

Transcript of:

014 Black Friday/Cyber Monday - 9 eCommerce Experts Share their Top Tips for Success



[00:00:01.590]

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits.

[00:00:11.520] - Chloe Thomas

Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you are in the right place. I'm Chloe Thomas, the host of this marketing focused podcast, and it's very, very cool to have you tuning in to this very special episode. Now, in a normal episode, we bring you one expert to talk about one way of improving your marketing in today's episode.

[00:00:35.760] - Chloe Thomas

We've got nine experts from around the world covering lots of different ways. You can improve your performance this coming Black Friday, Cyber Monday. And to be honest, any time you're planning on running a big promotional event now, there's a lot to get through in this episode. So let's hear from our sponsors before I tell you a little bit more about what's coming up. And we get to our first Black Friday Cyber Monday top tip.

[00:01:01.300] - Chloe Thomas

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[00:01:38.600] - Chloe Thomas

I have a real mix of tips coming up for you from the strategic down to the very tactical level we're covering advertising, email marketing, audience preparation, messages, discounting bundles and customer service.

[00:01:53.780] - Chloe Thomas

I suspect you're going to want to listen more than once to let it all sink in. So just to remind you, at [Keepoptimising.com](https://keepoptimising.com), you can access the show notes page for this episode where you will find a brief recap of each tip, a transcript of this whole episode that every word said in this episode. That's a PDF that you can download, printout, scroll all over, do what you will with you, can find the contact details for each of our experts.

[00:02:20.840] - Chloe Thomas

You can find recommendations for future learning as well. So we've pointed some to some resources which expand upon what our experts say. So you can get all of that keepoptimising.com. Right. Enough of that. Let's get stuck in. So first off, we have Rytis Lauris. He's the co-founder and CEO of the powerful marketing automation platform, Omnisend.

[00:02:43.360] - Rytis Lauris

I would say your success during Black Friday Cyber Monday 2020 will be defined by the level of your preparation. There are two main assumptions for that. First one is I believe that first time in the history, this Black Friday Cyber Monday going to be digital first because of a physical risk to visit the retail store. So people will be buying much more online than they used to do that.

[00:03:07.540] - Rytis Lauris

The second thing, what we see from our customers at Omnisend that customers, consumers are buying more from the brands and merchants they already know and trust that level of first time spontaneous transactions are decreasing, is decreasing, and the level of repeat transaction is actually growing very fast.

[00:03:29.510] - Rytis Lauris

So the best thing you can do now to spend your budget and build the relationship with your customers, you still have time for that. What do you mean by that? So a couple of very practical tips. First one, I would say you have to grow your subscriber list, use all the forms, use incentives like exit intent, pop ups, sign up forms, gamification, prizes. Do lotteries just grow your subscriber list? Once I'm talking about subscribers, I'm talking about email subscribers, SMS channel subscribers web push notification subscribers, messenger subscribers.

[00:04:06.410] - Rytis Lauris

So this is the customer base which will much likely going to purchase from you once the holiday season comes. Second thing, what you can do is really to warm up or activate them before the holiday season actually up. So send valuable material tips for them, advises how how you would recommend to to do things, just create value for them or even even try to drive your prospective customers first transaction, incentivize to doing that. So because then they will experience how good your product or service is.

[00:04:43.520] - Rytis Lauris

And I would bet that the second transaction going to happen during the holiday season. So and as I said, those repeated customers will be the most important during the season. So to sum up, I would say your success will really be defined by the size of your subscribers list and by the engagement of your subscribers list that the largest subscriber list and the more engaged subscriber list, the more transactions and the more revenue can generate during holiday season. So you still have time to do that.

[00:05:19.400] - Rytis Lauris

Invest in your budget marketing budget now with last minute and start building relationships with your customers. Now.

[00:05:28.260] - Chloe Thomas

I particularly like Rytis advice on getting orders now, because now when sales volume is that much lower, it's easier to create an awesome impression and build the trust that's going to make it easier to get a second purchase from those customers when we get to Black Friday Cyber Monday. So it might sound like, oh, my God, I've got to get orders now, but trust me, it will help when you get closer to the end of November.

