

Clear Ads Podcast: Highway To Sell - Undeniable Reasons to Love Amazon Advertising - Season 1 Episode 4

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[clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--george-](#) [00:00:00] Welcome to the Clair ads podcast highway to sell. You're listening to George, Tom, and Sophie. This episode is titled undeniable reasons to love Amazon advertising. Now we all know the boom that Amazon's experienced in the last 10 years, not only as an e-commerce player, but as an ecosystem of retailer product creator, and as all rounds into that platform, we have over 300 million active customers and over 180 countries, Alison.

[00:00:26] Is heavily shaping the way consumers buy and change their expectations with online shopping, to be honest, our everyday life, how we consume content, spend that time, make purchases even interacts with books. And many of the things, therefore, every brand should be thinking about what Amazon means for that industry.

[00:00:48] And especially for them as a business. Obviously the focus of this episode, we'll be focusing on Amazon advertising and how various of the brands can leverage Amazon advertising to increase the discoverability of [00:01:00] that products, increased revenue and that for sales as well. And we'll be discussing the main advantages of using Amazon advertising and possible areas to explore.

[00:01:10]. So Sophie really broad question, but what's your biggest reason to love Amazon advertising?

[00:01:18][clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--sophie-](#) [00:01:18] . Thanks George. So there's various reasons to be on Amazon, but I think the main one that businesses need to be aware of is, is the visibility and the opportunity for sales. Not just because it's an econ business selling online. It's because it's now one of the biggest advertising platforms on the planet.

[00:01:37] , so Amazon are expanding into a variety of other sectors. , so you got video streaming services or devices, cloud services. Um, most recently, , groceries with the acquisition of the whole foods market. So it's competing directly with the huge giants that you want to be involved with.

[00:01:56] The Facebooks, the apples, the Googles, and the Netflixes of the [00:02:00] world. , and if you're selling consumer goods, Amazon is certainly the place to be.

[00:02:05]

[clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--george-](#) [00:02:05] Yeah, absolutely. I completely agree. And it's one of those things that everyone, everyone has access to the internet. So seen the boom of Amazon over the past sort of 10, 15 years. . There's so many tools for businesses to leverage

success on the platform. Now that not only is it one of the best places to do your online shopping, but it's also one of the best places to leverage results for your business.

[00:02:30] If you are an Amazon seller.

[00:02:33] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:02:33] Yeah. And I, I think, uh, a very topical point as well is. We are in the middle of a pandemic at the moment. And that this time last year around March time, not really affected people's ability to go out and live a normal life to go out and shop. But because they couldn't go out and shop and enter these huge superstores and local markets, it made it harder for those sellers to actually [00:03:00] get their products in front of people.

[00:03:02] So we found a lot more people adopting, um, Just e-commerce in general, but trying to sell their products on Amazon, uh, even our existing clients, we saw a huge shift in their budgets from sort of a more global scale too. So instead of. Putting that budget for, for television advertising and, and local newspaper advertising.

[00:03:27] And in-store advertising that we're putting far more into Amazon advertising, where more people were actually getting in front of we're all stuck at home. We're all surfing the web in our spare time. We've arguably got way more spare time than we used to, uh, especially with people being furloughed and.

[00:03:46] You know, just trying to, to not think about the crazy world that's going around us, people were just shopping. And at the beginning of the pandemic, people felt like they had a lot more disposable income, I guess. Not everyone. It's not fair to say. , so people [00:04:00] were shopping to, to make themselves happier, to, to, to fill in those gaps in life that they have to rely on going outside for and introducing those aspects at home, we found a lot more people.

[00:04:13] Buying into sort of the kitchen sector and doing it in their kitchen and getting all the special equipment and pots and pans. So they can actually do these things themselves. Cause they couldn't go out for dinner. Uh, couldn't go out to pause. So we have people buying all these special things at home that they can have some sense of normality and yeah.

[00:04:36] Create a unique Friday night that didn't feel like the rest of the day where you wake up in the bedroom. You go to work, but your commute down the door to your living room.

[00:04:46]

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021-02-16--t03-43-48pm--sophie: [00:04:46] Yeah, some of it was shorter. It was 10 foot from the bed to the desk.

[00:04:53] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:04:53] Yeah. I mean, as we talk, I'm talking from the bedroom here that we've got five people in this house and there's only so many [00:05:00] desks and offices that you can actually put up. So yeah. Some people

ultimately have to take the fall off. Rolling out of bed, literally onto their desk. And we mine's less than 10 meters.

