

Clear Ads Podcast: Highway To Sell - Signs You Need An Amazon Ads Agency - Season 1 Episode 5

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-](#) [00:00:00] Welcome to the Clare ARDS podcast highway to sell. You're listening to George Roberts, Tom Sophie, and Levi. This episode is the science. You need Amazon ads management. Business in 2021 is extremely competitive, especially on Amazon advertising on Amazon has become essential to ensure you are being seen by customers. We've proven success of Amazon advertising increase in the discoverability of your products. Keeping in low competition, as well as developing sales velocity, leveraging Amazon advertising has become integral to growth on the platform, allowing businesses with the opportunities to grow and succeed, achieving their goals.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast:](#) [00:00:39] this week we will be talking about. Signs that your company, as an Amazon seller might need an Amazon advertising agency or an Amazon management agency. There are so many reasons why you would want to consider outsourcing this to an agency. And we're going to touch on a number of those [00:01:00] today.

[00:01:00], the first thing I can think of, and probably the most common one would be time, whether you're time poor, or you don't have the, the staff on board to actually allocate those tasks to . We discussed last week that Amazon is an amazing platform to jump on and that it can be very easy to set up your campaigns initially.

[00:01:23] But as that snowballs, you start moving from one campaign to two campaigns, the 20 to 200, then you start increasing your inventory and then it just becomes unmanageable. So for me, I think. The most common reason, , we've taken on calls and why anyone else would reach out to an agency is just being time poor.

[00:01:44] And I know we've got that old cliché time is money, and it is at this point because your business's revolving around making money on Amazon. , And if you're spending all of your time trying to get your advertising sorted, then that means there are other areas of your business that are not [00:02:00] being given that attention.

[00:02:01] And the last thing you want to be doing is keeping yourself up at night, making sure that you're not wasting money through your advertising. So just freeing up. Those hours during the day and passing that off to a team who is dedicated to doing that day in and day out, who eat, sleep, drink, breathe advertising.

[00:02:21] Then you're going to have a lot off of your shoulders and a lot less to worry about and leaving that in the hands of a professional team.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-](#) [00:02:29] Yeah, I think alleviating that stress is so important. , Amazon there's so much to do so run an Amazon business is obviously advertising is a critical part of that. But like you said, alleviate in any elements that you can possibly outsource to someone, , Is it just going to do a world when positive things for your own business, given you more time to, I don't know, do product research to optimize your listings, to find a new supplier, for example.

[00:02:56] , freeing up time just allows your business to grow and focus on, , [00:03:00] More important things and let someone who has more expertise in a certain area, manage that for you, whether it's outsource in your ads, whereas outsource in your supply chain management or anything else that you might want to outsource.

[00:03:13]

[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast:](#) [00:03:13] Okay. You could play devil's advocate and say, why don't we just employ someone in the company that can do that themselves. But that would make sense because then you've kept everything in house. But then I guess you're looking at having to pay someone a full-time wage. That sort of team makes sense when you're a Coca Cola who are a giant and have tons of money at their disposal.

[00:03:33] But when you're a small team, employing someone full-time to do that is. That's that's, that's a bigger step than employing an agency who can commit to X amount of hours per, per week, rather than every single day focused to that one account.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--sophie:](#) [00:03:48] Hm. Yeah. And I think when, when you talk about time, it's worth mentioning time versus quality. So where you give up one side, like, for example, you give up time, you [00:04:00] give up the quality as well. , so if you've got a team, like you say, working full time on it, , , that you've outsourced. , the quality is going to be so much higher.

[00:04:07] Whereas if you're kind of squeezing in the arts management, your product base is growing, but your time is more restricted, then it's just going to be affecting the return that you could make on arts. , so as worth worth, considering time versus quality, , when it comes to arts management,

[00:04:26][clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast:](#) [00:04:26] And there's, there's going to be a level of depth that you can actually get into as well. You, you might be able to find the time to get your. You keyword campaigns, you also campaigns up and maybe a few sponsored brand campaigns, but do you have the time to go super granular and have a campaign per product or even a campaign per sort of keyword type, ,

getting video campaigns up and, and sponsor Browns of every variation of your products and attacking the competition and defending your own brands?

