

Clear Ads Podcast: Highway To Sell - How To Save Money On Amazon Ads - Season 1 Episode 6

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:00:00] .

[00:00:00] [00:00:00] Welcome to the Clare ads podcast highway to sell. You're listening to George Roberts, Tom white horn and Ronald Kadamba on today's episode where we speak in about how to save money on Amazon advertising. I personally think this is going to be a great episode, lots of hot topics to discuss. , and personally, I get asked this question all the time on, , cause at the initial stages of onboarding a particular client or just interest in our services.

[00:00:25] So I think this is going to be really helpful for sellers out there of all levels. Just to understand how you could possibly save money on Amazon advertising.

[00:00:33][clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:00:33] . I think this is going to be a great episode that I'm personally excited to jump on and talk about when I think all of our listeners are going to be desperate to download this one. Cause I don't think there's a single person on the planet that wants to waste money.

[00:00:48] Everyone wants to spend money, but they want to see those returns come in. So we're going to highlight everything that we've come across through our experience of how to actually save money on Amazon [00:01:00] ads. And we've got Ronald here joining us today for the first time. He's a senior account manager here at clear arts as well.

[00:01:07] So he's got a wealth of knowledge, , not only on managing these campaigns, but some true gold on how we can actually make some savings on your Amazon advertising.

[00:01:19]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:01:19] absolutely like the main thing people love is to save a bit of money and any, any money saved as money that can go into your pocket and be better spent elsewhere.

[00:01:28]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald:](#) [00:01:28] Yeah, definitely. , I think the always on the agenda of, uh, sellers is how can we reach the most customers, but we want to make sure that we, uh, doing it at a, a profit, , or definitely our co cost us manageable. So it's, uh, it's the, it's the main point for most sellers. And I can imagine like the wealth of information that we're going to give today will be, you know, very useful for everyone.

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[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:01:51] Yeah. And you, you,

you have to remember you can't advertising on a zero pound budget. You've got to spend money to make money, but yeah, [00:02:00] ultimately you want to spend as little as possible. And I think that the quickest indicator within the platform to see how cost effective your ads truly are, is looking at the aid costs or looking at the row asset or the ROI, whichever one of those KPIs resonates with you most, they're all going to give you the same output, how profitable are your campaigns and how much you're actually spending to make this.

[00:02:24] So I guess on average, most people are looking for an, a cost somewhere sort of 30% or lower, obviously that changes depending on your products. Margins, uh, how much it costs to produce that, how much it's going to cost to ship it, booking that line into Amazon. , all of those shipping costs that the customer, or you may incur, or your FBA fees, your listing fees.

[00:02:47] There's so many things to bear in mind. So once you've identified that it'll be a lot easier for you to work out what your cost should be.

[00:02:55]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:02:55] Yeah, absolutely. I think one of those things is just knowing your costs and [00:03:00] knowing what you are able to spend. And then you can set an appropriate budget because it's a, it's a key question I get, especially with like new sellers or just people inquiring into our services. What should my budget be?

[00:03:12] Ultimately, that's something that you probably need to work out before. Um, you need to have an idea of what, what you're going to spend or what you can spend to achieve sales, to achieve sales velocity, and then the, all that good stuff that comes along with advertising such as rank, but sat in a budget that you're allowed you can actually spend that's within your boundaries and limits is key.

[00:03:35]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald-](#) [00:03:35] And I think, , one of the. Practical things that, , sellers can do, or those who, , want to go into advertising is to have a set of objectives because, , you need to really specify exactly, , what you're trying to achieve. Uh, for some of you, your aid costs might be different, , in different parts of the year, different seasons, , where you feel like you need to capture a certain level of trend in the [00:04:00] market.

[00:04:00] So your acres might just be a little bit higher, , because you want to catch that traffic. And at sometimes, um, you know, when cell volume is low or traffic is low, , you want to set your acre slightly a bit lower. So it's about expectation and objectives, um, during different parts of the, of the year, but also, , for your, , advertising strategy, , what you're trying to get out of, um, At that particular time.

[00:04:26] So that's one thing to also have bear remind that that a cost target can vary and is something that you can move about to accommodate your objectives.

[00:04:35] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:04:35] Not every campaign has to have the same target. So as Ron has highlighted that there are going to be seasonal changes depending on how your account is going to perform you. You may be a sports brand. Obviously you're going to see a big uptick during sort of spring and summer months.

[00:04:51] And you're going to call off around those winter and fall periods when it gets colder, there's less people going out. It's a fact. , but also you're going to have different, [00:05:00] uh, strategies. If you're doing a launch strategy, regardless of what time of year it is, depending on how aggressive you are, you are going to have to sacrifice your pay cost.

[00:05:07] So if you're looking for, for ranking and discoverability and just getting those reviews in, so that there's, it's always important. As running said to identify what your outlook is and what your plans are for each campaign, each product and what your expectations are, and almost treat each campaign.