[00:05:09] Well, my bad and Dean centimeters from, from my behind her. So,

[00:05:14]

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[021-02-16--t03-43-48pm--sophie:](#) [00:05:14] Yeah.

[00:05:15] [2021-02-16--t03-43-48pm--clearadspodcast:](#) [00:05:15] and by the time, the end of the day is over, you leave the living room and you walk into the bedroom and say, honey, I'm home. And like, yeah, that was your commute back.

[00:05:25]

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[021-02-16--t03-43-48pm--sophie:](#) [00:05:25] Yeah. And I I've seen a lot of, um, clients in the health and supplements and wellbeing. Um, their businesses certainly grown. I think the, the pandemic has given people a massive, uh, time for reflection on, on health and, and like I say, wellbeing, um, and we've definitely seen. But, um, businesses in the wellbeing space space that have actually grown substantially and are putting more and more budget each month into Amazon advertising.

[00:05:57] Um, so I think the narrative that's [00:06:00] easy to believe is that that businesses are kind of going downhill because of the pandemic. But I think Amazon gives the opportunity to carry on flourishing as a business, uh, and consumer goods for sure.

[00:06:13] [2021-02-16--t03-43-48pm--clearadspodcast:](#) [00:06:13] And I know a lot of the budgets that we have increased from our clients. It's, it's not. Just because they've seen an opportunity to scale it's because of that budget, they can no longer put into putting in, in store outfits and more stuff on the streets because there's less people out there. So it's just redistribution of the budget.

[00:06:32] Um, I guess it has made the Amazon marketplace more competitive, but where are those people who were already on there and taking advantage of it, they've been able to soar even higher, but at the same time, I wouldn't be discouraged. This is never too late to start this. Yeah, it's, it's, it's such an easy thing to get into.

[00:06:50] You can set up the campaign yourself. You don't need a team of experts. You don't need an agency just to get started. Obviously, those things are going to free up time for you and be a [00:07:00] benefit of, of knowledge and experience in the longterm. But you can just decide on the budget. You can set the campaign up, you choose your product, choose some relevant keywords and go.

[00:07:08] It's super simple.

[00:07:11]

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[021-02-16--t03-43-48pm--george-:](#) [00:07:11] you said it's slightly more capacitive for

sellers, but also there's spent such an uptake in the amount of people accessing the platform and using the platform because people can't go to shops. And I know, I know you did mention it before, but instead of pop into the shops to. I don't know, get a potato peeler.

[00:07:27] You can now just pop on Amazon and it's delivered to your door the next day anyway, because of prime. So it completely changed our expectations on what shopping is, um, and how we actually, we're what we go to the shop for now, because we can just simply go on Amazon and all your needs are met on the platform and it's just.

[00:07:49] That's the reason why we're doing this podcast really to advise sellers on how to take advantage of that demand and ensure they're in front of the right people at the right time.

[00:07:58] [2021-02-16--t03-43-48pm--clearadspodcast](#): [00:07:58] It changed the way I [00:08:00] shopped as well. I never ever considered buying groceries on Amazon. It just. To me when I grew up, when I was growing up, Amazon coming into the marketplace was a place where I could buy books and CDs and videos and DVDs. It was a place to buy sort of media and pop culture.

[00:08:21] So I, I'm not a technophobe, but as new things get introduced, I'm like, Oh, that's not what it's for. You know, this is for me to buy. So when they introduced the grocery. But because we couldn't get, get to the local shops, or if you did go down to the local shops, when they were open, you get down there, all the toilet paper sold out, there's no pastor.

[00:08:42] And then you try and go on and get your local supermarket to do a delivery. But you've pointed out that they've got limited slots because you're not the first person to think of this or be in this situation, but they were also prioritizing the vulnerable that couldn't get out. So.

[00:08:57] [clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--george-](#): [00:08:57] Yeah,

[00:08:58] [2021-02-16--t03-43-48pm--clearadspodcast](#): [00:08:58] We went on Amazon [00:09:00] and they, it went up with various supermarkets.

[00:09:02] I think at one time it was Morrison's, which is a relatively small chain here in the UK and that, and then they partnered up with Waitrose and monks and Spencer's just depending on demand. Um, yeah, we got all our groceries delivered, whether that was toilet roll pasta, or even potatoes to go with that potato peeler, you ordered George.

[00:09:23] [clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--sophie:](#) [00:09:23] Yeah, for sure.

[00:09:25] [clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--george-](#): [00:09:25] paid her as well, and then shocking.

