

Clear Ads Podcast: Highway To Sell - Meet The Team - George Meressa - Season 1 Episode 7

[00:00:00]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:00:00] Welcome to the Clear ads podcast highway to sell. You're listening to George Roberts and Tom Whitehorn. This week's episode is actually quite a special one for us. So really excited to get this one word cords. We're actually joined by Claire arts, founder and CEO, Jordan Ressa. George has been a pillar of the Amazon community for years now.

[00:00:18] So welcome George. Great to have you off, , for the first time, hopefully first time of Maddie uh, how, how you doing today? You okay.

[00:00:28]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:00:28] Thank you very much for that warm introduction and yeah. Doing very well. , it sun's out here in London today. So when that happens, it's a rare occasion for those listening outside of the UK. So we will get very excited. So,

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:00:43] It's right. It's right. Um, yeah, I might actually go out on the bike as well this afternoon. Uh, if I get tired, but yeah, George has say great to have you on. , so I suppose people are very well-established with you within the community as well. And I know you've. Very vocal on the benefits, [00:01:00] especially with Amazon's demand side platform.

[00:01:01] I've been on multiple calls of you, but if the people that don't know you, , or first time listeners to the podcast, could you just give a brief overview or into yourself? It can be as long as you want, it doesn't need to be brief. , but yeah, to your journey within sort of the agency itself and then move into Amazon.

[00:01:18]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:01:18] yeah, sounds good. So, , I was quite fortunate that a friend of mine had a Google ads business whilst I was finishing uni. So I finished university. He pushed me to come and work for his business and, and that was in 2009. And just so you will know about it just a little bit before that Google used to pay, , agencies like us, a percentage of the ad spend that would go through all accounts, So he was, he was getting like 50 to a hundred grand. , every quarter, I was so jealous. Every time I speak to this guys, I'm just like, Oh, I, I got 50 to a hundred grand. I started I've speaking to you and you're [00:02:00] useless. I don't know. They are say

[00:02:03]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast: [00:02:03] I think the important question there is, why did they stop doing that?

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:02:06] yes. And they stopped doing that. It's a good question because they, they basically decided to invest in lot support, uh, on Google. Um, so that's why I used to get really angry. So any time, , Like a account support guy. Isn't, isn't helpful. I'm just, Ugh, know, I could've got 50 grand I'm speaking to you. Um, so when I started doing, , is how many to say it was actually his firm and, , that it was awful. It was terrible. Terrible. I, I, I was.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:02:41] sorry.

[00:02:42]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:02:42] No, sorry, George. Nephites panicked so much that halfway through because he asked me a question. I didn't know the answer to, I would just hang up. Right. That's nervous. I was.

[00:02:56] And then, um, is there any chance [00:03:00] I can do account management because I love the idea. There's one guy and I kind of idolized him. He would come in. And he will speak to no one. He would have his headphones in, he would sell for a cup of coffee. He'll be in the corner of the room and just work. I know she's like, Oh man, to come into an office and not speak to anyone for like a whole day is the dream.

[00:03:20] Right. So I want to do what he does. But when I got into Google ads, I was absolutely fascinated by it because, , Just studying marketing at university, the power and influence that pay-per-click had, uh, has still, , nothing really compares, you know, compare it to TV, compare it to other traditional forms of advertising.

[00:03:45] Nothing comes close because people are looking for you and you get to engage with them at that exact second that they're looking for you. So interest doesn't get any higher. So I was incredibly funding of. PPC was like, [00:04:00] love, love at first sight for me at the moment lifestyle working in the accounts. , and I think working as size account or size company, the amount of people there wouldn't stay long.

[00:04:12] So every time someone left, , you kind of get picked into what accounts did they call that they have? So I was just picking up the biggest accounts and then before I knew it, I was there anyone else apart from signing new. So yeah. , and I wasn't there long. So at that point I picked up the, , the best account.

[00:04:33] So I was able to just take on like great amount of accounts and, , I decided to kind of then start my own business. , and that was in 2011.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:04:44] And, and just sorry to interrupt. What was the sort of reasons behind that? Cause that's quite a risk, isn't it? Realistically sort of two years out of uni or a year and a half, whatever time that was. That's quite a brave, brave thing to do at the sort of right. Page of 22, 23.

[00:04:59]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:04:59] Yeah, thank [00:05:00] you. Uh, is good question. , I guess I've always, always had an entrepreneur spirit and I was always like, even at university, I kind of worked a whole year to create this website, which basically didn't do anything at the end. And so I'm happy to take risks. It flops it flops, but I'm happy to.

[00:05:21] To just give it a go and nothing. When I was working with PSI, I think, I think, , I hope not listening to this sign if you do. I'm sorry. I'm going to expose you. I think the biggest thing is he, he got his hands on this email list, right? This is way before, you know, , you shouldn't have email lists and stuff, but he had this massive list.