[00:05:24] W with its own individual goals. , I think that's an important thing to do. And once you've got an overview of everything you want to achieve within your account, , during that period, because you were always going to introduce new things, uh, months down the line, but within that snapshot in current time, what you want to achieve with that account, and then it's going to be so much easier to work out where you can save the money and where you can make cutbacks without accidentally cutting back.

[00:05:50] A lot of ways that spend on, let's say a campaign that was meant to run with a high cost because you were going for an aggressive launch.

[00:05:58][00:06:00]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:06:00] yeah, completely agree. And there's so many factors isn't there that, , decide what, what you can spend. And that's why each case is completely different. Each business is completely different. And if there was a one trick that suited all, or one thing that suited all businesses, it would be a very easy thing to decide.

[00:06:16] But the fact is it's not. So, , let's talk about setting a budget and the ways that sellers can actually set a budget for their brand. , I actually did a video, , for our socials a couple of weeks back on this. Um, and there there's a lot of information out there for sellers. Um, there's a general rule of thumb of saying 10% of, , your business or your profit, so to speak.

[00:06:35] And that should be spent on ads, but personally, and I know we've spoken about this time, the best way to decide budget is working out your total ad costs, working out that margin of what that can potentially be. , take it away.

[00:06:48]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:06:48] yeah. Also bearing in

mind what your sales targets are. If, if you know, you want to hit, let's say, , \$250,000 worth of sales this year at the same time, you know, [00:07:00] the price of your product and you know, your margins and what your total costs will be. And your total ECOS is your. Ad spend against the attributed sales, not only from ad spend, but for the whole account.

[00:07:14] So if you know what your, your tacos or your total aid costs should be from there, you can work out what budget you need to spend in order to hit that sales target. If you want to see a 10% tacos, for example, And then you can divide that monthly, or you can be clever and divide that quarterly and say that I know that this is going to be a higher season.

[00:07:35] So let's put more of our budget into Q4. , or you can just go with a flat budget and then say, we'll anticipate a potential increase in Q4. For example, those budgets don't have to be pardoned fast, but if you can set a budget, you already know that sensibly, you know what you're committed to spend.

[00:07:52] Obviously you don't know the exact output. You don't know the exact sales and revenue that you're going to see from that, but at least, you know what you're prepared to spend on your [00:08:00] advertising. The last thing you want to do is just go in blind, set up campaigns for your new sporting products on the 1st of January, and just set all of your budgets for your campaigns to a hundred a day.

[00:08:12] They might work. They might get off the ground running, but at the same time, they might not. And it's, it's going to be a lot harder to. To forecast what you want to achieve with those budgets. If you've done no sort of pre-planning for that. And nine times out of 10 people actually have an idea of what they want to spend on advertising.

[00:08:32] They'll always run it past us first anyway, because I guess we've worked in a lot of industries and we've worked in multiple accounts within those industries. So we've got a, a good, rough idea of when anyone comes on, what we actually roughly need to spend for that sort of product type within a month.

[00:08:50], some people want to spend more, some people might spend less, you don't have to stick to sort of an industry standard budget. , but yeah, outline what that will be [00:09:00] beforehand is important.

[00:09:01][clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald](#): [00:09:01] . Definitely. , and I think one of the. , one of the things that, , people can also consider is if you are in a market that's not crowded in, in year one and you've set a budget and you've seen great returns on it. Uh, come too. When, , that particular category has got more sellers, you are competing against, , other sellers.

[00:09:20] So you might need to adjust your budget accordingly. If you want to meet the same level of sales that you saw last year or last season, or even exceed them. , so that's one thing that, , I do tell clients when we have a conversation that, you know, the market's a bit crowded now, you know, you've got five of our competitors are just new, so we might need to increase the budget.

[00:09:41] So that's something to be mindful of, , when you're setting your budget,

[00:09:44]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:09:44] yeah. Be prepared for the landscape to change just because it was one way when you entered the market a year ago. Yeah. It's it's, it's not necessarily going to stay the same and. Amazon becomes more and more attractive and it grows its its advertising channels, [00:10:00] not just yearly with we're talking monthly.

[00:10:02] Sometimes they're always introducing new features and making it easier for people to dive in, easier for you to spend your money with Amazon.

[00:10:10]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#): [00:10:10] good at that.

[00:10:12]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:10:12] They're always introducing new features. Yes, because they want a better user experience, but also they will make money as well. Like Jeff didn't get to where he was just by sticking with his laurels, from what he did when he entered the game in year one, he's constantly evolved his strategy as well.

[00:10:27] So you're also going to have to be prepared for that. ,

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[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#): [00:10:30] completely agree.

[00:10:31]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:10:31] and another thing to remember is also out. From the get go once you've set your budgets is that you can set restrictions within the account to avoid overspend and wasted spend. So if you do agree, , with your team or whoever you're outsourcing it to, you may be outsourcing to an agency what your monthly budget is.