[00:09:28]

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021-02-16--t03-43-48pm--sophie: [00:09:28] I think it's worth mentioning going back to. You know, the fact that you're able to start out use campaign manager as a smaller business. Um, and you've got that variety where you do have huge sellers on there. And then there is the opportunity to sit amongst the largest sellers as a smaller business. , many of our clients have come from a place of they're running their own adverts.

[00:09:53], and this is a definitely a shameless plug from me, but it's worth pointing out. , They come from running their own efforts, [00:10:00] managing campaign manager by themselves. And then it gets to a point where they can't do all that and they come to us. Um, so it's worth kind of noting where you've got the larger end of Amazon, where they're teaming up with some of the hugest companies across the globe.

[00:10:15] Um, it's also a massive opportunity for those smaller businesses and those smaller sellers to come on and work with us and, and, you know, really grow for sure.

[00:10:26]**2021-02-16--t03-43-48pm--clearadspodcast:** [00:10:26] Yeah. And it's super quick to set up. I know earlier we, we touched on how easy it is to just do it yourself, but it's, it's it, you get instant results. I can go in. As long as my product's already on Amazon, I can, I can pick one product or set it into a campaign and I'll choose a daily budget. Let's say \$10 for per day.

[00:10:50] Just for that product. I'll choose 20, 30 keywords that are relevant to it. Amazon will even suggest keywords for you. So you don't even have to do keyword research. I mean, I [00:11:00] still would, if you've got time, use some third-party resources to do that. , but Amazon will suggest. Tons of keywords for you. And the search term reports will show you even more than just set a, uh, a default bid for those.

[00:11:13] And then you're in front of people. As soon as you sat that live, you are discoverable. , our traffic will start coming instantly. Those visitors will start coming instantly. will be discovering. You might not be on page one immediately. Um, so success might not be instant. Um, not that is a more of a long-term thing, but you being on Amazon undiscoverable.

[00:11:34] Is instant.

[00:11:35]

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021-02-16--t03-43-48pm--sophie: [00:11:35] Yeah. Yeah, that ties mostly into, um, the kind of results that we see very quickly, , you know, 17 to 14 days. And we can see a, a huge host of metrics and data that we can then work with. , and the advertising platforms give us a really nice kind of base to work from. , without that data, you know, it's a kind of spray and pray choppy.

[00:11:58], in, in advertising your [00:12:00] products or using other channels, but Amazon gives you a huge amount of color retail and e-comm metrics to work with that can inform everything you do. So for example, the search time report is one form of report that we'll

work with very regularly. That gives us a huge amount of information from search terms to, uh, average cost per click, um, to a host of other things.

[00:12:22] So you've got a huge amount to work with, , and. Data feeds data is gold when it comes to your campaign management and Amazon certainly provides that

[00:12:33]

[clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2_021-02-16--t03-43-48pm--george-](#) [00:12:33] Yeah, I suppose that really resonated with

myself coming from that. Okay. Print background, before working in print media, working for numerous publishers and moving to a digital marketing agency where every is quantifiable, you have that data. Um, and ultimately that data drives results. So before in previous roles that I've had to get, be buying into an audience or buying into the magazine and you'd.

[00:12:58] Back that magazine's audience [00:13:00] and the readers that they'd be interested in the product or service you're offering, , with Amazon advertising your bidding on keywords, and also you get the opportunity to bid on audiences through Amazon's demand side platform. So you've got the best of both worlds, realistically, um, and you know, people that are in market.

[00:13:19] For your products. If they're searching for, let's say a potato peeler, again, nine times out of 10 they're in market to actually purchase a potato peeler, rather than reading a magazine on potatoes. I don't know why I've used it so much for, um, realistically that data, like, like a drone drives results. And it's such a, such an amazing tool that we're able to when we're managing our client's campaigns that we're able to show.

[00:13:48] The decisions we're making off the data, rather than just, like you said, Sophie suppress, spray and pray marketing, which that there's sort of less and less time for and less and less demand for us. We sort of move [00:14:00] forward into 2021.

[00:14:05]

[clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2_021-02-16--t03-43-48pm--sophie-](#) [00:14:05] yeah, for sure. For sure. And I bet the audience

is actually the, um, so we see so many constant updates on the targeting features. Um, Amazon is forever changing and improving. Uh, its targeting features both on seller central and DSP. Um, so as a team where we're consistently checking out, um, new avid webinars or where we're in touch with Amazon all the time, and that's something that's really nice is it's never going to stop at that point.