[00:04:55] Like how deep can you truly go when you're, when you're trying to optimize this yourself [00:05:00] and every Amazon sell is different. Uh, we, we do, we do find Amazon sellers who are fully fledged companies with multiple employees on the payroll, but we also find that there are very successful Amazon sellers who are just doing it themselves or themselves, and one partner and they're pushing more numbers and the bigger companies.

[00:05:20] So we, we discussed last week. Amazon provides that playground to actually grow as far as you want, and you don't need. To, to open, uh, a high street store and have a huge office book. And yeah, you can operate out of your bedroom.

[00:05:36]

[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--sophie:](#) [00:05:36] Yeah, absolutely. And, and to reiterate, , data is massive, you know, it's, you can easily run ads, but if you're not focusing on the data and getting granular, as you've said, Tom, then you are, you could be wasting budget. You're wasting spend. And again, not getting the return that you could, , Perhaps fully focused on.

[00:05:58], and like we said, in [00:06:00] a, in a previous podcast, Amazon has a whole host of metrics, , on its dashboard and each and every metric is important as a whole, , on your account. And it's important to take those into account and get super granular. And if you're not granular, it's, it's so easy to waste a substantial amount of spend every month.

[00:06:17] And, and as a small business, that's going to be, that's going to be critical.

[00:06:22][clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--surafel:](#) [00:06:22] I think another critical point, , to add to everything that you guys have said is, is as an independent seller. It's fine for you to run things by yourself in the beginning, but let's say when it comes to time to a time where you want to scale up, when you want to add more products onto your, , or to the listings that you've already got, , can you scale up the advertising yourself and maintain a cost?

[00:06:46] Can you, , add the sponsored brand videos? Can you actually put in the additional time that it takes to make sure that you're right. Pacific keywords? , That's that's what you're sort of given up. If you're managing it yourself, of course it can be done, but it's just additional work and additional [00:07:00] time that you have to dedicate to something where your energy could be applied elsewhere.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-:](#) [00:07:04] Yeah. And especially with, , Amazon constantly bringing out new updates to have sleep aid, advertisers, get a response it's in that time spent on new things, whether it's learning sponsor, display, sponsored

brands and new things that they are bringing out. Even Amazon's demand side platform, all these new tools that advertisers have to stay on the ball with.

[00:07:24], It takes so much time to actually learn it, master it. And like you said, digging into the data to ensure you're doing the right things moving forward. , it's so much easier to weather. Tom made that point earlier of hiring someone internally or externally to take that load off yourself as an independent seller, because I get inquiries all the time, um, for us to sort of look up.

[00:07:45] Uh, new accounts, , because they don't have the time, but I've always said the initial period is such an important time for you to understand the processes behind Amazon advertising. If you to gain some knowledge, have a go yourself and that we can audit your account [00:08:00] or look into your account and see how we can provide value.

[00:08:03] But I think that the initial time spent in trying to do it yourself is so integral to growth. Not only as a seller, as an advertiser, just for the whole business. ,

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--sophie](#): [00:08:14] And to go back on Levi's point, you're always going to have a limit as one person or one or two people as co-founders, or as, as directors working on Amazon ads, you're going to have a limit to what you can do with those accounts. Whereas if you're working with an agency and you've got account managers dedicated, there's always going to be someone there to fill in that time, work on your accounts.

[00:08:40] In a, in a, kind of more in depth way. Whereas when you're running a business, you're always going to have a limit as to what you can take on and there, and again, you'll come up against the new art formats coming out, new information, coming out on Amazon, new policies, et cetera. , and there's stuff that [00:09:00] can be easily missed because of those limits.

[00:09:02], as a seller,

[00:09:03][clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--surafel](#): [00:09:03] Agreed.

[00:09:04][clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast](#): [00:09:04] , and scaling as well. I know Levi, , briefly touched on this a minute ago, but if you want to start. Adding 10, 10,000 extra SK use to your, your council log or even moving from advertising, just in the U S to expanding into Canada or Mexico, or come in over the pond to us and advertising in the UK and mainland Europe.

[00:09:27] But that just means you're effectively doing your job. Not just once in the U S but then you're adding calendar and Mexico to it. You've got to do three times as much work. And if you go overseas, we've got five core EU marketplaces, but they're also adding on Sweden, Netherlands, and then you've got the UAE to consider.