[00:05:52.110] - Chloe Thomas

Now, preparing your audience is growing a list, planning your activity has always been essential for a big promotional event. But with this year's turbulent and sector growth, it is going to be more important than ever before. That preparation and planning is something our second expert thoroughly agrees is the number one thing that will make or break your Black Friday Cyber Monday. Here's Lucy Bloomfield from 10,000 Customers.

[00:06:16.620] - Lucy Bloomfield

It's really all in the planning for these types of campaigns, so I typically find that most people will look at Black Friday Cyber Monday as the days that that strategy falls on. But the reality is the planning around the build up to those and getting your customers primed to purchase is equally as important as the offers that you launch.

[00:06:41.590] - Lucy Bloomfield

And so when most people talk about planning, what they think about is what copy are we going to launch, what creative's, what offer what channels? And those things are all really important. But I think where most people fall short with this stuff is OK. But how are we spending the previous 60 days using all the those questions to get the audience really, really ready to create a really awesome and successful campaign for Black Friday?

[00:07:14.800] - Lucy Bloomfield

So if you're coming to Black Friday, having not emailed your list or having not like basically spent the previous two months building a ton of value for your customers, whether that's sales or just content, you're going to be in for a really bad time.

[00:07:33.310] - Lucy Bloomfield

Just saying.

[00:07:36.550] - Chloe Thomas

I guess a lot of you have already started your Black Friday Cyber Monday prep, and I guess a lot of you haven't done anything at all yet. Well, the good thing is that this episode is going live pretty much exactly two months before we get to Black Friday. That means we're pretty much tomorrow those 60 days that Lucy mentions are going to start. So if you start now, right now, you've got plenty of time.

[00:08:02.600] - Chloe Thomas

If you're listing in November and you're going, oh, my God, there's only a couple of weeks to go and you haven't really done anything yet, start now because you start now, even with only the day before, Black Friday is going to be better than starting tomorrow.

[00:08:13.790] - Chloe Thomas

What have you do today will have a positive impact. So just don't worry about what date it is today. Just get started. Right.

[00:08:21.890] - Chloe Thomas

Time to get a bit more practical, I think. His Kunle Campbell eCommerce advisor and host of the 2x eCommerce podcast getting deep into what audiences should care about and how to grow them and prepare them ahead of Black Friday Cyber Monday

[00:08:38.320] - Kunle Campbell

build your audiences right now. Simple. Basically the the highest value audience you want to build will be your email list. And if you're not building it now, you'll pure Black Friday is going to kick as it should. So if you think about it, you want to benchmark what your email list was this time last year, right and benchmark what it is now, and just see, you know, what kind of growth has happened. And that could give you a bit of an idea of what your Black Friday and Cyber Monday should look like.

[00:09:17.450] - Kunle Campbell

And if you are looking to grow by X percentage, then you need to scale your email list now by that percentage. Now, with regards to your emails, you also need to look at your stats to segment, your VIP customer list out right now that the highest value customers, they have high AOV, high CLV customer lifetime value, high average order value. You need to start almost extrapolating them from your base list right now. If you do this, you're going to have a smashing Black Friday and Cyber Monday Q4.

[00:09:55.520] - Kunle Campbell

Now, obviously, this is all owned and with email, you also need to start looking at your SMS list, right? It's SMS. It's going to blow up. It's already blown up. And what you want to start doing is not sharing your SMS list. OK, so Email capture SMS capture on mobile devices is primary. It's key. And essentially with that SMS marketing, start giving them tips, start giving them non, start giving them engagement messages rather than sales messages to build up to when you want them to actually purchase.

[00:10:35.150] - Kunle Campbell

It's more like the jab, jab, right hook philosophy where you just help them with small content and then you give them that sale, you ask them for the sale. Now, audiences don't just stop at email. You should have your Facebook pixel or set up. The reason why you should have your Facebook pixel is why I call it Micro conversions or micro audiences, because Facebook Pixel will pick up, you know, website visitors view content. add to cart and also page engages on your page.

[00:11:09.950] - Kunle Campbell

Video Views and Outlook engages start to build these audiences out now and doesn't stop at Facebook. Also goes through to Google retargeting to your remarketing tracking code should be there. The Snapchat ads also your snap pixel should be running now what you want to do right now in Q3 is you want to throw a lot of traffic, you know, try and work a lot on your top funnel because by Q4 really what your top of funnel should be translates into would be mid funnel and bottom of funnel engagement right through.