[00:14:36] There's always going to be. More options for targeting, , whether that's first party with, with data, that's come straight from the Amazon platform, whether that's third party, that's come from, um, audiences, um, off Amazon. , so like I say, there's continuous updates and, and that's one of the benefits that I've found.

[00:14:56] There's always going to be new ways that you can try and reach or reach your target [00:15:00] audience, which as a seller is, is kind of never ending gold for sure.

[00:15:05] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:15:05] Yeah, the no one's excluded from Amazon. Whatever you're selling, whether it's a product or a service. You can be on Amazon somehow. Like we've already discussed that, that they've partnered up with supermarkets to, to bring you their groceries. Obviously, Amazon take a cut from that cause you've gone through them.

[00:15:23], but even if you haven't got a product, let's say you're into car insurance. You can still get your ads on Amazon. They might not be able to buy it through Amazon, but at least you can still have a presence on there. So when someone is searching, maybe they're looking for, um, L plates for the car or on our new map for the foot?

[00:15:41] Well, in the car or, you know, one of the dangly power of fuzzy dice probably sign that there's a new car opener. you, you can put an advert out for people who are searching for those things. And even using those, those audiences where the first or third party, there's got to be an audience for, for new car [00:16:00] owners.

[00:16:00]

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2021-02-16--t03-43-48pm--sophie: [00:16:00] Yeah.

[00:16:01] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:16:01] and then. Get your advert in front of people, then they'll see that you're selling insurance. No, no, definitely need it at some point, whether they, they need it now or next year. Uh, and then you can send people directly to your website so that they can naturally, but just that insurance and you in front of a whole audience that you didn't expect, like normally these car insurance adverts they're either on television radio or in print, you would never.

[00:16:27] Yeah, even two or three years ago, you never would have expected to be able to buy a car insurance or get a bank loan on, on Amazon. So yeah, it's, it's completely open to what you want to sell and how you want to use that. And. Use those audiences to your advantage.

[00:16:48] Obviously, if you're on seller central or vendor central and DSP, you're going to have access to why you're more targeting options than someone who's just going through seller or vendor. [00:17:00] but all those options are there. It's just a case of, yeah, I guess what money and budget you've got at your disposal to start with, Jumping into seller central. If you've got a product to sell is going to be the, the first and the quickest method for, for getting yourself in front of people.

[00:17:16]

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2021-02-16--t03-43-48pm--sophie: [00:17:16] Yeah, I think talk about searching. , I think it's worth mentioning, uh, purchase intent. Um, so Amazon is fantastic for both that visibility. , the brand awareness kind of. Coming into new marketplaces, which we help a lot of clients do. , but it's also good for that really high purchase intent. Like Tom said, if someone has literally typed in, um, I dunno, potato peeler or fluffy dice for the car.

[00:17:47] They're looking for that. They're intending to buy that probably that day, that hour, that five minutes, whatever. And I think Amazon provides a platform for high purchase intent consumers, [00:18:00] which is very hard to find on other channels, um, particularly digital, digital channels. , so it's worth mentioning that.

[00:18:08], like I say, when, when consumers are searching a particular term that they're ready to buy. Um, which is as a business, that's exactly where you want people.

[00:18:17] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:18:17] I always compare someone who's logged on to amazon.com audit Cody, UK, or whichever extension you're on to walking through the front doors of a shopping mall. You've gone there with intent to buy something. You just need to find the right aisle and then eventually the right product on that shelf that suits your price and your needs.

[00:18:37], it's it's not the same as someone going on Google and typing in. Where can I buy fuzzy dice or what type of fuzzy dice is available or what's the best potato peeler? That's someone who's doing their research and in the consideration phase, they might not know exactly what one they want. Whereas on Amazon they've usually made up their mind at least.

[00:19:00] [00:18:59] 90% of the way of what sort of product they want. So absolutely. If they're on Amazon, they will usually buy that day. You still get window shoppers. I'm guilty of it. I will look on for I'll look on there for things that I know that I want, , when payday comes, but I'll usually click on a wishlist or stick it in my basket.

[00:19:17] So there's still the intent. There's just a delay in when I'm actually going to buy it. So

[00:19:23]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 021-02-16--t03-43-48pm--sophie: [00:19:23] I wish I, I wish I had the same form of control, Tom. Yeah. Yeah. I'm one of those six packages a day kind of people. Um, um, but yeah, yeah, absolutely agree. Sorry, George.