[00:05:38] He emailed everyone in that list once and it was the best sales Phoebe's ever, nothing close to yours by the way, George. But it was the best.

[00:05:47]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:05:47] must speak up. Okay.

[00:05:59]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:05:59] I said to [00:06:00] him, this is just one example. I said, mate, you need to send out another email blast because if you're looking at this access, like he was on, Nope, it's fine. We're going to move on to just the traditional way of doing things. So I could always do this better. So I sat at my company. , actually really nice thing that happened is, , I went, I said to my mum, I'm looking to set up a company and that's the nicest thing she did.

[00:06:23] And, you know, we don't have much going up. So the nice thing she said is she gave me five grand of her savings and that was like, A massive, massive morale where I already knew after making a mistake with the first company I had to stop at you and you have the process to get on the website, I've got a website for art, and then I accidentally stumbled across, , a company, right.

[00:06:46], to work with now I'll still working with se, but in nothing in the contract that it say, I can't work on any other accounts. So. I, , carried on. And then before I knew it, I picked up more and more accounts for recommendations, and I was then earning more [00:07:00] money on the weekend and I was working at my mate's company.

[00:07:04] So when he moved the company to Brighton and asked me to come in more, I just thought, no, I'm not gonna do that. And I just decided to kind of go off for the business and it

was horrid and this is something I want to share with everyone. It was a painful, painful experience. I'm talking, you know, I was living on 900 pounds a month.

[00:07:22], or management fees when all of my friends were on, you know, decent money coming out of university. So, and that was for about a year and a half, but I really just enjoy it sort of, so

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:07:33] that must have been tough going for, for sort of a year and a half, like, , not on the bread lines, so to speak, but like of sleep we've, we've less disposable income. , it's obviously always difficult. You must have had some sort of serious questions about if it's worthwhile during that sort of difficult year and a half.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:07:49] Too many. There's so many there's so many times I was about to throw the flag, the white flag into, during the deflect and white flag into the room.

[00:07:56]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast: [00:07:56] W was, was it something you expected as well? Jewish? Did you [00:08:00] go into this, , new business venture of yours knowing that it will be tough at the beginning? Or was that a shock to the system?

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:08:05] How far I was going to wake up that's I feel it was good for the company to go into seven figures is 10 continues. So it's only now, and we're doing that. So. , but that's just something I, especially those who are just starting off there's one thing I'd want to say is set your expectations low, have no goals, you know, live on a bare minimum. I was, if anyone invited me around for dinner, I was there.

[00:08:36] If, if I would go home on a weekend and just rummage through my mom's kitchen to just get any food I can so I can bring my, my, my, my, my, a mom I spend per month was so low. It didn't really make a difference. I was able to sustain a living on such a small income, but I was just picking up accounts, picking up accounts, going to networking events, picking up [00:09:00] accounts and, , try to hire someone, , when we got to some decent numbers.

[00:09:03] And then when I hired her and she was fantastic, Megan, and, , the company got the sales dropped, so I'd drop in and drop and drop it. So, you know, she decided to find another company to go to. So she did that and then it was me again. And I said, Oh my gosh, she just said, is there any point in this. And then, and then did the whole process again, hire someone else and that she was gone.

[00:09:22] And it's just back to me again. And you know, that was into year four. , so it was still pretty brutal. And then in year five, I was literally about to cancel. And then one of my

mentors let's give it six months, give yourself a goal. And within six months, if you don't reach the goal and stop. Then at that point I became ruthless.

[00:09:48] So I called the client and said that I had enough interviews at that point. I was going to interviews and crushing it. Like I was able to get some decent interviews for decent money. , so I thought to myself, why am I living [00:10:00] on such low management fee? So we won't do this to our clients now because we're comfortable with the fees we charged.

[00:10:05] But, , I just doubled everything. I doubled every account accounts management fee and no one complained. , so that helped and then it grew, , you kind of continue to grow off that. So after year five is when we started to see some really decent numbers,

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast: [00:10:21] Was it working alone? Cause you, you said you hired, um, those two ladies individually and they kind of stayed for a period before they went off somewhere else. How was it actually. Just working alone.

[00:10:37]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:10:37] Um, stages. It was hard, especially then I bought a place and kind of living alone, working alone. So I wasn't like interacting with people much, but. , I got pretty content with it. Like, um, I was okay. I think it was more demoralizing when he left because, , going from, they say, he's going from one to two to harvest going two to three, three to four is fine, but it's just that initial, [00:11:00] initial step.

[00:11:01] So, um, yeah, that was really demoralizing. And there was one stage actually, where I had, so I had a goal, right. I wanted to earn 10 grand a month. That was my that's my life goal. So growing up, I was always wanting to own 10 grand a month. And I did that on my own. , but it just wasn't worth it. At that point.