[00:09:48] You've got, , the far East with Singapore and Japan. It's, it's endless. So if you want to scale, , But that would take you a week to even just look through all the different advertising platforms you've got, let [00:10:00] alone actually build anything and, and get anything optimized. So I think scaling is, is another reason why, why people would choose to go with an agency because they realize that they're taking.

[00:10:11] Their business to the next level, , that they're going from minor leagues to the major leagues. You do have to find a dedicated team, whether you can't afford to take someone, um, uh, not maybe too costly, but engaging with an agency, someone who can be laser focused on actually running the advertising for you, taking that stress off of your shoulders.

[00:10:38] And then you can just engage with that agency. Um, whatever time intervals, you agree to get the feedback and, and discuss strategies together. But ultimately. Offloading that onto someone who can actually share their expertise and do that because I don't want to keep coming back to it, but your day will disappear.

[00:10:58] If you spend all of it worrying and [00:11:00] just looking at your advertising, you've got to sort out your shipping. You've got to deal with the rest of the members of your team.

[00:11:06]

[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--surafel](#): [00:11:06] The point to, to add on to what Tom just said as well, when you were expanding out to so many different markets in each and every single market you enter, you're gonna have to take that time to actually test the campaigns out, maybe split, test them. So AB tests and, and actually experiment and see what works in that marketplace.

[00:11:24] Just because you've been selling in, , the U S both same keywords, the same targets that you've been using in the us. Aren't. Shannon really aren't necessarily going to be working in the UK. They're not necessarily going to work in Canada. , when you move to, to the European marketplaces, just know your bands have to translate all those.

[00:11:42] He was an everything, all your listings to match up to that marketplace. So that's going to take up more of your time, more of your energy. And the thing is you've got to weigh up everything. You've got, well, the costs involved in doing all of this, and you've got to weigh up the time. It takes actually test everything to get everything optimized, and then.

[00:12:00] [00:12:00] GOC ask yourself, can I actually do it? If you think you can't and you think if you can actually afford to hire someone in-house that can do it with you hands hand-in-hand then. Great. , you can, you can, you're free to go ahead and do that. If not, if, if you'd rather outsource it to someone else and let them manage your PPC for you, and then you can concentrate on doing all the other parts.

[00:12:22] That will ensure that your campaigns do succeed and they can solely focus on making sure that the campaigns themselves are optimized, , and that you won't be getting into too much hot war or to, , in, in the short term,

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clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--sophie: [00:12:35] Yeah, for sure. Um, the reality is, is if you're working with an agency that's knowledgeable enough, they'll understand that industry in that new market. And they they'll probably have more insights. Then you will at that stage, which already gives you a leg up into exploring a new marketplace into trialing a new marketplace.

[00:12:57], and they're like, Oh, they'll know what ad formats, [00:13:00] uh, applicable in that marketplace they'll understand what works best, , in that particular country. And they will then scale the agency will then scale with you. , and they'll have that, that data kind of ready.

[00:13:13]**clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast:** [00:13:13] You're effectively getting someone else's expertise, basically. It's it's the same reason we outsource any jobs. I don't, I don't know next to anything about cutting hair. I'm not about to do it myself. have the time to clean my windows in my house. I get someone else to do it. Same with the gardening.

[00:13:32], so I guess that's a really weird comparison. , Good. I guess outsourcing my advertising is, I guess a bigger leap than that because I'm not losing any, I'm not risking anything by getting anyone else to, to. Clean my windows. Whereas I might do offloading all of my budgets for someone to do my advertising, but you are paying for someone's professional expertise, people who specialized in, in these different marketing techniques and mediums [00:14:00] for years.

[00:14:00] So just considering one individual within that agency and when agencies are made up of multiple. Employees and marketers, advertisers that we're all going to be pooling their knowledge together to, to help your, your accounts grow and give you feedback and help you strategize whether that is for launching a new product or scaling up a certain products, , branching out into different territories or testing out a new product tool by product tool.

[00:14:31] We mean, , new advertising format. I know one of the recent expansions was, uh, Product display. And that's not even talking about going onto, uh, onto the DSP, which would require a completely different platform. So you would have all of this expertise at your disposal, to improve your account and help that grow.

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clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--surafel: [00:14:51] Uh, huh.