[00:19:37]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 021-02-16--t03-43-48pm--george-: [00:19:37] to that example of like fluffy dice, for example, like you said, that they're in market and they're going to be research into actually purchase it. Whereas if you're in Google and you type in fluffy dice, you might actually be looking for a Google image of fluffy dice

[00:19:51]**clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--sophie:** [00:19:51] , and also what's nice is what's recently been added to seller central is the ability to, to remarket, to customers. Um, so people that, [00:20:00] you know, like Tom, that may have viewed the product, but not purchased, we can now remarket to them. So there's the opportunity for art recall, that's that opportunity for.

[00:20:12] Loyalty for, for customers to remember who you are, what your product is, , and, and where they can find it. And that's a really, really, really powerful tool just in case people don't buy on that first sale or that first kind of, uh, view of your product detail page. Um, so that's worth mentioning.

[00:20:30] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:20:30] And those adverts can follow you anywhere. You don't have to be on Amazon at that point, whether that advert has been running through the DSP or through sponsored display, that advert can appear on Amazon while you're where you've come back for a second window shop. And then you'll start seeing that advert for those big red, fluffy dice, every page that you turn through Amazon, but also like George said, while I'm.

[00:20:53] Reading the local newspaper online, or I've gone to, um, fluffy dice lovers anonymous website. I'll [00:21:00] see that advert for those dice that I was looking for. , and it just constantly reminds me that it exists and I'm, I'm, I'm a sucker for remarketing might be amount of times I've looked at something. Um, and even people taking someone else's remarketing audience, I've been shown products that, um, The same product, but from a different manufacturer, a different brand.

[00:21:22] And the amount of times I've been one over and convinced to buy it, because I guess you could argue if you looked at a product and you didn't buy it immediately, maybe there was some doubt. It could just be, you're waiting for payday, but it could be some doubts about the quality of that product or whether it's truly right for you.

[00:21:38] But then a competitor comes in, it's not showing you their fluffy dice, which are bigger, bolder, and even more red. I need these ones instead. the amount of times I've been won over by different products for that is it's incredible. And I, I always think I'm, I'm immune to advertising.

[00:21:58] I've gotten out of blocker at [00:22:00] home. I'll skip the outset on, on YouTube. , I get annoyed when I'm watching. Playback TV and there's an outcome up. I just have to go and make a cup of tea, but at the same time, I'm still seeing them, even though I've got an ad blocker, something always gets through and then I vet and inevitably buy it.

[00:22:16]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 021-02-16--t03-43-48pm--george-: [00:22:16] Yeah. Well, I think remarketing is just like an amazing tool. W w w whatever platform you use and realistically, because if you are interested in it and you're constantly reminded once a day for a week, you're going to be likely to purchase. It's just that. Amazon now allows you to do that with such ease.

[00:22:33] Um, not only in seller central and spots of display, but also of Amazon's demand side platform, you can follow them off Amazon, which links directly back to your product, and it's just driving that purchase intention. If you're in the market for, I'm not going to say fluffy dice because I want to stop using the example, but if I'm in the market for, to buy a moisturizer and I know I'm still need to buy a moisturizer, I'd forgot to purchase it that day.

[00:22:59] But then I'm [00:23:00] reminded that they after, or a couple of days after, and then I know my moisturizers getting low, I'm going to purchase it just on the advert. I see, because it's reminded me there. And then when that need is at its most.

[00:23:13] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:23:13] Yeah. Targeting those people who are unlikely to repeat purchase that order that they bought. Anything that's consumable, whether that's yeah. The pasta you bought from the grocery or like your moisturizer, which inevitably probably has a limit to it. You'll get through that in 30 days and you'll need more, , yeah.

[00:23:32] Remarketing to those people is super easy and it's super easy to see how well you're performing as well. Cause you've got all that data in front of you. It's so easy to, to, to measure. How well your PPC paid advertising is going, , because unlike platforms like Google, unless you're using Google shopping, um, you'll be relying on your clicks.

[00:23:57] Uh, you'll be relying on your conversions, being [00:24:00] people, um, making a telephone call through to you or filling in that inquiry form for a quote, like you'll see those conversions as people who've reached out to you, but you won't know. From the data, the quality of those calls. So I might see that I had 10 calls yesterday.

[00:24:16] They could have all been prank calls. They could have all lasted 10 seconds because they got the wrong number the two calls that did last five minutes. You know, they might not have been sold on, on that service or that product. So Amazon, you can see that I had 10,000 impressions. I had a thousand clicks.