[00:11:17] It was that I had no time to spend doing what I wanted to do. Then I knew like I was charging not enough. So you're talking 10, 10 grand a month spread out across a lot of accounts. Also had a lot to learn at the time. And so I had no life. I had cash in the bank, but no life. And at that point I said to myself, you know what, I would rather share this with people.

[00:11:42], shared his growth with people rather than going on my own. And that's when I really pushed, um, time or more people. So we can all kind of ride the journey together.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:11:54] Well, that's, that's amazing. And sort of thanks for that background, especially, especially in the Google days, it's something that [00:12:00] I don't even particularly know too much about. , and I suppose from what you've just said, that, that, that growth and that trend where you start to take on more people and more stuff probably enabled you to push onto Amazon as well.

[00:12:14] Cause that happened around about the same time from what you've just said, is that right?

[00:12:17]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:12:17] Yeah. And that was actually, Tom was involved in this because, um, I forgot what happened,

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast: [00:12:23] If you could only see the video you're making me blush.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:12:28] tell me how we just sit in the office and. I just rushed in. I said, Tom, we're going to do Amazon ads now. Right. We, we found someone who worked here for a few years and said, look, I'll pay for your advertising. I just want to learn how to do it. So we've got access to an account. , and that was a headache, but we finally got access.

[00:12:47], and then when we got access to it, , we, we kind of did it and, We were like, this is easy. This is unbelievably easy compared to people ads. This is so basic. [00:13:00] So at that point, we, we renewed Google ads, right? So we set up a landing page. We create a Google ads campaign and we couldn't believe the prices we were paying per click for Amazon I'm as advertising services.

[00:13:15] So the moment we've got the ad run, and that was the next day. So from when we said we wanted to get the next day, we had ads running. We will get into this in quick. And, you know, we were very honest. We said to those clients look for the, for the first two, we didn't charge them anything, , the first few months, because we're still learning from them.

[00:13:35], and actually we still take that philosophy in place now where we learn a lot from our clients. , so we went in and we just learned and learned and then asked her to a counselor that, okay, this is, this is. It's way less work than Google. Plus we get to charge twice as much. I'm also, there's no one else doing it.

[00:13:55] Right. And that was the big eye opener [00:14:00] for us. We were just that right. Excuse my French. But I was at screw Google at that point, when you get a Google lead is like three or four people, and then they'll talk to three or four other people, but then when it was valid and there was no one. So it's not the end.

[00:14:15] They'll be back in it.

[00:14:17]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:14:17] So great. It's a great business model. Isn't it like blue ocean and you can even charge more. So that's a striking gold. , yeah. Amazing. And I mean,

over the last 10 years, cause I mean 10 years running your own companies, like. It's a milestone in itself. , I know we had like a celebration last year. , well, on a handout, a Slack celebration, it was when we hit the 10 year anniversary. But I mean, what's sort of been your biggest challenge in those 10 years, cause I know you've sort of touched on it briefly, the rough sort of start and the year and a half that where it was a bit of a struggle, but over the last 10 years, has there been a particular challenge that has really struck you or has it been just a number of, sort of encounters that you've had to go over?

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:14:59] There's quite a [00:15:00] few, but I think the biggest one was process how not having enough processes in place and just kind of going with the waves.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:15:09] Okay.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:15:09] and, but, , that's been a big issue. And then, and then experiencing that with the team as well, because I was like, right. My philosophy in life is you work hard until you burn out.

[00:15:22] So when people came on, I was at right, I guess they do the same too, because if I think about that, they must be know that actually it's not like that. And people haven't done it. , and that's been the biggest, biggest challenge. And I've only realized that. Now as we're starting to solve the issue and now it kind of the business, , I'm not as involved and it runs itself.

[00:15:44] And I think for me, that's just been the best thing. , and that's been done before. That was the biggest challenge. , you know, I wasn't able to take in those 10 years until now, not a single day off work.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:15:58] Yeah. So B being too [00:16:00] involved is probably one of the biggest challenges am my sort of hair in that. Right. So like, you felt like you couldn't step back. Yeah, and I mean, I completely agree that the processes that you must have chopped and changed over the last 10 years, Mr. Magician must be ridiculous.

[00:16:15] Cause obviously you're constantly learning and constantly evolving, not only as an individual, as a business. And I mean, even when more people stepped in bell, they'll have their own processes in which they'll want to implement to obviously propel the business forward. So, , Yeah, I suppose we're more, more eyes than just more ideas, the processes of slowly evolve and change for the better in most circumstances.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:16:37] Yeah. That's been the biggest. That's been the biggest, , it's been, it's been the best thing is, is having the processes in place.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:16:43] Yeah. So I mean, that probably leads on to the next question I have is I know we spoke about the biggest challenges just with, what's been like the best part of the journey so far, or the most gratifying for you as the business owner.

[00:16:58]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:16:58] I think it's discovery. [00:17:00] It's when you find something new and no one to do in it. And. Just get into it. I think. , so we talked about Amazon. There was one time I came back and just found Amazon DSP. Right? No one was doing that at a time. I could say that with confidence. Right. And I ran to the team eyes out.