[00:10:53] You can set daily caps for your campaigns. And that means that that campaign can only [00:11:00] spend, let's say \$10 a day. And that means come the end of the month, you spent \$300 on that campaign, leaving you another 200, 200, \$2,700 to spend on the rest of your account. Alternatively, if you don't know how much you want to spend on each campaign, you can set those limits higher, but you can also go to the account, the account settings, and set an overruling budget for the whole account each day.

[00:11:25] So I might have set every single campaign. To be \$300 a day. And I might have a thousand campaigns already. That's going to blow over my monthly budget, but that just

ensures my camps are high and that if something needs to spend, it's not limited by that campaign's budget running out. But at the same time for the accounts, I've set a \$300 limit.

[00:11:48] So overall everything has got equal access to parts. Sometimes it is hard to set an individual campaign budget, especially from the start because you don't know how much they're going to take off or how limited they are going to [00:12:00] be. You could go in with \$10 a day and try and be conservative. , you don't know if it was actually capable of spending 20, 30, 50, a hundred.

[00:12:12] So setting that overall account budget means that. On that day, it's not going to spend more than \$300. And if you identify that it quickly spends that in day one, and maybe it wasn't so profitable. And then you can start going in and fine tuning some of those campaign budgets. And you know, that there's potential for this account to spend more daily.

[00:12:32] But at the moment, you don't want to risk that because you need to start saving money in other places, but, but setting up your account and making sure you've got some restrictions on what it can spend daily and not just internally, knowing that you want to spend three K a month and setting those account limits and campaign limits is one of the first places I would go to avoid overspend and avoid having to work out.

[00:12:55] Where can I make cutbacks? Because you've already told the platform that you only want to spend [00:13:00] \$300 a day or a hundred dollars a day, whatever you set your limit up.

[00:13:05]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:13:05] Yeah, absolutely. And, and like you said, setting limits on campaigns is such an easy way to ensure you're staying within a budget, but also implement a proper campaign structure. Ronnie mentioned earlier how important it is to actually have specific goals for the account specific marketing goals, and then even bringing in a campaign goals, what you actually want to achieve with that spend.

[00:13:27] So if you've got competitor targeting campaigns, you'll have a specific goal for that, and you can implement a budget on what you're willing to spend on that. , moving forward and the same with a ranking campaign, , having a set structure for your, for your account, , we'll just allow you to ensure there's not going to be wasted budgets and also repetition on ads and just campaigns that might not be working for you and just having a set structure or a way to go in and optimize on those goals.

[00:13:55] So it's something that I always talk about. , having specific goals [00:14:00] and a structure for your account will just not only provide clarity for performance, but also LA to save money in the long run to ensure this less wastage

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[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald-](#) [00:14:09] Definitely. , and I also think that, , you have to take the, the, the, the, the idea that if you are, , if you're in the maturity of your advertising, , you know, you could set a lower budget for auto campaigns, which are mainly

used for discovering new search terms. , and therefore you can allocate most of your budget to manual campaigns and really, , scale those keywords or those target, and that are bringing the majority of, of sales in.

[00:14:35] So setting a budget, you know, you consider things of that nature as well. , you know, , you know, are you in the mature stages of advertising that actually, , you don't need to spend a lot of money in, , in your auto campaigns and you can just really target menu, , targeting.

[00:14:49] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:14:49] Yeah, I agree that, , it's, it's, it's going to be very different way. You start making those savings depending on how far you are in that journey with your Amazon account. If, if like [00:15:00] Ronnie said, if you're in the mature stages, you've probably done all your discovery. You probably have bled your auto campaigns, dry of all the keywords that you can possibly get assistance acting as sort of a drip feeding mechanism that where it's slowly showing you some more search terms that you hadn't thought of, or some misspellings that you can capitalize on that no one else might be ranking for.

[00:15:20], so it's, it's going to be more of those points of what negative keywords can I add into my manual campaigns? Where can I cut back on bids? Because I know I'm. Sort of Amazon's choice for this keyword. I know every time someone types it in, I come up rank one, you could argue, do I still need to be bidding on this?

[00:15:39], I would always argue, yes, because you don't want someone to take your spots. You want to protect it. , but that doesn't mean that factoring in Amazon 89 algorithm, that you can't start reducing your bids. Cause you can still win with a cheaper bid than someone else because it will factor in multiple other things like price and reviews and average review [00:16:00] rating.

[00:16:00] You can still win. Amazon will still favor sellers who actually have a solid listing, a quality reputation, , shipping times, , delivery windows and all manners of things like that. So there are ways that you can still strip back your spend.

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[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-:](#) [00:16:18] Yeah. And, and just a point on that, I know you're sort of talking about seasoned sellers then, but for new sellers, we see it quite a bit when I, when I audit accounts. , and, and they've done that too soon and they've gone to exact match straight away and then they're not discoverable. So, so I, I understand how saving money is such an important thing, but do don't do it to the detriment of your account and your campaigns so that there is that fine line.