[00:24:36] I had 10 purchases and I made So I can see exactly how that performance and I can also see how much I spent on those clicks and how cost-effective that advertising was against against that \$25 that I made. So you can see everything in Sydney and the platform there, there is that 48 hour delay, but it's very [00:25:00] quick to catch up and it's, it's almost negligible that, uh, two data Lake once you've been running so long anyway, cause you just set your look back window differently. Um, But yeah, without the channels is difficult to know how much you've even spent, let alone how much you've actually received from that. So some measure in those campaigns can be a challenge on our other platforms, whereas on Amazon PPC and I guess PPC in general, it's actually easy to see what, what your, uh, what your ROI is.

[00:25:27] And it's very easy to calculate. And, and because of that as well, it's. Very easy for you to turn off any ads, keywords, and campaigns that aren't working. Because as well as seeing what is working immediately, you can see what is wasting and isn't working and isn't actually good for your business. So you can turn those off and then boost any campaigns that are working well for you and actually help grow that business that way.

[00:25:51]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2
021-02-16--t03-43-48pm--george-: [00:25:51] And I think there's been such a big switch from like, say those traditional platforms in the past, like 10 years or so, just from my personal experience of, I used to work at print and other [00:26:00] media and print

advertising and. One of the main objections was that we don't know if the advert worked and that data is there with PPC marketing and with digital marketing, you have quantifiable results and return on advertising spend in which those, what results came from the ad attributes and sales.

[00:26:20] So ultimately have that data to then make an informed decision, whether to put more spend in. And ultimately that is. Pretty much the case most times, because you're actually able to identify, Oh, it has given me a massive return on investment. I was an advertising rather than a radio ad that I've used for 10 years, but we didn't actually have any quantifiable results.

[00:26:44] We just sort of thought it was working. But now we actually have results that are working and we'll push more on that. So I think that's a huge reason why more platforms I'm not only using. PPC Martin with Google, but have moved on to Amazon as a platform. Not only because of the demands there, but [00:27:00] because the results are there.

[00:27:03]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 021-02-16--t03-43-48pm--sophie: [00:27:03] Yeah, I think I was in office. You. Oh, I was an office. You a potential of millions of customers or millions of views or high reach and high visibility. So you you're already working towards getting seen by these customers that are already all on Amazon that are already using Amazon and buying on Amazon.

[00:27:29], so there's not many platforms that can offer you that. Uh, extent of, of potential audience, of potential Reese reach and the e-commerce area. So it's kind of done that work for you. And then on top of that, you've got things like prime and super fast delivery, which make that shopping experience for these hundreds of millions of potential buyers, even better.

[00:27:54], it's just, it's a case of you then placing your business, your art in the right place. [00:28:00] And I think that's worth mentioning it's, it's a huge amount, you know, for example, if you set up a website, , you probably have to work on SEO, , on promoting on social and your kind of you're grabbing for your reach.

[00:28:13] You're working harder for that, um, platform to be seen by millions of customers. Whereas. These customers are already on Amazon. It's just finding the right group. , and again, that data can tell you which keywords, those groups are using, what they're searching for, where you might find them. Uh, so I definitely think, uh, mentioning audiences is, is worth doing

[00:28:39] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:28:39] And it's it's, it's the first thing people think of when you need something, you go on Amazon and look for it. And it's, I think that's an important thing to remember if you're not using Amazon. Everyone else is. I know

[00:28:53]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 021-02-16--t03-43-48pm--sophie: [00:28:53] Yeah.

[00:28:53] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:28:53] at the beginning and it might not just be, um, for shopping. Like you've got a lot of people who subscribe [00:29:00] to Amazon prime or with their fire TV stick.

[00:29:03] And with that subscription, obviously they then get prime delivery on Amazon, along with everything else, like access to the VIP stuff on Twitch, which is a whole other audience that you can advertise through. But if people are just purely coming to Amazon, because they've bought the movie subscription, they also know that then they can also get next day delivery or even same day delivery, depending on where you live even Sunday delivery.

[00:29:28] There's no post on Sundays, unless you with Amazon. There's no stopping for them. So then reaching their power is incredible.

[00:29:38]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2
2021-02-16--t03-43-48pm--sophie: [00:29:38] Yeah, definitely. Definitely. And I I'm being associated with a brand that's liked. It's huge for our seller, regardless of the size of the business, the size of the industry. Amazon is a liked brand. Whether people like it or not, um, being associated with a liked brand is huge, [00:30:00] , and can be a very lucrative association for many businesses.