[00:17:19] Right guys, we're having an emergency meeting. Right. So I've got everyone down into the boardwalk. I sat him down and then I said to them, this is called Amazon DSP. We're going to get it. You're going to get access to it. And this is going to change everything for us. So I said that to the team, I know I could see their faces and the body language is like,

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:17:44] was it fair or.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:17:49] If it was more like whatever, you know. Yeah. Okay. He's getting excited again. Cause there was all flops. , so there's been a lot of our guys we're gonna do this. We'll give you that. And it just doesn't work. Well that doesn't like, yeah, [00:18:00] this is going to absolutely crush it for us. So, , that was painful because having to kind of go into LinkedIn and just find anyone remotely related to Amazon DSP, finding their details, , begging pleading to get access to an entity.

[00:18:17], and just going through that process was, , I found it fun. , and especially going into the unknown and that has been. And is this demand side platform has been the biggest game changer for us because we do have a stamp in the world being recognized for it. So.

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clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:18:31] Yeah. Okay. Yeah, absolutely. I mean, I've seen you do talks as well on, , conferences and whatnot. And even now I still think it's still in the discovery phase. I mean, more people do know about it, but it's still realistically, a lot of sellers aren't implementing some tools to just benefit from success.

[00:18:50] And, , yeah, it is really interesting to hear that that that's. Well, a bit, a big sort game changer for, for us as a company.

[00:18:58] [clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast](#): [00:18:58] Yeah. , we've talked a bit [00:19:00] about the challenges and the success stories of, of setting up clear ads. , what do you think would be the most gratifying part of your journey through this so far?

[00:19:12] [clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa](#): [00:19:12] uh, is, is, is, is being surrounded by people I enjoy being with, I think, , and this is more kind of. Uh, nervous clients, but the people we work with, so the team. So I think having such an amazing team of people, , and, and then journey with us and just to trust, this is something that always kind of puts me back a bit.

[00:19:38] You know, I think the people who trusted me, , no offense to you, Jewish. Cause I think we were pretty doing pretty well when you came on board, but people like Tom. And, and a fear of the, kind of the legacy accounts they trusted me. Like, you know, this is a company that's been holding itself together and he trusted me to go full [00:20:00] time.

[00:20:00], we're going to embarrass you now tell them, but you had an opportunity to work somewhere else to a new foot. And the, and the, you know, we said that wanted to do half with halftime. Part-time with me. And part-time part-time with doing the youth work and the new thought back I came back and said, Nope, I'm going to do full-time review.

[00:20:16] So. Just that, , that's one particular story. And there's another story where a young lady, basically, I don't advise this to many people, but she quit school, , to, to work with us. And, you know, we did challenge her. We said, well, are you sure you want to do this? We're going to do, if you don't get the job, which is assessed, you will find somewhere else.

[00:20:34] But, , she just quit school. And just that amount of belief is just a bit overwhelming sometimes. No, but yeah, just love to people and just being able to celebrate your values, you know, rather than trying to just do it on your own and find, set them, you know, make lots of money and have lots of fun, but at the same.

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[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-](#): [00:20:53] Yeah, I'd say personally as well that that's just probably a reflection on you though. George. So, I mean, when I left my role to join the [00:21:00] company, , I was the reason why it was just because of the way you communicate and the sort of vision , you had for the company. So like, I mean, it's always a hard thing to leave, leave a job and decide to go for another job.

[00:21:12] But like for myself personally, you made that decision pretty easy for me because of the way you communicated and the values that you had for the company. So the trajectory that I saw that we would be able to go as an agency, , Yeah, it was just communicated by you really clearly. And it's something that I just want it to be a part of that growth and just something, something new.

[00:21:33] So I'd say that's just a reflection on you as a, as a person and as a bus, which is great.

[00:21:41]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:21:41] I'm starting to learn more about me and what I like and what I'm good at. And I think, I, I love people, , and I think that's been a big benefit for me, , and I love seeing people go from just starting off, not knowing much to absolutely Boston it, to just have privilege of [00:22:00] seeing that has been, it's been incredible.

[00:22:02] So that's my benefits is I don't manage accounts anymore, , but, , and I used to really enjoy doing that. But this is, I think this far exceeds is just the people to development of people and, , yeah, something else I really, really enjoy.

[00:22:17]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:22:17] okay, amazing, , now this, this might be a pretty broad question, , but what would you say the best thing about Amazon advertising is, , I know you might say DSP, but if we could sort of hone in on like a particular element, so was an advertising, which you really enjoy, , that'd be great.

[00:22:35]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:22:35] It's I think people don't understand the power you have, , advertising, especially on Amazon, is you have the power to have your ad serve instantly at any given time at any given budget, right? So you have the power to reign things back and you have the power to go [00:23:00] aggressive, , with, with advertising, regardless if it's, whether it's DSP or PPC is an advertisement, is that, is that control?