[00:16:43] And that's why it's such a difficult thing. And that's why we're obviously doing this episode today, because if it was as simple as just sort of doing it from a saying that each case is different, each account is different. So it is really sort of looking at it for a granular level to ensure you save where you count.

[00:16:59], [00:17:00] and don't save too much or to the detriment of your account. As I said,

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[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:17:03] Yeah, it can be a vicious sort of cycle sometimes. , I, I do see this a lot with new sellers as well that they want to make the account a hundred percent optimal from the word going, no one likes to waste money, but Coca Cola didn't get to where it is today without. Targeting wide audiences to make people aware of it's branding.

[00:17:26] It's you've got this weird fuzzy Brown liquid in a bottle. I don't know which genius marketer managed to convince people that, Oh, this is amazing. Most people are used to sort of their homemade lemonades at that point. And you know, the old bottle bear and water, but Brown fizzy liquid,

[00:17:45] It's probably not the most attractive thing when it comes to a fluid, I guess people would immediately link that to sort of dirty water. They would've started in the same position and they wouldn't have sort of automatically [00:18:00] fine tuned it to be a hundred percent. So. Unfortunately, it sounds weird.

[00:18:05] You, you do have to spend money to make money. And, , at the beginning you do want to try and go wide. You don't have to go as wide as possible. You don't start having to just put sort of random singular keywords in like best or listing colors, hoping people search for those cars and then find your product regardless of what category you're in.

[00:18:23] But you do want to start using auto targeting. You do want to start using broad keywords and phrase keywords and experiments, and with long tails and you don't just want to jump straight in to the exact match keywords that you want to be ranking for. You can do that from the get go, but do it alongside the other things, try and rank for the things that you do want to appear for at the same time, trying to discover what people are actually searching for, because what people search for might not necessarily line up with what you expect people to search for.

[00:18:53][clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald](#): [00:18:53] Yeah. And there's a metric on, , on Amazon that I think will be important for our listeners to, to bear in mind.

[00:19:00] So if you, you set your budget and you've got your objective and there's a metric on there called a new YouTube brand sell. And that's basically a measure of how many customers have bought your product that are new, , comparing to last 12 months, , they've never purchased your product so that sell equates to a new customer.

[00:19:16] And it's, you know, you can look at it as an. Customer acquisition. , so your expectation of how much you're willing to spend for new customers should be different from, , just a normal cell. , especially just for example, if you're in supplement, a new customer might be worth a lot because you know, there's high, , probability that that will be a repeat purchase because they will top up their supplements every 30, over 60 days, depending on your product.

[00:19:41] So, , just having, being aware of that, , if there are certain campaigns that, you know, they've got high eight cost, but relatively they've also got high, new to brand, , sells. , you know, then, you know, you, you might be prepared to just pair a bit more for those campaigns or for those keywords or for the, for those ACEs, if, for example, [00:20:00] you're targeting your competitors.

[00:20:01] Acents , so those are things to be mindful of. , but yeah, definitely just targeting exact match, , might not be the best idea, especially in the early stages.

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[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:20:11] yeah, it might feel safe to go exact cause you know, that people searches can't deviate, but also exactly which can customer, you might actually cost yourself more by trying thinking of minimizing the risk, but exact match keywords can often have a higher cost per click than it's phrase match equivalent, or even having a long tail, broad, key word that would fulfill that same sort of search.

[00:20:37][clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald](#): [00:20:37] Yeah. And I think also, Tom, , what I have noticed, you know, you can have your input on this is, is that, , w if you try to play it too safe, you're probably not going to get as much data for you to actually start planning to optimize your, your campaign. , so casting your net wide, there is, , there is, , some good reason for that, especially in the early stages.

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[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:20:58] these early stages. Don't have [00:21:00] to be long either. You can go all out with an auto campaign. You can have an auto for each product, each product group, or you can just do a catch all and catch everything. That way you can see which of your products are going to get the most demand on Amazon, on the Amazon platform from the get go.

[00:21:14] So that will dictate which manual campaigns and individual autos you want to start pushing. , The hardest for first. , yeah, don't limit yourself immediately. , if you, if you do see that these auto campaigns are becoming too unsustainable, there's no reason you can't stop, but you're going to have spreadsheets worth of data to look at.

[00:21:34] You're going to see which of those search terms had the highest search volume, just because they weren't profitable for you. Then it doesn't mean they can't be in the future. So you can put them in a manual campaign, a match type that is, I guess, less broad. So you're looking at phrase and exact to there, but also with a more conservative bid, because you have to remember the auto campaigns, you've got infinite search terms that can come through, which in theory means every keyword in the world. [00:22:00]

[00:22:00], but for one bid, whereas in your manual campaigns, you might have 50 keywords in there. You might have 20 keywords in there, but they've all got their own individual bid. Yeah.