[00:30:04] Again, another reason, uh, to sell, sell on the platform, um,

[00:30:08] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:30:08] comes with that reputation. Doesn't it like I could walk on. I'm not going to walk. I'm going to surf on to any page on the internet, looking for. Um, George's potato peeler and the work the website might look questionable. I'm worried about, are they actually selling the potato bin or are they just trying to take my money?

[00:30:28] Is the quality actually what they say it is? Will it turn up? , can I trust this transaction to go through, but you don't think about that when you go on Amazon because. No, there were giant, you know, and if something goes wrong, you just email them and say, where's my potato peeler. And then they'll send you one and re probably.

[00:30:45] So you got your BitSight to pay the, for free in the end. If, if something does go wrong. , I'm not saying abused that, , but come with a level of confidence and even when you're, um, going to be put in your adverts for remarketing to, to show [00:31:00] off of Amazon around the web, Well, these adverts will include the Amazon logo, which also further instills confidence in the buyer.

[00:31:08] They know that if they're going to click that out, they're not going to go to a shady website, which may be full of malware and viruses. They know that going to Amazon. So Amazon are a brand themselves. So not only are you going to be buying quality goods off of Amazon, you, you know that you're going to be looked after through the customer service and you know that you're going to a reputable website to buy that.

[00:31:32] So. Yeah, they've done amazing to make themselves a giant and a reputable brand so that like Sophie said, people love regardless of where you stand on big corporations and small businesses, everyone, everyone trusts them to do their job. And it's, it's only a small percentage of things that go missing. And that's usually a carrier issue or loss in the posts.

[00:31:54] It's usually not Amazons. Problem, but they'll bend over backwards to give you [00:32:00] that refund because it's their reputation. They want you to come back.

[00:32:03]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--sophie: [00:32:03] Yeah.

[00:32:04]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--george-: [00:32:04] such an efficient experience, isn't it? It really, um,

[00:32:07]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--sophie: [00:32:07] Yeah.

[00:32:08]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--george-: [00:32:08] from start to finish. And like you said, I think, I think you've really honed in on that such an important point as well. Like with digital or online shopping, that safety is what is a huge concern. Uh, like I know for my mum, for example, if she's doing online shopping, she'd be like, worried about putting card details on certain websites.

[00:32:27] Like she would never buy something from. Um, like a Facebook ad, just cause she, she doesn't think some adverts are safe, whereas with Amazon, um, she knows like it is safe and that's the power of the platform really? That it's sort of brand itself has installed in sort of every everyone or everyone.

[00:32:46] Yeah. Everyone that's used it before, across the world.

[00:32:50]**clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--sophie:** [00:32:50] Yeah, definitely. Um, and to, uh, To start on a bit of a, a fun segment guys. I wouldn't worry too much about, um, [00:33:00] feeling worried about fluffy dice. We've been, we've definitely come across some very strange products, uh, when we're going for Amazon. Uh, one of my personal favorites being, , bacon strips, bondages.

[00:33:11], so these are bacon seamed plasters. , another being, um, yeah, these are all real things that you can find on Amazon. Um,

[00:33:22] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:33:22] like some sort of medieval treatment, like

[00:33:24]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--sophie: [00:33:24] yeah, it does.

[00:33:26] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:33:26] slap a rock or a bacon on there and you'll be fine.

[00:33:30]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--sophie: [00:33:30] Well, speaking of that, speaking of bed evil, we've also got the, uh, meat shredder clause. I don't know if anyone's ever seen , but you can buy some meat, shredder clause, which can help you, uh, Shred your meat or steak? Um,

[00:33:46] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:33:46] unnecessarily Matt show weight our male in front of your mates. Yeah. Well, I'm not going to get the carving knife out. I'm just going to hack it to bits with my shredding clothes.

[00:33:58]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--sophie: [00:33:58] yeah, yeah.

[00:33:59]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--george-: [00:33:59] wait [00:34:00] till it shred it.

[00:34:01] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:34:01] Okay.

[00:34:01]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--sophie: [00:34:01] Yeah. Um, uh, I'll finish off on, on a third, , final weird by, , you can get a personalized cardboard cutout, , looks like, you know, if you really like your partner and they're not there, you can maybe do that. I don't know. But yeah. So some weird things.

[00:34:20] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:34:20] I thought you were going to suggest getting a cutout of yourself.

[00:34:25]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 2021-02-16--t03-43-48pm--sophie: [00:34:25] I mean, you know, where the things have happened. Like people have shredded close, such a steak with

[00:34:35] **2021-02-16--t03-43-48pm--clearadspodcast:** [00:34:35] Yeah. Yeah. So you can sell whatever you want on Amazon. Someone's going to find it. And inevitably people have actually bought these products. You mentioned.