[00:11:46.520] - Kunle Campbell

OK, so really just build out your audiences, you know, in every way, shape or all the form.

[00:11:53.460] - Chloe Thomas

Whilst it's very easy to think email only, do not forget to segment, do not forget your pixel audiences and SMS if you're not yet already doing SMS, do you have the bandwidth to add another marketing channel to your marketing mix this year? If you do. It may well pay off now. Having the audience is one thing, but what should you be sending to them?

[00:12:15.080] - Chloe Thomas

What are the messages you should be sending? Well, that's what our next expert is going to recommend as her top tip for a successful Black Friday Cyber Monday Here's Jessica Totillo Coster eCommerce strategist and host of the eCommerce Badassery podcast.

[00:12:30.970] - Jessica Totillo Coster

So my number one tip is to dial in your email marketing 2020 for eCommerce is going to be insane for brands that have already been doing well this year. And if you don't have this dialed in, you are going to leave money on the table. So there's a couple of things I want

you to focus on. If you don't already have all of your automation's set up, now is the time to do that.

[00:13:02.470] - Jessica Totillo Coster

And at a minimum, if you're starting from scratch at a minimum, get your welcome an abandoned email setup, there's a lot more you should have than that. But that's what you want at a minimum. And if you do already have them set up, go look at what you have and make sure they're converting if they're not getting there and optimize them now, because that's going to really support you on the back end of every other marketing thing that you're doing.

[00:13:33.260] - Jessica Totillo Coster

Update the content, the copy test out shorter delay times between emails in your abandoned cart, for instance, and make sure you have all of your value props listed in those emails, because even if you have them all over your website, people are not reading those.

[00:13:53.300] - Jessica Totillo Coster

You can't repeat that stuff too much because in general, we're not paying attention. So put it everywhere. And if you're an advanced email marketer, I would even set up new versions of these flows that trigger only during Black Friday weekend, for example, or whenever you're running your biggest promotions because you want that messaging to be consistent and be in line with whatever your offer is on your website are. So you don't want to disconnect if you're just putting 10 percent off in your cart abandonment, but you're doing 30 percent off on the website, you want them to line up.

[00:14:32.750] - Jessica Totillo Coster

And the second thing is to increase your campaign sending frequency. Customers inboxes are going to be so flooded and if you are not increasing your send, you're just going to get lost in the crowd. The caveat here, though, is if you haven't already been emailing on a weekly basis, you can't just pop up Black Friday weekend and send them 2 emails a day, right. Because you haven't trained your subscribers to opening click your emails and it will hurt your deliverability.

[00:15:10.710] - Jessica Totillo Coster

So start sending to them now. Increase that frequency now. And if you don't know what to say, because I hear this from entrepreneurs a lot, they don't know what to say in their

emails. And I will tell you, you're probably overthinking it and making it harder than it needs to be. Just have a conversation with your people. And tease your offers early, a couple reasons for this. One, shipping is going to be an issue, so you may even want to start your promotions early to make sure everyone gets everything on time and you have happy customers.

[00:15:49.680] - Jessica Totillo Coster

But also you want to get them excited to where their refreshing their inbox, like, where is that email from so-and-so? Because I know that they have an amazing promo that I want to take advantage of. So if you can tease them and get them primed for that, you'll see a lot more conversions early on.

[00:16:09.690] - Jessica Totillo Coster

And other times I hear people say, well, I don't want to tease my promos early because that my customers are going to wait to buy. They're already waiting. It's Black Friday weekend. They're already going to wait, so don't let that get in the way, just get them excited. That's like your number one goal.

[00:16:32.320] - Jessica Totillo Coster

And at the end of the day, no matter what marketing channels you use in your business, however your driving traffic to your site, whether it's paid organic email's, still has the highest ROI and is going to support all of those other channels on the back end and get you those conversions.

[00:16:55.030] - Chloe Thomas

Love that get working on it now, especially those automation's, and it will take care of getting the sale for you once we get to Black Friday Cyber Monday. So they'll be stuff going on that you don't have to worry about. That's just doing it, driving the sales for you.

[00:17:08.990] - Chloe Thomas

Now, if you're one of those who struggle as as Jessica mentioned, to think of things to put in your email newsletters, I did a whole episode on that in our sister podcast, eCommerce MasterPlan.

