

ASM Rapid Ranking System

Use this detailed launch system every time you launch a new product on Amazon, to start ranking right away.

Running the ASM Rapid Ranking System

Take the following steps to run the ASM rapid ranking system:

1. Optimize your product listing, making sure to focus on:
 - a. Title
 - b. Product images
 - c. Bullet points
 - d. Description
 - e. Backend search terms
2. Get five to ten reviews (family and friends can be a great source of reviews).
3. Turn on Amazon Sponsored Products **auto** ads:

Create campaign

Settings

Campaign name ⓘ

Start ⓘ **End** ⓘ

Daily budget ⓘ

Targeting

Automatic targeting
 Amazon will target your ads to all relevant shopper searches based on your product information. [Learn more](#)

Manual targeting
 Choose keywords to target shopper searches and set custom bids. [Learn more](#)

Choosing no end date ensures your ads are always active, so you don't miss out on impressions or clicks.

Most campaigns with a budget over \$30.00 run throughout the day.

Use the search term report to see which keywords triggered your ads. This can inform future advertising decisions.

Use this strategy when you know which keywords deliver the most value for your business.

[Back to campaign selection](#) [Cancel](#) [Launch campaign](#)

4. Create a digital coupon through Amazon to entice customers to purchase your product. We recommend a 50% off coupon as you launch:

CATALOG INVENTORY PRICING ORDERS ADVERTISING REPORTS PERFORMANCE

1
Search & Add Products

2
Budget & Discount

3
Schedule & Target

4
Review & Submit

Submit coupon

By submitting this coupon, you accept [Amazon Coupon Terms and Conditions](#)

Review and submit

Coupon title	Save 50% on Balance Boards
Budget	\$100.00
Start Date	2018-09-06
End Date	2018-09-30
Target Customers	All customers
Restrict to 1 per customer	Yes

Products on coupon

1 product

Fury Fitness BALANCE BOARD for Active Men & Women, Wobble Balancing Boards for A...
B071FNZYRV
[Show Variations](#)