[00:22:09] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald](#): [00:22:09] , one of the best ways to optimize your, , your campaigns, just so that you're making your budget really efficient is the use of negative keywords. And you can pick these up from a search term report, , just to identify what keywords are triggering your, your campaigns and, , spending money.

[00:22:28], but that actually not generating any sales or that irrelevant. To your product or to your brand. , and you can easily move those over into your manual campaigns or your auto campaigns and add them as negative exact I would recommend to start off with just so that you can limit the spend of your campaign against those customer search terms, which are highly irrelevant.

[00:22:48], normally we have a score that we would go by if we see anything to spend, you know, , you know, it could be five pounds or \$5 or \$10, or it just could be a keyword that comes up and, you know, [00:23:00] is highly relevant to your product and what your product, , does, , or offers your customers. And you can just add that as negative exact, , what you will find, , within a given short space of time.

[00:23:12], your, your, your budgets will run longer. , the acres will drop, , because you're limiting the wastage, , of any given campaign that you add negative keywords. And that's a really, , simple, but really effective way to increase your budget efficiency.

[00:23:30]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast](#): [00:23:30] And an extension from the negative keywords, as well as not forgetting to include those in your automatic campaigns. One approach that, , We take here is that once you've identified a solid keyword, that is not only got a decent search volume, but it's also bringing in a decent level of sales from the automatic campaign.

[00:23:51] You want to move that into a manual campaign where you've got more control over it, but you want to ensure it comes through the manual campaign where you've got a tighter bid, you've got a [00:24:00] specific match type. You want to stop it coming through your autos now. So you can then add that keyword back into your auto campaign as negative exact.

[00:24:08] So you can still discover new variations, but it ensures that that keyword that yeah, you've identified that tons of people are searching for it every month. It's bringing you in sort of 20, 30 sales a day, but maybe it's given you a 40% cost when you want it to be 30. So putting it in manual means you can start fine tuning and nurturing that keyword down and showing that you've got it as a negative in auto means it can only come through your manual.

[00:24:32] It's going to be permanently blocked. , but yeah, exact match negative just ensures that you're only blocking that term and not blocking any extra potential variations that are coming through areas to optimize with your manual targeting outside of stuffing. Those negative keyword lists with , You know, bad data and irrelevant search terms is keeping on top of your keyword bits. Amazon will always be [00:25:00] suggesting what they think is the optimum bid. They'll give you a suggestion, but they'll also give you a high point and a low point for, for the average range of what will win that auction for that keyword, but also bear in mind that they do want to make money.

[00:25:13] So quite often the suggested bids will be not astronomically higher, but higher than what you can actually get away with. So it also ensure that you've got. When you're looking at the data, you've got the columns set for your bid, the suggested bid and what the actual CPC average has been for whatever data periods you're looking at.

[00:25:33] So let's say we're looking at the last 30 days. If your bid is, let's say 50 cents and your CPC is 35 cents and your cost is 40 and you want it to be 30. Then you actually need to start driving your bid down a lot quicker because you're willing to pay 50 P you're only actually paying 35 when your a cost is too high.

[00:25:56] So what the first step I would do is just shave 5 cents or five [00:26:00] Pence off about figure, , of what the CPC is and go from a 50 people down to a 30 Pete bid. So you're already under cutting the CPC by 5 cents, and also just don't be afraid to just rely on the data. There might be some key words in there that you're personally attached to because they resonate so much with what. Your product is and what it stands for and what you think people should be searching for.

[00:26:24] But if those keywords yellow might be getting sales, but if they're consistently coming in at an unsustainable ECOS, you either need to reevaluate what your goal is with that keyword. If you just want a monopoly on that keyword, regardless of how expensive those sales might be for you and stopping other people going in on those keywords.

[00:26:42] Great. But if you want to be sustainable, you've just got to look at the data. Don't get attached to those keywords and just pause them. Be cutthroat, be ruthless with those keywords and try and find those keywords that do work for you. They may not be what you had your heart set on. Initially. But that's what [00:27:00] the auto campaigns are for.

[00:27:01] That's what the search term data is for finding those things that actually work for your brand, carving your niche with those keywords in that market. And then later on coming back to those keywords, once you've got a better ranking and you're more discoverable, then you can go back to those bits, , th th those original keywords and start reintroducing them and trying to rank for those again, now that you've got a far better position.

[00:27:23][clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:27:23] amazing.

[00:27:24][clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald-](#) [00:27:24] For conversion ratio, one of the things externally that helps is your product listing. , you know, if you've got the

right detail, , on there, have you got the , , you know, good imagery on there? So when a customer clicks and they.

[00:27:39] Look at your product listing, , they ended up purchasing the product. So those are the extent of things that, you know, you can do. , you know, your storefront, , how well is it done? How polished it is is, , what we have found, , with all of our clients, , you know, eight out of 10, the ones that have great product listing and a good storefront, [00:28:00] they normally have a good conversion rate, , because you could have the best key where's the most.