[00:17:18.880] - Chloe Thomas

It's Episode 171 and we'll put a link to that in those show notes I mentioned earlier that you can find at [Keepoptimising.com](https://keepoptimising.com) that have all the details about this episode.

[00:17:28.740] - Chloe Thomas

Okay. I feel like we haven't talked a lot about how to get new customers yet. We talked a lot about existing audiences, but we've not talked much about new ones. So let's set right that wrong with this brilliantly succinct advice from the super savvy Elle McCann of Curious Themes.

[00:17:47.110] - Elle McCann

So my top tip would be make sure that you have a strategy in place. I've talked to so many eCommerce store owners out there that kind of think about what they're going to do for Black Friday Cyber Monday like a couple of weeks before.

[00:18:00.860] - Elle McCann

And that's really not giving yourself enough time to prepare. So if you can go ahead and start thinking about it now in September, October, you're really going to set yourself up for success and you're going to give yourself more time to actually test those different product images and copy. So that way, especially if you're doing paid advertising. You have a lot of information and data so that you know exactly what's going to work, what images are going to resonate the most with your ideal customer.

[00:18:26.900] - Elle McCann

And you've been testing things along the way, especially with one of my favorite platforms for paid advertising, which is Pinterest. We're already seeing a ton of people actually pinning holiday related things now and creating gift boards and things like that. So if you can go ahead and start testing pins and looking at organic reach, you're going to have so much more data to actually turning that into a page later down the road closer to the time of the sale.

[00:18:53.700] - Chloe Thomas

So Pinterest adds, intriguing. Well, we are if you're going all Pinterest Ads need to know more about that. We are working to get Elle back on the show to do a whole episode on Pinterest out really soon. So watch this space.

[00:19:06.860] - Chloe Thomas

OK, we are now going to come back with our last few experts after we've heard from our sponsors. This is the sponsor. It's going to take less than a minute. So stick around to find out what our last four experts are recommending you do. We've got some really different answers from what we've already heard coming up.

[00:19:24.080] - Chloe Thomas

It's safe to say that most of us have been doing more shopping online lately, and if you're an eCommerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for eCommerce brands. It gives you the tools to build your contact list some memorable emails or to make key messages a more way, way more.

[00:19:48.410] - Chloe Thomas

Whether you're launching a new business or taking your brand to the next level, Klaviyo can help you get growing faster. And it's free to get started. Is it Klaviyo.com/commasterplan to create your free account? That's K L A V I Y O.com/masterplan.

[00:20:06.760] - Chloe Thomas

So far, we've talked and we've talked audiences, we've talked planning, but we're totally lacking on what you're actually going to sell and the deals you're going to offer. The good thing is some of our experts wanted to focus in on that. So to right that wrong. His Kevin Urrutia founder of leading Facebook ads agency Voy Media.

[00:20:30.260] - Kevin Urrutia

Top tip I have is if you're thinking about Black Friday Cyber Monday, if you want to be thinking about the bundles in the field now instead of waiting until the last minute. And by what I mean by that is right now, start coordinating all the discounts you want. Let's say, for example, if you have a discount of 20 percent, just make it a flat wide 20 percent discount versus having to have customers go in and type in that code that way? There's a few things that you need to think about. That is you don't want to have customers emailing you, calling you, saying, hey, my 20 percent discount isn't working, just make it 20 percent wide make that checkout flow much, much faster. Another one that we want to make sure that you have right now is create your bundles already and start testing your bundles as soon as you can.

[00:21:14.840] - Kevin Urrutia

That way you can sort of see what that AOB lifted and also what your CPA is going to be on the platform that your advertising. So those are like the top tips I have for eCommerce owners that want to really have a successful Black Friday Cyber Monday.

[00:21:30.360] - Chloe Thomas

I just love how Kevin drills the advice down to its key components there, so if you're doing bundles, test them. Now, if you've got other things are going on, you got deals etc make them work for you.

[00:21:41.700] - Chloe Thomas

Which brings us on to my top tip. Yes. I get to be one of our experts today. So everyone so far has been talking about a successful Black Friday Monday, but we've not talked about it. What does success on Black Friday Cyber Monday mean for you and your business? Now, I have a promotional golden rule that you should follow for any promotion you ever do. Be an email sign up offer, or be a Black Friday. It counts for everything.

