



Amazon PPC Coaching

Custom tailored coaching for business owners, marketing teams, and agencies.

Is This You?

Are you a business owner compelled to learn better PPC techniques?

Are you a marketing team driven toward PPC excellence?

Are you an agency building stronger Amazon Advertising campaigns for your clients?

Yes? Great, Ad Badger's Amazon PPC Coaching program is built especially for you!

What You Get

- ✓ Personal optimization plan geared for your business
- ✓ 1 on 1 education with a PPC Success Coach
- ✓ Unlimited Q&A
- ✓ Campaign Audit Deep Dive

Stop Struggling With Free Content And Mass-Produced Courses.

We know it is difficult to translate theory and coursework into practice without guidance for *your* unique business.

We teach you how each PPC theory directly applies to your business. Your all-in-one coach and PPC Expert advises you where to focus within your account, what techniques to try and avoid, and offers personalized recommendations for making important decisions for your PPC campaigns.

- Your coach will share call notes and call recordings with you, so you never have to worry about missing an educational nugget.
- Your coach co-builds an optimization calendar custom to your business timeline and goals.

Your All-In-One PPC Coach And Expert

Our coaches love talking about business and PPC strategies. Your coach offers feedback on your existing campaigns, assigns homework for maximizing your account's optimization, and helps you focus your next point of prioritization.

- If homework sounds intimidating, don't sweat it. It's typically an assignment or two per week, and we're one email away if you need guidance.
- PPC emergency pop up before your next scheduled call? Luckily, we offer unlimited Q&A, and we mean *unlimited* Q&A. Typical response time is one business day via email.
- You'll also receive two 60-minute calls, or four 30-minute calls, each month, scheduled by you to fit your calendar. (Need more calls than that? That's okay! Additional call pricing listed below.)

Campaign Audit Deep Dive

Each month, your coach provides an in-depth audit reviewing the homework you've completed and assessing the general health of your entire account to prepare for your next month's strategy.

- This audit is bullet-pointed for your reference and convenience each month.

Empower Yourself And Feel Confident With Your PPC.

Empowerment is the fuel that pushes us forward and offers the courage to follow our wildest dreams, and that is our main objective for you. We want to empower you to take your PPC campaigns to the next level, and then to the next level, and then to the next— You get the idea.

Because our coaches are so thorough and offer custom feedback, you will gain the confidence in yourself to make your own PPC decisions. You won't rely on us forever! We will give you the tools so you can independently operate your PPC campaigns when you're ready.

Ready to transform your business?

You Commit To

Being quick.

- Quick to implement.
- Quick to ask for help.
- Quick to share your wins and lessons learned.

Optimizing and taking action.

We'll share our insight and experience from overseeing millions of clicks each month, but it is your responsibility to take action and improve your campaigns.

Optimizing the rest of your company.

PPC Optimization is half of the puzzle and it relies on an optimized product listing, a great product-market fit, and a brand that customers know, like, and trust.

Recognizing the real goal of PPC Optimization.

PPC Optimization is not a magic wand that will correct a poor product-market fit. The real goal of any PPC Optimization is to create the space for the right products in front of the right people at the right time with the right targeting and bid.

Your Investment

\$2250 USD per month with a minimum three (3) month commitment

\$195 for each extra 60 minute call