[00:28:05] Relevant key words, but customers are always going to make a judgment call on first impressions. , and that's the thing that, , you know, you just need to be aware of. And in terms of, , keywords that, you know, you're targeting those keywords also need to come across in the, on the product listing. So w w what we try sometimes to do we look at your product listing, and it would pick up the main, , product, , benefits on a product detail, and we can use those as key words to target.

[00:28:34] So that's how you kind of could, , improve your, , your conversion ratio. , just being proactive on both sides on the PPC side, but also, , the, you know, the storefront on the product listing. Yeah.

[00:28:46]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:28:46] yeah. , that conversion ratio is key. So monitoring that on the backend and you actually being aware of what that ratio is, , will allow you to sort of direct money to better performing campaigns or an ACN that converts at say [00:29:00] 30% compared to an ASEN that you like, , and felt like kangaroo, but it's conversion rate is 2%.

[00:29:06] Ultimately you're going to get a significantly better return on investment with the 30% conversion rate ASEN, which is ultimately is going to give you more money moving forward.

[00:29:16]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:29:16] yeah, Amazon will very quickly tell you from its data, what your hero products are going to be. You, you might've come to the market with product 80, thinking this is my product. This is what I want to build my business around, but also come with sort of a collection of smaller products that can help fill up your inventory.

[00:29:35] And yeah. , give you a wider range of products, and you're not just putting all your eggs in one basket, but it's not unusual for product B or product C to immediately overtake that. And as Georgia said, if the conversion ratio will conversion rate for product B and C is astronomically higher than product a, don't be afraid to adjust, , your strategies and pump more budget into those that are actually converting a lot more.

[00:30:00] [00:30:00] Obviously you need to make sure you've got your logistics sorted out, and that if you are going to ramp up spends and try and scale a different product than you were prepared to, , make sure you've got enough inventory coming, making sure that you're, you're booking those orders in. So they're more regular because the last thing you want to do is scale up so much that you've run out of stock on that product.

[00:30:21] And then you're not going to get in anymore in for let's say another two, three, four weeks, because that'll just undo all the hard work you did to try and grow and rank that. , Amazon seeing your products out of stock for, for two plus weeks is, is never a good thing. So yeah, don't be afraid to change your direction and change your strategy and, , follow the data.

[00:30:42] Try not to get too hung up on just one product. And it doesn't mean it's not a good product and it doesn't mean that you still can't sell it, but if you're selling infinitely more at a better rate, then yeah. Follow the data rather than your partner, I would say.

[00:30:56]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:30:56] No, absolutely. Yeah. And just to reiterate you, do you need to be, [00:31:00] data-driven following you, following your heart, ultimately can lead to bad things. , realistically, and it's one of those things be data-driven, don't be egotistical about a product or a particular campaign. Ultimately, if you are, it could mean that you're putting money into what could be a three legged horse in a four legged horse race.

[00:31:18] So realistically you need to, you need to be spending your money wisely, , and not be egotistical, be data-driven and let that data drive your decisions because ultimately that's what, that's what works on Amazon. , the data will show you the results.

[00:31:33] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:31:33] , product discovery is another thing that you can bear in mind. I w we're assuming a lot here that people are coming to Amazon already with a product manufactured and in mind to launch, but you can, there are lots of tools out there. And one that comes to mind would be jungle scout. You can go and go and go scout, and you can search from niches in the market.

[00:31:52] You might have five ideas and you can throw those ideas. They might just be search terms into jungle scout, and it [00:32:00] will show you how many products there are that fit in that category and that search term within any given marketplace. So you might think you've got a great idea for a water bottle that magically refills itself.

[00:32:15], but you might go on jungle scout and find that. Actually 200 other people have discovered this and they've all also launched that product. And all of a sudden, it's, it's less appealing when you've got sort of this, this unique selling point view of products that all of a sudden is no longer, so unique.

[00:32:32] Now that you've discovered everyone else has got it. So you can carve your niche by using these third-party discoverability tools to see how saturated the market is. At that

point. If that product is available on a Facebook model, you can say Instagram marketplace, , Alibaba. But if no one is selling that on Amazon, you can be the first to get in the car.

[00:32:52] Your niche become the market leader. Yes, people might then follow, but you were there first and as long as you stay on top of that, you can [00:33:00] do that. So don't forget that you might not actually have a product in mind and you can still get involved with this just by using simple tools that allow for market research like jungle scout.

[00:33:11]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:33:11] amazing.

[00:33:12]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald-](#) [00:33:12] Yeah, I was just going to mention one quick thing. , so let's just say that your, you know, your salary you've already, , got your products and you're trying to figure out where you want to put your investment. One of the things that you can do, , is to build a quick catch-all auto campaign, which will simply have all of your products.