[00:22:08.160] - Chloe Thomas

It is a promotion exist to get the customer to do what you want them to do as cheaply as possible. Let me repeat a promotion exist to get the customer to do what you want them to do as cheaply as possible. Kind of obvious, really, isn't it? But so often we forget about this. There are two key parts to this golden rule, and I'm going to take you through both of them. The first is, what do you want the customer to do?

[00:22:35.310] - Chloe Thomas

Do you have stock you need to clear? Do you want to minimize margin loss, a.k.a. maximize profit? Maybe because with everything that's been going on this year, you've got limited stock and limited capacity to get it out to the customers. Do you want to recruit new customers or are you, as many businesses are right now, more interested in turning all those huge numbers of customers you picked up during the lockdown, sales surges into repeat customers? All these pieces you need to think about to work out how you're going to structure those promotions and how you're going to structure your marketing here, especially this year.

[00:23:10.200] - Chloe Thomas

Segmentation is your friend. So what do you want the customer to do? That's the first thing you've got to iron out. Now, the second key thing to be considering for my promotion of Golden Rule is the as cheaply as possible bit. So consider how much margin you're giving away in discounts. Consider the additional cost of selling when you're super busy. Are you going to overwhelm the warehouse? Is delivery going to be slow and therefore you're going to get more customer service queries?

[00:23:40.170] - Chloe Thomas

How much are you willing to spend in time and money on the marketing? Consider all these costs as you build out your promotions and the audiences you're putting them in front of. Are the costs worth it for the thing you want the customer to do? When you're doing all of this and you're looking at those costs, what clever things can you build in to reduce the costs? Like Kevin's really clever, simple piece of advice of rather than using voucher code do site wide discounts.

[00:24:06.810] - Chloe Thomas

You don't get people calling in messaging and getting my voucher code doesn't work. Little things like that can make a huge difference to the overall cost of what you're up to and the overall success, because when customer services aren't having to tell people how to use voucher codes, they can help people buy.

[00:24:26.440] - Chloe Thomas

So, yes, customers expect to find big deals in the last weekend of November. And if you're not offering them, then you are less likely to sell anything. But that doesn't mean you have to copy everyone else. You should create the Black Friday Cyber Monday period that creates the results you want at a total cost. You are willing to pay.

[00:24:44.490] - Chloe Thomas

So remember my promotional Golden Rule. A promotion exists to get the customer to do what you want them to do as cheaply as possible. And little plug coming up here. You can find more on that in my best selling book, eCommerce Marketing, that's available on Amazon as paperback, ebook and audio book. If you want to hear even more of my voice.

[00:25:04.810] - Chloe Thomas

OK, back to our Black Friday Cyber Monday. The next expert who has a top tip for you that I want to bring in is Derric Haynie from eCommerce Tech. Now, his tip isn't about tech. It's all

about reducing those backend costs we were just talking about and improving the overall customer experience.

[00:25:25.450] - Derric Haynie

By far, the number one thing that most people forget is that with an influx of orders comes an influx of customer service inquiries and problems that are going to arise, especially if you get so overwhelmed, things get out of stock, there's shipping delays and things like that. So the first thing I think you need to do is sit down with your customer service team as marketing, talk through the campaigns you're going to launch and the discounts and the products that are going to sell really fast, even how to use those products and when to use those products.

[00:25:57.730] - Derric Haynie

Better prepare out statements for shipping delays, prepare our rules and macros for refunds or exchanging orders as well as here's the real fun part, adding in certain cross sales and upsells that are only available during Cyber Monday and Black Friday and inputting those into your your customer service email inquiries.

[00:26:21.230] - Derric Haynie

Right. So right at the bottom or in the section or in the foot and the foot of those emails, you can say, you know, for anybody that didn't have this product, this other product, let's go out and put a footer that up sells them to the additional product. Or we could even have inquiries or emails that are going out that say, OK, they bought this product. And we could say if they buy this other one in the next twenty four hours, they will be able to get them at a discounted rate because we'll be able to ship it out in the same box.

[00:26:48.550] - Derric Haynie

Right then of course, you have to talk with your operations department and change the operational strategy to make sure that kind of whole process is streamlined. And now that you've got that squared away and you're not so nervous about the influx of customer service inquiries, I want you to hire more customer service representatives early. And what you can do for the actual promotional time period is train them and put them on the live chat. Real time live chat during this very short, very high volume time period is going to be worth its weight in gold training your customer service representatives to talk to people, to walk them through objections and problems that they don't know if it is going to.

