impact—giving you insights and examples that help you build a more engaging, dynamic destination on Amazon.

[Register here](#)

Not sure what's right for you? [Explore](#)

Increasing consideration with Amazon Ads

In this free webinar, we explore the customer decision journey, zooming in on the moments when customers are considering your brand or products.

[Register here](#)

Analyze and scale your brand's performance

Know your campaign tools: Spotlight on Sponsored Brands reporting

In this free webinar, we'll take an in-depth look at the reports available for your campaigns and show you how to read them. We'll also provide tips on how to A/B test creative and optimize based on your metrics.

[Register here](#)

Measure your marketing impact with Amazon Attribution

Learn how to use Amazon Attribution to measure how your non-Amazon marketing strategies—across paid and organic search, social, display, video, and email—impact shopping activities and sales performance on Amazon.

[Register here](#)

Not sure what's right for you? [Explore](#)

03



Additional topics tailored to KDP authors

Amazon Ads for authors and publishers

Getting started with sponsored ads for KDP authors

Watch our on-demand webinar to learn how sponsored ads can help KDP authors like you reach new readers and drive more sales.

[Register here](#)

Help your books stand out with Sponsored Brands

Discover new ways to help customers find and engage with your books on Amazon. In this free webinar, we'll focus on how you can use Sponsored Brands to help showcase a collection of your eligible titles and capture the attention of readers.

[Register here](#)

Not sure what's right for you? [Explore](#)

Don't forget to register for [topics relevant to all advertisers](#), in addition to the KDP specific modules.