Coupon Preview

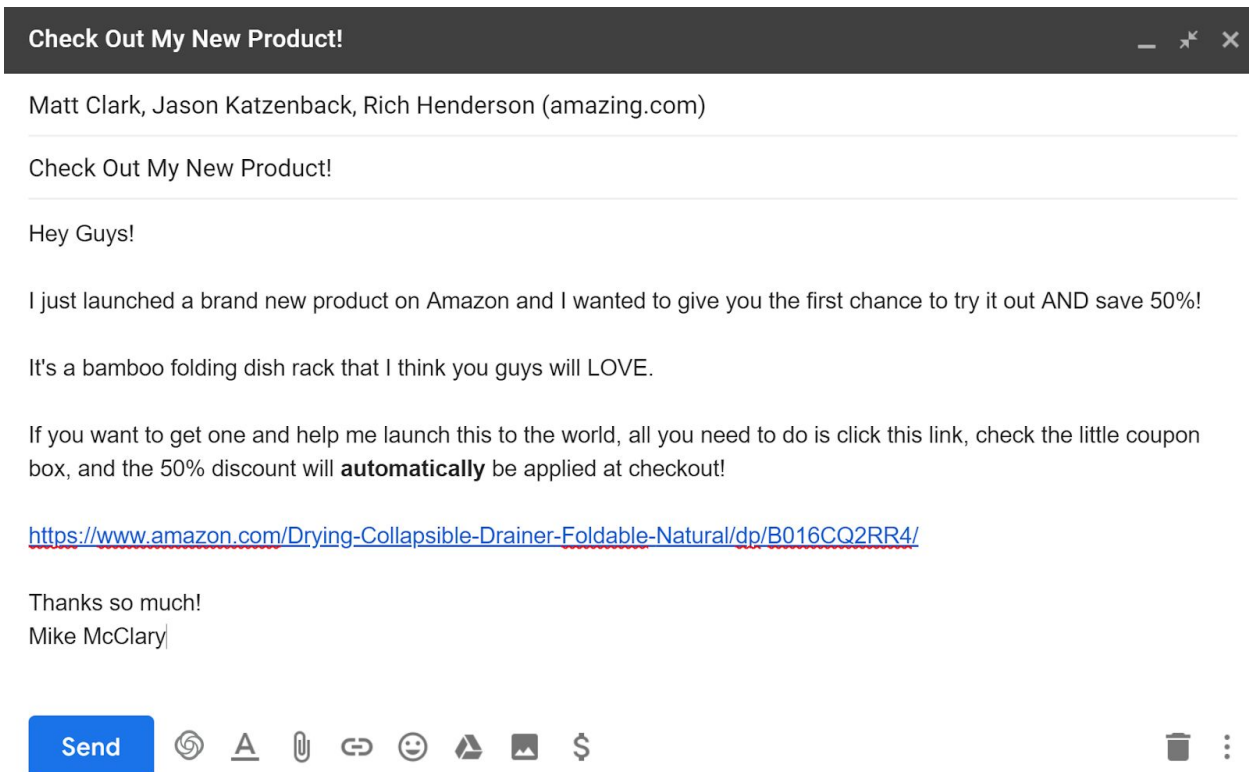
Save 50% on Balance Boards

Clip Coupon

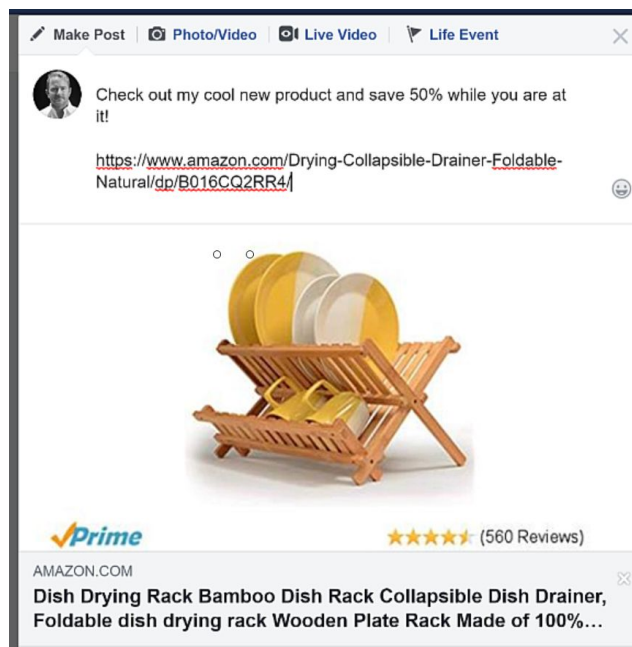
Illustration only. Actual coupon image may differ on the website.

5. Launch your product by sharing it online **along with your discount.**

6. Email your friends and family to remind them about the launch:



7. Share your product and discount on your personal Facebook timeline:



8. Create a Facebook business page. This is **different from your personal page**, and is completely free to set up:

Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

Business or Brand


Connect with customers, grow your audience and showcase your products with a free business Page.

Page Name

Category

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

[Continue](#)

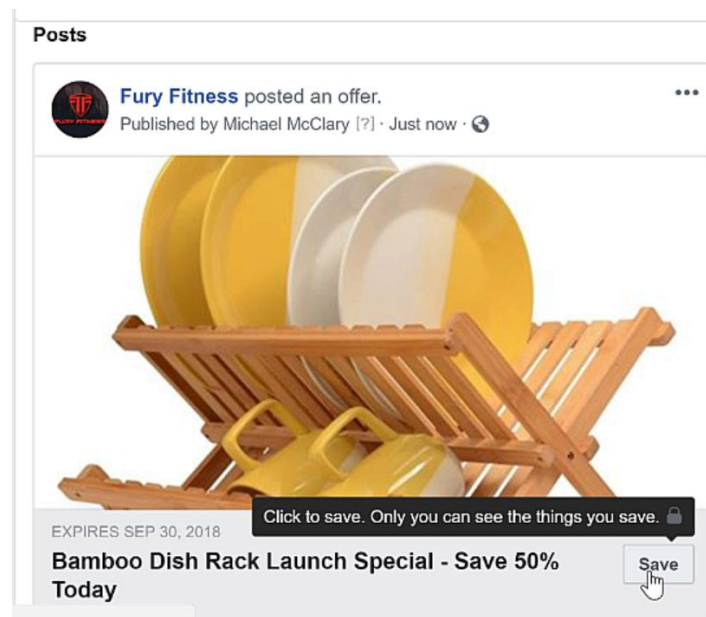


Community or Public Figure

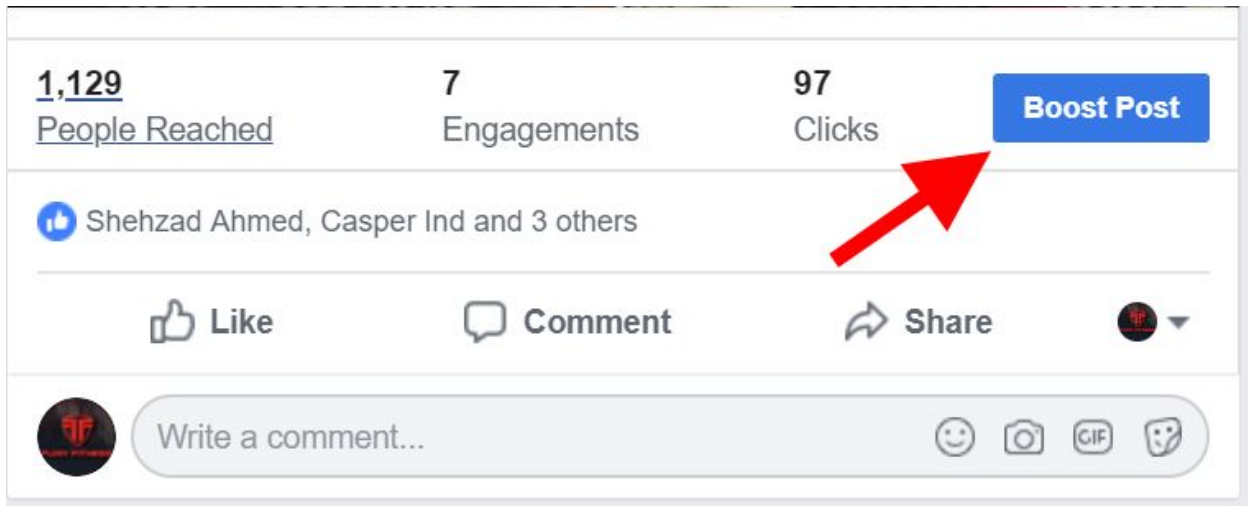
Connect and share with people in your community, organization, team, group or club.

[Get Started](#)

9. Create a Facebook offer on your **business page**, using the social media promotion link that you created earlier:



10. Boost that offer, using Facebook's advanced targeting features:



11. Watch your product sales and rankings take off!