[00:23:09], and, and the power of that control, , and again, it's being in front of a potential customer when they're looking for your product. And some, some people might struggle and find that, , you know, they don't get as many sales, but that's not as problem. That's your product's problem. If, if with an ad, if you're able, you know, if you sell.

[00:23:35] More bottles and someone is looking for a bottle. You can have your ad serve to someone who's looking for. What about at that time and what makes Amazon's advertising far more powerful than anywhere else is Amazon's years of branding with billions have been poured into that, , and also, , the trust and actually there's people with a high intent to buy it already on there.

[00:23:59] Isn't a [00:24:00] lot of Facebook where they're just socializing or Google, where they're searching for information they're on Amazon because they want to buy.

[00:24:08]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:24:08] yeah. Amazing. Yeah. And that's why I'm into Amazon. So good at, I suppose, as a company, cause they're always just putting the customer first and

trying to make that process as streamless as possible, which in turn obviously helps. Businesses leveraging Amazon as a platform to sell their product. .

[00:24:24] Thanks for that. And just, just on the back of that question, obviously we asked for your, best finger of Amazon advertising. What would you say the worst thing is? Or what, what would you say the biggest mistake that you've seen actually that sellers make on Amazon advertising?

[00:24:39]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:24:39] Okay, that's a good question. And I think it's, , is there a lack of market research done by, , by customers and, , more importantly, how often? So they might've done a bit at the beginning, but they don't continue to continue to keep an eye on the market. And obviously we work with some incredible clients who are ruthless, keeping an eye on it.

[00:24:58] And that's why I [00:25:00] think this because I see how they do it and they're doing very well. And I see how, , like smaller businesses do it. , and for example, when clients come to us and our, why is our Akos high rise? Why is, you know, why are we paying so much in advertising and not getting that, uh, reverse home advertising?

[00:25:18] Why are we on profitable? We will, you know, we always go back to the products, right? If you're selling something that's free pounds more than the average price, then what do you, think's going to happen one more foot, someone click on your product and buy it when there's obvious other products. If you've got average reviews, That clearly says something about your product, right?

[00:25:39], there's so many other areas that you can look into, but advertising's 10% of it. , and believe you, me, and, you know, we look at a lot of accounts and you see it. There's some accounts that we get. , the moment they come on, it flies. We put any PPC into it. It flies. It doesn't matter if it's an auto campaign.

[00:25:56] It doesn't matter if it's, , if it's a broad keyword campaign, [00:26:00] it just converts and sells. And that's because. That particular business has found an incredible niche or have unique offering or have a quality of a product that's far superior than anyone else.

[00:26:16]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast: [00:26:16] And they've also done the work on their backend to make sure that they're placed right in the market. That they've not just left it up to the magic wand of turning on a PPC campaign and thinking that the money's going to come running in, like you said, this is sort of 10, 15% of the overall Amazon package.

[00:26:34] It's not just turn on PPC and when you've got to have everything else sorted out as well.

[00:26:40]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:26:40] Especially now the prices of PPC is going

[00:26:43]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast: [00:26:43] Yeah.

[00:26:43]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:26:43] Um, is, does Amazon, especially for new business, they discriminate against. , new businesses, you know, they, they would rather have campaigns that have been running for a while, run a cheaper cost per click because they'd been running for awhile compared to someone new who comes [00:27:00] in has a lower budget.

[00:27:02] I mean, is it, is it having to pay far more per click to visit, to position anywhere near the top of the page? So it's becoming more difficult. So I fit the big challenges, you know, advertise client companies need to be more smart when it comes to their products and yeah. You know, w when we look at, you know, if you want to look at, get a good idea of what top-notch listings look like, check out the supplement space, check out the, the probiotic for pet foods and, and, , and how anything's anything's do you need to check out those categories?

[00:27:38] Because they are the ones that are absolutely smashing it because it's so competitive and because it's so expensive per click,

[00:27:45]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:27:45] Yeah. Okay. Yeah. Amazing. Thank you for that. I'm sure that will probably resonate with a lot of people listening. , yeah. So thank you. And I suppose, , no, no, no. We just spoke about the biggest step, but what would be your sort of top tips for sellers trying to gain traction on the [00:28:00] platform, whether they're new or old, just a few of your nuggets of gold that you always share with the team.

[00:28:06]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:28:06] I would say anyone starting off new, don't go into Amazon advertising five, five grand, or 10 grand. You need to have a solid investment and treat it like a proper business. , I would also say, , never announced stock, especially at the beginning, you know, fighting Ruth before it, don't be looking to introduce new product variations when you can't even keep track of your main product.

[00:28:28] Right. Because that's going to have a huge impact. , Be prepared to split test content. I think this has been enough split test content on, , on the product. So switched to images around, you know, really spend money, you know, get someone who does

Photoshop. To, to try out different variations of images, , of your product to mess around with the headline and features just to make sure it reads well.