[00:14:52]

clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--sophie: [00:14:52] Yeah, for sure. And, and as a small business owner, it's, there is always going to be the want to. To do it yourself. You, you

[00:15:00] understand your product, et cetera. , and there's that kind of, you know, this is, this is my small businesses as my baby, but it it'll always get to a point where you can't do it all.

[00:15:09] Um, and that's where again, a knowledgeable and a good agency will, will, will help you transition into outsourcing it completely and making your life a dancer easier.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast:](#) [00:15:24] And, and their experience as well. Yeah, I I'm, I'm guessing a rule of thumb here would be that if you're doing the advertising on your own account, it's probably the first and only time you've done it. people who are working in these agencies, they're probably handling multiple accounts and over the lifetime of their work, they've, they've dipped into multiple marketplaces, different language, different industries.

[00:15:51] So they've got a lot of experience of. What they know works so they can cut out a lot of that experimentation to start with kind [00:16:00] of a broad idea of knowing what terms, the target, which sort of competitors to go against, how quickly you can get into certain places in the market. So you do come with that sort of historical knowledge as well.

[00:16:13] And not just someone who knows how to set up a campaign and has the time to do it instead of you. There is also that. Extra level of, , knowledge of the markets, the audiences, , how different people respond to different creative types, , different ad copy. , yeah, you've got a huge bank of knowledge that your business can utilize.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--surafel:](#) [00:16:33] At the end of the day, there's a limit to what you can learn on off YouTube.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast:](#) [00:16:38] Yes.

[00:16:39]

[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--surafel:](#) [00:16:39] That's actually what w w boils down to anything, are your preferences or your competitors having their campaigns and advertising managed by, , a PBC, , agency where the outsourcing, , that's all service or have they got someone in-house whereas you're trying to.

[00:16:57] Do everything I compete at that level with them, by [00:17:00] yourself with the limited knowledge that you've got

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-:](#) [00:17:03] Yeah, I think to make a point

on that as well, but like you said, you can only learn so much on YouTube and if you are willing to take those extra steps to develop your knowledge, whether it be through courses or anything like that, and you are more hands on approach, then ultimately they're going to cost you.

[00:17:22] A lot of money as well. I, I get regular adverse, , on my social media about taking Amazon training courses and some mastermind promising the world on how to sort of teach you Amazon advertising, which is usually, , not going to give you the tools that you need. And it's just going to give you to talk you through some very sort of structured ways to manage your account, but it's not going to. Be relevant to your brand and it's not going to , put you in a place, to develop your brand in the way that you'd want. So outsourcing and realizing where your gaps lie is. Like I say, a really sort of unique thing for a business owner to [00:18:00] do in this. The reason why a lot of people do come to agencies such as the self, because they realize their limitations and then they get people in experts to do the work for them.

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clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--sophie: [00:18:11] Yeah, you should never underestimate the connections that agencies will have with the direct sort of channels, whether that be Amazon or if it was a social media agency, they would have direct contacts within, you know, the, the big social players, Facebook, Instagram, et cetera. And. Agents agencies will have those key connections that will be either there for when the accounts need them or they're for the latest updates.

[00:18:38] If there's a beta version of a, of a good update on DSP or PPC agencies will have that knowledge first and again, that gives you a leg up into understanding. How to make the most out of your account. , , like I say, never underestimate the connections that agencies or a good agency will have.

[00:18:59]**clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-:** [00:18:59] Yeah. One [00:19:00] thing that's really interesting is that we get some inquiries from new sellers that are looking to outsource their. Advertising to us, or probably ever agencies as well. And that's just like, we've spoken about it as a huge gap in their knowledge. , if you are a new seller, I would definitely recommend learn, trying to learn as much as possible.

[00:19:20] I know I mentioned it very briefly earlier, but having that first knowledge in those initial periods is so key. It's not only understanding your own advertising, but if you were to outsource it later on understanding how the agency's going to perform. The accountability of. Having someone manage your advertising is so significant that they're always going to be trying to provide the best options for your business.

[00:19:45] Move forward if they're working on your advertising, but you understanding how credible their work is understanding if they're doing right by you and understanding that is so key. So Amazon has lots of materials on their own [00:20:00] website. They have several

exams and even. Get in touch with us for an ebook that we wrote as an agency to help new sellers.