[00:33:30] Let's say, for example, you've got, , 10 different styles of women's shoes. , if you just put them all in an order campaign, , and, , literally put the, , you know, you can put on a small budget and let it run with a small bid and let it run a small default bid that is, and let it run. And what you will find over, you know, month, one, month, two, quite quickly out of the 10 different shoes that you have.

[00:33:57] You'll probably find two or three that are converting [00:34:00] really well. And then that will kind of give you an idea that, you know, I add to my 10 products, these three, actually my hero products that, you know, that will do well. And that's just a quick way and a cost effective way to just quickly find out what, what, where you should put most of your, , budget in the future.

[00:34:19]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:34:19] perfect. Amazing. Well, that's so insightful guys. , and I'd imagine that's answered a lot of questions that people might have on not only how to sort of decide a budget, but also how to save money on Amazon advertising. And we actually have had a couple of questions come in, , from the last podcast. , so I'm just going to ask those to the, both of you and just jump in.

[00:34:41], whoever's got the best answer. , so the first one is I'm ranking high in the search results for my brand key words. Is it still necessary to advertise for my own brand keywords?

[00:34:52]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast-](#) [00:34:52] challenge accepted. , I'm going to be a strong advocate for, yes, it is still necessary to [00:35:00] advertise for your own brands keywords, as soon as you stop advertising for those, someone else will. The last

thing you want is for, you know, your brand of, let's say everyday home products. , I get to number one, both organically and through sponsored, and then I think, okay, this is perfect.

[00:35:18] I'm consistently preparing a number one. Why do I need to pay to appear where I'm organically appearing? , you stop. Targeting those keywords, you stopped bidding on them. You either pause that campaign or pause those keywords. And then what you find is all your competitors around you. They're actually using your brand name as a keyword.

[00:35:37] And then when people search for your brand, very appearance, that they don't find you, , someone might have fully had the intention to buy your product and they'll still scroll down. But this has given someone the chance to see an alternative. Maybe the grass is greener on the other side, maybe this product has more quantity for the price.

[00:35:55] Maybe it's got a higher quality for the price you want to [00:36:00] mitigate these things. You don't want people to see other products against your search terms. So regardless of if you think it's still valuable, , even if it could potentially be unsustainable for those beds on that keyword, I would still bid for them because it's about brand defense and keeping your brand for you.

[00:36:18]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:36:18] yeah, no agreed. And, and the positions as well. , so like you'd mentioned the sponsor brand that, , safe that promoting a particular product, , numerous different sizes or different quantities are more beneficial to the customer, even a different flavor that you might not, not sell safe for selling coffee.

[00:36:37] And then you have another line of advertising placements for sponsor products. So ultimately you're just offering that customer so many more opportunities to go elsewhere. , and the best way to mitigate those is bid on your own keywords or brand keywords.

[00:36:52]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:36:52] and even by extension in a product ASEN targeting campaign where you. [00:37:00] Instinctively would put in your competitors license to, to try and bid for their positions bid on your own essence as well. That's another way of defense. , I know that this is, I guess, stepping away from saving money, cause this is more of the, of the strategy of spending money to save your brand rather than saving money.

[00:37:19] But yeah, it's important to protect your own brand and you can always within your budgeting workout, how much budget you're willing to, I guess, for lack of a better word waste or, or reserve, , In protecting your brand, whether that's your keywords or your essence, not every percentage of your budget has to be put towards being profitable.

[00:37:43] And this is where we outlined at the beginning of setting aside your budgets and working out what your budgeting will be, but also what your goals are for each campaign and

product. And this is another example of that. Can you afford five, 10% of your budget to be reserved for defense? If so brilliant.

[00:38:00] [00:37:59] You don't have to worry about, , not targeting your own brands keywords in essence, just keep those going. Keep that defense going and keep might incur an increase in the bid, but if you're not bidding for it, someone else is potentially taken away your customer.

[00:38:17] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-](#) [00:38:17] , so we, we did second question. We actually did sort of go through this, , throughout the podcast. , so if one of you could quickly answer, how can I use negative keywords to my advantage?

[00:38:27] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald:](#) [00:38:27] real quickly. , you caught your. Budget waste. And, , you know, that saving, you can, , you can start to target those, you know, high traffic keywords, high conversion rate keywords, and really start to bully your way in the market. , that is probably one of the best advantages because, you know, you can literally move over that, that saving into being more aggressive in other areas that you're seeing profit

[00:38:55]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:38:55] Yeah, it's it's, it's another way to increase your [00:39:00] budget without actually putting extra funds in. If you want to increase your budget, the first way to do that is get rid of wasted spend. You don't necessarily have to throw an extra one K on top of your budget. If you can throw in a load of negative keywords, remove your bad performing keywords, and you might have freed up an extra K that way.

[00:39:18]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-:](#) [00:39:18] Absolutely trim that fat, as we always say. , , the first question is, and it's a good question, actually. And how often should I optimize my campaigns? Is it possible to over-optimize?