[00:28:53] So another company I was speaking to, you know, they have on any launch strategy, they have free different. [00:29:00] Listings that they write. So they have first set of listings, which is to capture the high and the long tail keywords so that they could rank easier for those type of terms. Then after a while they move into, , not the long tail, but Suffolk in the middle, between long-term long tail and short tail keywords.

[00:29:17] And then, and then eventually they move over to the ShoreTel, , kind of did a single word. Terms in the listing. Certainly they could have a ranking strategy and they have this already written out before the product even goes live. So there's so much prep that goes into that. So that's just things also bear in mind.

[00:29:37]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast](#): [00:29:37] . , I guess it's obvious from all three of our accents that we're, we're based in the UK, but we've actually got a very strong footprint throughout Europe and more importantly, , because of the size of the continent, the us, can you shed some lights on how we expanded into the U S how long it took and any complications you found with that?

[00:29:58]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa](#): [00:29:58] Yeah, sure. , I think, , [00:30:00] this is another big mistake and a big regret that I have. , I think a year into us managing Amazon advertising as a business. We've got access to our first us account to do an audit, which by the way we took between a flight one. And so we did an audit for them and our jaws just dropped because we did not know people could make that much on Amazon per month.

[00:30:25] We've never seen an account so big. , so when, when we noticed. Just a massive opportunity. We were leaving on the table, we completely changed our strategy. And then we just decided right from now on we've put in all of our efforts, I'm talking 95% of my investments into the us. We want to get a good foothold in the U S so any event that was going on in the U S we were there, , sponsor events, sponsorships, we, you know, we were all over that.

[00:30:58], Kind of paid advertising, [00:31:00] like majority of the budgets went into the U S , and I think, you know, we've done that. Well. I think if we were a year earlier, we'd be double the size right now. , but unfortunately we, , we kind of stuck to the UK and we didn't do our due diligence and market research into, into the U S it's a really understand just how big that space was.

[00:31:21][clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast](#): [00:31:21] , what do you think it is that sets the us apart from the UK? Is it just the sheer size that there's more opportunity to find those bigger, biggest sellers?

[00:31:31]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:31:31] Yeah, it's the size. , this is just far more people in the U S and also it's just more adopted. It's been around in the U S longer. So I always say to UK clients, you know, a good time machine for UK clients is, is us, right? So if you look at, you know, if you go to U S events and speak to what they're doing, And that will eventually be done in the UK. So it's just a fact that the years ahead.

[00:31:56]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast: [00:31:56] Yeah. And w we see that reflected in the account [00:32:00] work. We do that. We get excited when a new feature comes, but we have to take a step back and realize that at the moment, this is just for our U S clients. We can, we can get our UK and our EU clients excited that it's coming, but it could easily be six months to a year away before we actually get the opportunity to.

[00:32:17] To be able to use that targeting method, , within a UK account. So yeah, I, I hear you there that they are a step forward ahead of everything else.

[00:32:27]**clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-:** [00:32:27] amazing. , so George, , this is a bit of a random question, but have you ever tried selling on Amazon yourself?

[00:32:36]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:32:36] Yeah, it was so bad. I was at right. , the reason why I wanted to, to, to advertise, , on an Amazon product is because I was just getting more and more frustrated because I'll speak into Amazon sellers in the UK who have amazing products. And I'm like, dude, get into the U S but get your products out there.

[00:32:58] And they just would give [00:33:00] me so many excuses as to why they can't do it. So I got fed up and I said, you know what, I'm going to do it. Or just to prove a point. So I just kind of, you know, no market research and literally just went on to jungle scout, found your product, a food bag. , and then I went, , you know, I sourced from Alibaba, a number of different suppliers.

[00:33:21] I've got them all send me food bags. And then I picked one that I liked and I was like, right. I sent that from, , the U uh, if I'm trying to straight to the U S and so I sent it in an FBA. , and, and I was pumping money into it, like decent amount and just made a massive loss. It's funny enough. I just diluted that company a few days ago.

[00:33:43], but I did it, but yeah, that was, , I was hoping it would work, but it moves too fast. By the time I got the product out, there were five or six different people selling food bags at a price I just could not compete with.

[00:33:55]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:33:55] Yeah, I'm I suppose, , that just obviously highlights

that what you were talking about earlier, the [00:34:00] biggest mistake that sellers make. , I mean, you probably would agree that you made that mistake. And so, you know, firsthand that the research and due diligence that needs to go into selecting a product and sort of implementing campaigns.

[00:34:11], so that's really insightful.

[00:34:13]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:34:13] we have one client, right? We've managed to persuade him to go to the us. He's best selling product in the UK does raise more sales in the us than everything you sell in the UK. So one has more sales than everything that comes through the entire UK account. And this guy's got a few hundred different products in the UK, and that's just a power of going into the U S especially if you are established in the UK and doing well.