[00:20:08] Just understand the basics, understand not only auto campaigns and the very basic stuff, but sort of the strategies that we implement for manual campaigns, sponsored brands and sponsored display, , because it is so critical as a new seller, not to get wrapped up in, , spending extortionate amounts or expensive amounts, not only on management fees, but on spend that might not be relevant.

[00:20:30] Oil brand and those initial periods. So having the most amount of money dedicated to your ad budget. So your ad spend in the initial few months of being a new seller is key to not only driving sales and sales velocity, but success down the line because you'll have that knowledge to understand what performance is and what good results look like for your brand.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast:](#) [00:20:54] Partnering with an agency further down the line. Once you've managed to establish itself on the marketplace and [00:21:00] expand, having. An understanding of what Amazon advertising is. , I'm where your own limitations are with. It will strengthen that relationship with whoever you partner up with, because ultimately if, if, if you're paying someone else to do that job for you, Talking to you about it and reporting on it.

[00:21:20] You want to have a basic understanding of what they're reporting back to you and also keeps you, keeps them in check, like, you know, that they're doing the right sort of job and the right sort of work. If you've got an understanding of what's what's being doing, I guess that's a level of accountability, isn't it?

[00:21:36] That, you know, the sort of work that will need to be carried out. If, if you've, if you take on agency,

[00:21:42][clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-:](#) [00:21:42] So if you are an Amazon seller, we've noted some of the signs or the telltale signs that you might need an ad agency say if there's limitations in your knowledge, your accounts grow into a certain state that you can no longer manage your expanded to a new marketplace.

[00:21:58] Well, a host of other [00:22:00] things that you're just growing at a rate of knots, which is realistically where you want to be. Ultimately you do have to outsource some work, which is fantastic. Now there are several things you do need to consider before deciding and agency. Now the one thing I would recommend most when deciding on any agency is just looking around the marketplace, doing your research because not only looking at one particular agency, Isn't going to give you the resources and the information required to make an informed decision.

[00:22:32] Now, one thing that we always recommend is look at the reviews of the agency, especially the reviews of an independent review sites, such as Trustpilot or even they Google

reviews, understanding how they've worked with previous clients, looking at different case studies and even getting some feedback of clients that they might have or understanding what that might look like.

[00:22:55], checking their LinkedIn out is important things to do. Before [00:23:00] deciding an agency, because ultimately it's such an important relationship for your brand. You're giving them the trust. You're outsourcing this work to them. And it's, like I said, it's one of the most important decisions for your business moving forward, because they're there to harness that growth for your business.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast](#): [00:23:17] Yeah. And, and identifying the reasons why you actually need an agency and what you need the agency to do because not every Amazon advertising agency is the same. , some agencies will have a niche and they'll focus purely on one aspect of it. And others will also encompass just, , Amazon advertising, but, , listing optimization and logistics and shipping.

[00:23:42] You need to find the right agency for you. And ultimately the different sorts of packages they offer will dictate the different pricing level that they'll come in at. So try and find the agency that fits you. Not every agency is the same. I'm will. Be able to deliver on all of your needs. So I would [00:24:00] recommend reaching out to a number of agencies, speaking to them, getting quotes.

[00:24:05] I get, I guess, management proposals of what they would actually do. And then from that, you can make it a more educated decision on which one is the right fit for you. Yeah, I guess it's the same as shopping. When you go out to look for a new product and you compare it to all the others on the shelf, whether that's price and all the options and special features that they offer you don't just jump and pick up the first one you see?

[00:24:27] So yeah. Do your due diligence and yeah. Look around.

[00:24:30]

[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-](#): [00:24:30] absolutely. And the relationship that you developed with a particular agency, you've definitely got to take that into account because this business is going to be working. For your business, essentially for an extended period of time. So you kind of want to have that a good relationship with them, , and build some rapport with them as well, to ensure that they, you know, they're going to be doing right by your business, moving forward.

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[clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--clearadspodcast](#): [00:24:55] Yeah, I guess, subconsciously you can almost treat these different, [00:25:00] quotes that you're getting from different agencies. Almost like you're interviewing someone. As if you were going to

hire them to do that job, in-house for you, I guess that you want to work with someone that is actually going to click and gel with your team and yeah.

[00:25:14] Have no sort of conflict of characters and conflict of egos. Yeah. Consciously treat it like you're actually going to be hiring that person. In-house. Because you are, you are going to be talking to them about strategies and data and reporting. You're not completely offloading it to never hear from them again, hoping that your numbers just keep ticking up, up, up, up, up.