[00:39:30]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:39:30] It's definitely possible to over-optimize. So I. I wouldn't optimize any single given thing within the account more than once a week, right. That goes for budgets, bid changes. And there's always going to be an exception to the rule. You might have changed the bid and you might have accidentally put it too high or not anticipated how much traffic might come through that.

[00:39:51] So yeah, you might need to go in and make an, an emergency cut. But, , once every week, once every two weeks, that would be my advice. Try not to leave it [00:40:00] to once every month, because there might have been a key piece of data on the first or the

second of the month. And if you're only doing it once every month, you're not going to notice that until 30 days later, by then it's either cost you a lot of money or you've missed a position or gold piece of information, whether that's a great key word.

[00:40:18], and now you've come to it 30 days too late. So try and stick to a schedule. If you're going to do it every two weeks, try and do that every two weeks on a Monday afternoon, trying to stick to the same day, try and stick to that routine. That way, when you're doing your look backs of let's say 14, the past 14 days, because you're doing it every two weeks.

[00:40:37] You're not missing out on any data from potential, , day shifts, because if you were to do it on a Monday and then. Two weeks later, do it on a Tuesday. And you do your look back of two weeks. You've lost two days there when there could have been some gems in there. , so yeah, try and optimize when you can and be realistic with that.

[00:40:55] If you're super busy and you were running the company yourself and you're optimizing and running [00:41:00] your ads yourself, if you know, you can only commit to it once every two weeks, try and stick to that. Don't try and overextend yourself and go once, once a week, because you're just going to cause added stress, , about when that's just unnecessary.

[00:41:15] And there's no harm in doing it once every two weeks.

[00:41:18] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--ronald](#): [00:41:18] As, as well as focusing on the data, you also have to understand X like other factors. Let's just say, for example, the, , you know, there's been a huge storm. This cover the whole of, you know, I don't know, USA or, or unit or great Britain.

[00:41:31] And for some reason, your product has sold for the obvious reasons, your product hasn't sold for the last three weeks. And then if you come into your account optimize, and you're just focusing on a data, you might actually destroy some really good keywords, some really good ACN targets or some, you know, really good bids.

[00:41:48], just because, you know, something's happened externally, that's destroyed your account. So just being mindful of that, or it could just be that, you know, you've been out of stock for the last two weeks. So the data will reflect that. So if you're [00:42:00] just optimizing based on the data, you could actually destroy your account and, , you know, , you know, work against, , your account.

[00:42:07] So just, just be mindful of that. But as Tom said, You have to do an intervals. If you keep doing it every single day, you can probably do more harm than good.

[00:42:16]

[clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george](#):- [00:42:16] great. , thanks both. , and the last one, , what are the advantages of using ad groups in campaigns?

[00:42:23] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-12pm--clearadspodcast:](#) [00:42:23] yeah. It allows you to separate things out so that you're not spending that budget all in one basket. So you could separate your ad groups out for a campaign may be by variations of that product. Maybe you're selling a t-shirt with a design, but you're also. Selling that t-shirt in 10 different colors.

[00:42:43] You could spread that those products out are groups, or you could have all of them and spread the outgroups out by match type. So one ad group for broad one ad group for phrase, when I group for exact, or you could change your out-groups based on the style of [00:43:00] keywords you want to target. So you might have identified the keywords that are generating the most search volume.

[00:43:08], that could be accurate. One where you know that it's going to have a different a cost because there's a lot more people searching for it. It's going to be a lot more volatile. , and then you could have another search. You could have another art group for the keywords that you know, that work really well for you.

[00:43:23], but at the same time, you could argue against all of this and say, you could have these all as different campaign ideas because branching them out from ad groups to actual individual campaigns means you can assign an individual budget to that with an ad group. You can't give it an individual budget, but, , having different ad groups, it J it just means your budget will go further.

[00:43:44] And isn't all bottlenecked into just one big basket of keywords.

[00:43:47] [clear-ads-podcast-highway-to-sell-how-to-save-money-on-amazon-ads-season-1-episode-6_recording-1_2021-03-16--t03-40-11pm--george-:](#) [00:43:47] Thank you both for your great insight as, as ever, , amazing stuff.

[00:43:52] And hopefully that's answered a lot of the questions for people who are trying to save money on Amazon advertising. , if you do have any questions or you always get in [00:44:00] touch with myself, my email is georgeRoberts@clearoutstockcoorjustemailinfoatclareads.co as well. And we'll, , respond to you via email.

[00:44:10] So the next episode we've got is a really special one. Actually we've got at director, , founder, Jordan Marissa, appearing on the podcast to discuss all things, Amazon, , in the podcast, they'll be discussing his journey with Amazon advertising and clear ads as an agency. And so make sure you ping over any questions you might have in regards to how he's developed the agency himself or the sort of steps he took to learn about Amazon advertising.

[00:44:38] So yeah, next podcast is going to be quite an insightful one and look forward to seeing you there. Thanks Tom. And thanks Ronnie for being on this episode.

[00:44:47]