[00:34:44]

[00:34:44]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-: [00:34:44] So personally for me, George, I joined honestly last year, , during the, of pandemic, it was a weird time for everyone, 2020. , I've worked for a publisher business, which is very different to Amazon. And as a company, we weren't obviously. Navigating [00:35:00] the coronavirus particularly well. , and that's why I started actually looking elsewhere.

[00:35:04] And, , I suppose the impact on COVID-19 on all businesses was drastic, but for a lot of Amazon sellers, it made their business actually perform better under, under the circumstances. A lot of people jumped on to e-commerce, but what was the impact been on clearance as a business and the company as a whole.

[00:35:22]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:35:22] it's funny because I remember, , , one of my colleagues and I were in Prague at the orange click event, and I was speaking to other PPC agencies and they're really nervous as we're losing clients because of the pandemic really nervous. And I said to all of them, because of this, the crisis, the financial crisis in the pandemic that we're going to go into, our businesses will double, , our businesses will grow.

[00:35:50], and, and literally that is what we saw. So since the pandemic started until the end of the year, we've seen that 300% growth in the business. , and actually there's been some, [00:36:00] it's been incredibly stressful, , because it's just been a lot to kind of to manage all that all at once. So. We're fortunate of the industry that we're in.

[00:36:11] So when the pandemic happened, a lot of people were just buying a lot on Amazon. So it made not only getting new business easy because they were flying to us, but the existing business that we have sales, we're just flying for them as well. So we saw we've seen numbers. We've never seen before during the pandemic.

[00:36:29] [clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-](#) [00:36:29] amazing. , yeah. And, and I suppose just from sort of. My, my reflection. That's why, I mean, I was so interested in joining and that we've increased as a team as well. And as a company with the amount of employees we have now, , due to the pandemic, which is like amazing to see how we've sort of navigated a economic crisis, , remarkably well, , which is amazing.

[00:36:49]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast:](#) [00:36:49] Yeah. And it's, it's been an incredible journey. We have to remember. It's it's been literally a week over a year now. Hasn't it? That that impact is, has hit the world globally. And. [00:37:00] How much of a journey we've all been on together, how big the team's grown and how big our client base has grown and how big our clients themselves have grown through that.

[00:37:08] And it's, yeah, it sounds bad that we're potentially taking advantage of a bad situation, but we've not brought any detriment onto anyone. Yes. We've grown. Yes. People have grown, but that's because people have seen a need for those products and. Yeah. We've, we've had existing clients branching into areas that they'd never even dreamed of before, like selling PP equipment and, and hand sanitizer, not only to make themselves money, but to, to make it easier for those people out there who are struggling to get hold of those things, actually get hold of those things.

[00:37:40] And nothing is easier than logging onto Amazon typing in hand sanitizer, and then seeing hundreds of sellers that you can buy from. If one of them sold out, move on to the next one. It's it's incredible. We talked earlier about, , your evolution through Claire rides and how you've, you've taken more steps back as the company is growing that you're [00:38:00] no longer an account manager yourself.

[00:38:02] So would you be able to tell our listeners what your responsibilities are within Clara ads now?

[00:38:09] [clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa:](#) [00:38:09] It's more ensuring that as we grow, there's less gaps. We're just trying to add more systems and processes. Because I think, I think going from seven figures to eight figures, which is our next, our next hurdle is going to, is gonna, is going to require a lot more processes and a lot more streamlining.

[00:38:32] So we're just finding that as the team's grown different problems starting to occur. , so just being able to face them head on, and if we can't face them head on. Hire someone who can help us do that or, or help consult and guide us. So that's, that's my next step. So I'm trying to, I'm always trying to think ahead.

[00:38:56] So I'm always thinking, you know, w w what is, [00:39:00] what is the 10 figure a year business, a 10 figure a year agency look like, what does it, what, what do we need? How many people do we need to have. , what things do we need to have in place? And more importantly, what's new now. What is there right now that no one's utilizing that I can spend

some time just researching and understand them and then try and jump into, regardless of his ambitions, no offense to Amazon audiences listening.

[00:39:29] You know, if, if we find something, , that is non e-commerce. , that has a huge demand. We'll jump into it. And that's what I would say to Amazon sellers as well, you know, , always be prepared to diversify and then go into a new space.

[00:39:46]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast](#): [00:39:46] And that's exactly what we did. We started out with Google and we took that, that jump. Although we identified that we were pretty much one of the first agencies in Europe, if not the first to jump into Amazon, [00:40:00] it was still a risk, even though we, we understood that the landscape was, you know, open waters, fresh for us to take all the fish early, but it was still a risk jumping from something that we knew was comfortable to something we'd never touched.

[00:40:13] Yeah. And another question we've got is what sort of people do you, in terms of clients, what sort of people do you look to work with and is there ever the perfect client to take on? Are you ever turning clients away? And if so, why?

