

87 - Selling on Amazon Australia and How The Amazon PPC Platform Works

By: Ilana Wechsler

Brief Background About Chris Thomas

- Chris is an Online Marketer and Amazon Expert. And he ran a search marketing company for 7.5 years (www.reactive.com) and knows a little bit about SEO. He likes to work strategically, so if you require a global domain strategy, SEO-driven content marketing program, or simply getting your new website configured and ready for launch, he's the go-to person.
- He also personally retails his own (and other people's) products on Amazon for 2 years.
- Learn more about Chris on his website: www.christhomas.com.au



Should people get into Amazon Australia now

- I think Amazon Australia's a great place to get started, cut your teeth and learn how Amazon works, because it is a lot different to eBay. incredibly different in many ways. So it might be a great place to sort of launch your very first product to understand the process from one end to the other.
- So you know, product, I guess product research to some extent, you know, sending a product to an Amazon warehouse and what that what's involved there creating a shipping plan or an event shipping notice, right through the listing optimization and keyword research, and then out to the sponsored advertising, which we might touch on a bit more detail.
- So to answer your question, I think the money is probably in the US. But there is also money here in Australia, but it's a great place to learn and not sort of get too burnt.



Bringing products from the Amazon US to Amazon Australia as Strategy

- Very viable, very viable. So that's actually the approach that my brother and I've taken in Europe. And so in India, we've taken extremely successful products in the US, we've got in touch with that brand owner or that product owner, and asked if it's okay for us to sell their product exclusively in these other marketplaces, which, and I mean, obviously, we're doing the same thing in Australia. And it has just turned into an absolute Money Making Machine. And that's just one product.

Biggest mistakes people are making in terms of creating their products

- The biggest mistake I see sellers make enough. And I have coaching students come to me and they've already selected a product, they've already sent their product into Amazon. And their mindset is, they've seen the ad revenue, the tools tell us, you know, like the Helium10 senses, I'm curious, like, yeah, this product, you know, there's a whole bunch of products on page one of them is on their water bottles, for example, making, you know, turn \$1,000 a month, they will be like 25,000 reviews, and they're all five stars or four stars, and it's just all they think to themselves. If I could just get a small slice of that very big pie. You're just you're gonna, you're gonna you're gonna lose your shirt straight away.



Helicopter View on Amazon PPC Platform

- For Amazon PPC to give you the helicopter view there, there are effectively Look, it depends. So there are a few levels here, but they're effectively as a new seller, which isn't brand registered.
- So that means that if you don't have a trademark, you don't get access to additional advertising, benefits and goodies sort of you know, levels that you can use, such as sponsored display, and retargeting, for example, which only available to brands that take the trouble to spend the money to get a trademark and then tell Amazon about their trademark.
- One of them is called an automatic campaign, the most simplest thing, and that's basically done for you. So you tell Amazon what product you want to advertise. So you just select a product out of your inventory. And you say I want to advertise this product.
- Let's say it's a garlic press, Amazon sort of scan through the listing and looks at the keywords in your listing. And then it tries to show your product for those keywords that it thinks are related to your product.
- And then the other type, of course is the manual keyword and ad targeting which is and there's a couple of nuances in here which I'll discuss but where you you've got match types, you've got keywords, you've done your keyword research



Helicopter View on Amazon PPC Platform

- I think PPC would be extremely difficult to make profitable if you had a conversion rate lower than 10%. So ideally, you would have a conversion rate of around anywhere between 15 to 30. Anything above 30, I've seen it and I've got products that do that. But it's, you know, it's rare, but it's a great place to be.
- But a lot of the conversion rate really, there's a lot of things that can influence conversion rate, you could drop your price to \$1, a unit and your conversion rate would go through the roof, but you will be going backwards so quickly. Not funny. So there's a lot of things to consider and conversion rate and how to move that needle.
- So yeah, fixing the listing is one option, or certainly one lever that you can pull that and pricing is another but there's a lot of things to balance in terms of trying to maintain profitability when it comes to advertising.

Thoughts on sending external traffic to an Amazon listing

- So the reason why is because the destination URL is actually Amazon, and millions, hundreds of millions of Americans, I would say hundreds of millions, but certainly over 100 million Americans are Prime members, they have an annual subscription that they pay to get free shipping and all the other goodies that Amazon offers.
- So when somebody in the US, for example, is on Google, and they see there's, there's a product that is on special or something and the destination URL is Amazon.com, there's a lot of trust associated with that. And their propensity to click through and go on Amazon to buy is a really good idea.