[00:25:35] I mean, that would be amazing if you didn't have to do that, but it's not as simple as just waving that magic one. So you are going to have to form that relationship with whoever the agency is, or the very least the account manager who is responsible for working on your account.

[00:25:51] [clear-ads-podcast-highway-to-sell-signs-you-need-an-amazon-ad-agency-season-1-episode-5_recording-2_2021-03-02--t03-56-17pm--george-](#) [00:25:51] . So, yeah, as we've discussed that many things to consider, um, when outsourcing work, I mean, you've got numerous tools that help with Amazon, uh, [00:26:00] whether it be automation, software to help with infantry, um, software to help with your advertising. There's numerous tools out there that can do that. And even virtual assistance.

[00:26:10] Ultimately, you're going to have to choose someone like we've mentioned that aligns with your brand and that you resonate really well with. Of course, there's going to be people that are able to provide work for you, but it's going to be the level of expertise for that work that they're able to put in not only the expertise, but the time value for that.

[00:26:28] We've discussed the importance of time and. The lack of time that some business owners get to put into their account. And that's the reasons why they outsource it. Now, that's ultimately a huge decision. It's a really important decision that you're going to have to make. And like I've mentioned before, someone that you just resonate really well with that you believe in their business core values and that you think that they can deliver on those results.

[00:26:52] One thing to also mention is that you should never tie yourself into long-term contracts that are you aren't able to go of. One [00:27:00] thing to note is being tied into a contract. Of course, every agency or every service provider that you have communication with will ultimately want a contract be very wary of these contracts as you should be with every contract, read through them, ensure that the terms are correct and that they sit right with you.

[00:27:19] So understand the , , To determination agreements and obviously the fees and understand if there's going to be additional fees moving forward, because there are many different ways to charge people for, , for, for example, Amazon advertising. And I'm sure there'll be different ways that suppliers charge you as well.

[00:27:35] So being completely aware. All of these terms is very key to not only ensure that you're not going to get ripped off and sure you get working with the right partners. And this

goes back to one of our original points. That transparency is key. Understanding those core values that a service provider is offering you and resonating with those.

[00:27:54] And the only reason, the real reason you're going to be able to find the right [00:28:00] person or find the right agencies to work with is by doing that research, understanding those reviews that we've spoken about. And just align it with that person. So yeah, there are numerous things to consider and it is, it can be like the wild West out there.

[00:28:15]

[00:28:15] So ultimately as a business owner or, or even as a group business, because those inquiries from very large corporations that we get that all ultimately still need to outsource their work because there are limitations in their team. And as the business owner or the person that's making the decision on an agency, understanding those limitations is key to.

[00:28:36] Success moving forward. Absolutely. We've spoken about the limitations that businesses face such as time and expertise with Amazon advertising or Amazon in general or anything else for that matter is a lot of companies outsource their social media. For example, , limitations on understanding where your businesses are, where, where the limitations of your brand, or if it's moving to a new [00:29:00] marketplace.

[00:29:01] Even limitations on keeping yourself relevant or limitations on costs. Now these are all things to be considered. If you find yourself overspending every month and you're got your performances and aligning with how you want your brand to grow, these are all telltale signs that you might need for someone else to look into you rather than Amazon advertising.

[00:29:23] Ultimately making these things, decisions have to align with your goals and have to align to achieve your target. So inexperienced, Amazon advertising engagements, who will collect the data for you, analyze it, optimize campaigns and make detailed reports to display the results that will will be aligning with your goals.

[00:29:40] If certain strategies aren't working, they'll advise and implement changes that will hopefully generate proper results for your brand. Moving forward with advertising. Being managed by an agency. You have the space and time to focus on other aspects of your business. By trusting an agency with your marketing campaigns, you can focus on other [00:30:00] business in competencies, such as your supply chain, such as your social media and anything else that might be holding you back on other areas like life have already suggests that there's so many things to consider when reaching out.

[00:30:14] To an agency or so, or an external partner. And the only thing that you have to do is your research and ensure that brand is going to be aligning with your business moving forward.

[00:30:24] So next week's episode is how to save money on Amazon advertising. So I look forward to seeing you next week, take care and enjoy the rest of your week, everyone.

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