[00:40:32]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa](#): [00:40:32] so, yeah, there, there, there is a perfect client and the perfect client is, , tends to be seasoned accounts. , that have been successfully running for a while. , they have some good reviews on their listings, , and they're ready to make them take the next step. When it comes to Amazon PPC, when it comes to the Amazon's demand side platform, you need to be doing it at least seven figures a year.

[00:40:58], and I'm talking not [00:41:00] just, just scraping a million, but you know, comfortably seven figures. A year, and I'm not talking about, you just did seven figures like this month and you want to do DSP. You know, you have to have to have been done a while, have some really strong products, , that link up well, ideally, , for us to consider them.

[00:41:19] And yeah, we turned clients away all the time, all the time. , you know, if we see a client and, you know, they have one image on their products and they move to their products, or we see a client who. Has that three of the best selling items out of stock, or there's just been so many inconsistencies in their, in their history that they keep running out of stock on their best products.

[00:41:41] Now we have sets of people that you need to work on, you know, your listings first and then come back to us or you need to have a bit of process of your logistics to making sure that the operations of the business is running better before we work with you. , and we also send clients away when they have.

[00:42:00] [00:41:59] Unrealistic expectations. You know, when, if someone thinks they're going to come on board and make, , make five times as much with us with an extra grand on PPC a month on you, you know, you'd be surprised at how many people reach out with stupid, , , expectations like that. , we, we, we don't, we don't work with that.

[00:42:17] So we, we would say, we would say no. So ideally we do the audit reports to really understand where people are. And to really understand how, , how much of an educated Senator they are. And if they're not that educated in terms of being not as numbers and cellar, we would try our best to see if they're open-minded, to the suggestions we make and then whether they do it.

[00:42:38] And if they're not, we would just say, no.

[00:42:42]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--clearadspodcast](#): [00:42:42] and I guess that audit report, even if they don't end up coming on with us as. It's it's, it's a free little guide and a free little bit of help that they can take that away and work on those tips to better the better account in their business.

[00:42:56]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa](#): [00:42:56] Yeah. And, and, you know, Amazon's just going to continue to grow. [00:43:00] I think as more and more retail stores shut down, , just because of how expensive it is as more and more people adopt. Buying an Amazon, , like just frat a pandemic. I think this was us. This is a us stat. , the amount of people who buy food online went from 1% to 10%, , of, of total e-commerce sales.

[00:43:24] So ready there's new types of buying behaviors being created for e-commerce because of this pandemic. And I think this is going to stick, you know, because it does meet all of this easy to do. You know, I can send stuff to my mom's house. I could send stuff to my sister's house. I can send stuff to friends.

[00:43:46] Nope. I've got everything saved. Just got my bank card saved and actually used Amazon myself personally, way more now than I have ever done before.

[00:43:54]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-](#): [00:43:54] Yeah, and it's safe as well. , that's the most amazing thing, you know, what you're going to get, , with Amazon as a brand [00:44:00] behind it. And I mean, that's why they're sort of branching out into like pharmaceuticals and everything else and what they're doing now, which is insane, ,

[00:44:08]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa](#): [00:44:08] Yeah. And you'd be surprised as well. How many businesses we spoke to three years ago, four years ago, five years ago, and they weren't ready at a time and an outreaching out to us to say, okay, we're now at a good space to come on board and do some stuff with you in terms of advertising. So we've had that quite a lot over the last year as well.

[00:44:26]

[clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa](#)

0--t12-05-30pm--george-r-: [00:44:26] . , So George, obviously we're all working from home at the moment and doing what we can, , working from home, , to honestly communicate to each other and obviously still be together as a team. But I mean, what's the one thing you're looking forward to now when the world actually finally returns to normal, , , what are you going to do?

[00:44:44]

clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-meressa: [00:44:44] that's a good question. I think traveling.

[00:44:47].

[00:44:47] Before this whole lockdown, we went away a lot. , sometimes as a team at the times, it's just one or two people. So really want to kind of jump on as many Amazon events, networking events, [00:45:00] and just then we'll just travel and work abroad. , that is, that is the dream.

[00:45:05] That is what we aim to do, and just enjoy working from different places around the world.

[00:45:12]**clear-ads-podcast-highway-to-sell-meet-the-team-george-meressa_recording-1_2021-03-30--t12-05-30pm--george-r-:** [00:45:12] So George, thank you so much for coming on and been great to have you on I'm sure our listeners will have absolutely lived here in some insights, not only from an Amazon advertising perspective, but as a business out of perspective as well. And some of the hurdles that you've overcome. So yeah.

[00:45:26] Thank you for that. So next week's episode is going to be on why you should spend more time thinking about match types. We're actually going to be joined by one of our account managers, Sophie, in which we'll be discussing all things match types and how to implement. Proper campaigns to achieve your advertising goals.

[00:45:44] So catch you next week.