[00:34:43] [clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--george-](#) [00:34:43] Amazing a need forever. Finn, like you

[00:34:48] [clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--sophie-](#) [00:34:48] cool.

[00:34:49] [clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2021-02-16--t03-43-48pm--george-](#) [00:34:49] I suppose one thing to mention as well, but up on Amazon, on boring, you get the opportunity to push across numerous creatives. That aren't [00:35:00] just pay-per-click. I know it would be direct and Tiroshint, but you have the opportunity to put in your own custom images.

[00:35:05] You even have the opportunity to have video ads, pushing your products and pushing your brand, , to just drive consideration for, for your products and for your brand.

[00:35:16] [2021-02-16--t03-43-48pm--clearadspodcast-](#) [00:35:16] Yeah, I know. I know. And that's something that you can take more advantage of on the DSP, but even through seller and vendor central, you can have video ads on your sponsor brand, and this, this stems from the brand awareness. Um, it's, it's a little bit more top of funnel, but if someone is in the market for, for kitchen utensils, you can have a video showcasing your range.

[00:35:39], With a clickable ad on, on a mobile device where they can actually go through and click on the potato peeler or the blender or the cheese grater. But you can have a video of, of that range in the kitchen. You could also have a video of an Instagram influencer. That you're utilizing. , so they've already got note array T [00:36:00] and a level of fame attached to that, their own brand, who is themselves using your products in a video on Amazon?

[00:36:07] Uh, so it's just such a powerful tool. And then through DSP, Having your ads, whether they're 1530, 45, 60 seconds running between and in front of episodes and films on Amazon prime and fire TV. And that's not just limited to Amazon's own channels, you've got a huge range of channels that you can actually get through fire TV.

[00:36:31] And Amazon prime is sort of add on packages, uh, whether that's sort of, Hey, you and Pluto TV and all of those different, , niche channels. Your ads can appear a parcel of that. So there's going to be tons of people watching those channels, and you've actually got more people watching and consuming TV and film through those OTT platforms than you have people actually watching regular cable, TV, uh, cold [00:37:00] cuttings, not a myth.

[00:37:02] It's so much easier to consume TV when you want to. So I can sit back on the couch, , rewatch, all seven seasons of lost, and it's thrown at me between every single episode of all these products. And. You can advertise to the right audience. You can just advertise Willy nilly if you want. But if people know that I'm a really big fan of Marvel movies, , just because I'm watching lost, it doesn't mean they can't advertise to me.

[00:37:32] So because I'm in the audience of being a Marvel fan and Amazon to know that from my shopping history, you know, I've got my Marvel wallpaper, my bedspread, my, my

hats, my. Slippers. They know that I'm a Marvel fan because I bought all that stuff. that's how I used to me. It's like, Hey, you all those words, slippers and bad things.

[00:37:54] How about having a giant cut-out of Wolverine to go with your mom? The closer [00:38:00] can get in front of anyone,

[00:38:05]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 021-02-16--t03-43-48pm--sophie: [00:38:05] I mean, people are literally bingeing hours of content on these devices, literally billions. , And, you know, going back to kind of what I said at the beginning is you want to be where people are in its most basic sense and the big players like Amazon, , , like fire TV devices, where people are, that's where you want to be seen.

[00:38:29], and you've got Amazon audiences to help you do that. , so it's, it's a pretty powerful medium for sure.

[00:38:36]**2021-02-16--t03-43-48pm--clearadspodcast:** [00:38:36] wherever. You think your audience is going to be? Amazon can get in front of them. It's it's it's crazy.

[00:38:43]

clear-ads-podcast-highway-to-sell-undeniable-reasons-to-love-amazon-ppc_recording-1_2 021-02-16--t03-43-48pm--george-: [00:38:43] Yeah, the possibilities around Australia. Um, and I suppose it's just being as creative as possible to be in front of the right people at the right time to drive consideration for your brands. Um, I suppose that probably wraps it up for this episode. , we've been [00:39:00] speaking for a lot about reasons why to love Amazon.

[00:39:03], if you ever need any help with your Amazon advertising, please feel free to reach out to myself. , my email is george.Roberts@clairearts.co. And we can speak then and discuss your needs further. The next episode is going to touch upon the signs you need, Amazon ads management. So it just sort of touch upon the services that we offer and the telltale signs of why people reach out to us and how we help drive results for their brand