[00:27:31.330] - Derric Haynie

Is it going to arrive by Christmas? Right. Everybody's going to ask or is this the best deal I can get? Or I am having problem with this promo code that you guys said is working or my friend referred me. I want to make sure they get credit, whatever it is, making sure that it's available in real time on the site. And those customer service reps can work the live chat really, really hard on those days. You could put it on every page of your site and just put them there.

[00:27:52.480] - Derric Haynie

And then afterwards you could consider removing the live chat component and turning towards what you know is going to be an influx of post purchase inquiries. And you've already got the team there to back it up perfectly, rounds out the campaign. It amplifies whatever marketing is going to do. And it it keeps the customer happy so that they're going to be retained through to the next year.

[00:28:13.490] - Chloe Thomas

Super, super sensible advice there. And as Derric says, often overlooked areas that can make a big difference to your overall Black Friday Cyber Monday success. Get those right and you're going to find the whole sales period much easier to deal with. And you're going to find you get better conversions and better customer lifetime value down the track.

[00:28:33.610] - Chloe Thomas

All right. It's time for our final expert. Are you ready for our last Black Friday Cyber Monday top tip? I've saved the marvelous Kristen LaFrance head of resilient retailer Shopify until last, because I think her advice is the perfect way to wrap up the episode and leave you in the right mindset to create the Black Friday Cyber Monday. That's going to set a new benchmark for success in your business. Here we go.

[00:29:02.470] - Kristen LaFrance

Yes, the holiday season in 2020 is going to be unlike any before, so my top tip is going to be to prepare to sell differently this year. Whether you are eCommerce only your eCommerce plus retailer, you have an in-person store. We've lost the OG Black Friday Cyber Monday event. Foot traffic is down for most retailers. We've even seen Wal-Mart say they're not even doing Black Friday.

[00:29:27.840] - Kristen LaFrance

Amazon is starting their sales early. Any retailer is going to be actually selling on eCommerce now. So the competition is going to be really high. The amount of messages hitting your customer is going to be really high. Really, all bets are off. So the best thing you can do for 2020 is to let go of any rigidity that's already in your plan. Let go of your previous results from last year. You can learn from them, but don't base everything this year on them.

[00:29:54.600] - Kristen LaFrance

And then really what that means is you need to get close to your customers right now, if not yesterday, start talking to them, focus on providing them real value between now and the holiday season and making it so that when they go and do these these shopping events with your store, it's actually really beneficial for them and that the experience is really good. You want to make sure that if they're going to choose your store, no matter what kind of store that is, to do this holiday shopping, give them a positive shopping experience across every single channel from the very get go and you're going to get one a lot more sales to lot better sales.

[00:30:30.300] - Kristen LaFrance

And then three, looking into 2021, actually a lot more consistent repeat customers. So because it's so unpredictable and unknown, we are seeing predictions that it's going to be the biggest Black Friday, Cyber Monday in eCommerce. And that I think is true. But that also means that sales are going to be totally different and the predictability of it is going to be totally different. So really, just thinking about making relationships with the customers are selling to now because competition is so stiff and then just being being flexible, being resilient, being agile and being able to kind of turn the tables this year because it's a totally different ballgame.

[00:31:08.880] - Kristen LaFrance

So prepare to sell differently this year and prepare to be unprepared.

[00:31:15.200] - Chloe Thomas

Prepared to sell differently this year and prepare to be unprepared. Great advice, Kristen. And I'd say the way to deal with all of that, of course, is to Keep Optimising.

[00:31:26.730] - Chloe Thomas

Okay, guys, like I said at the start, I suspect you're going to want to listen to this one and to help you get all you can out of this episode, head to [Keepoptimising.com](https://keepoptimising.com), where you will find a link to the episode, show notes. That's where you can get a brief recap of each tip, a transcript of the whole episode.

[00:31:46.530] - Chloe Thomas

Every word said you can get your hands on contact details for each of our experts and recommendations for future learning. I mentioned a couple of those as we went through, but we've added much, much more to [Keepoptimising.com](https://keepoptimising.com). And this show notes page for this episode that's going to include links to a few other podcast episodes, both from Keep Optimising and from our sister podcast, eCommerce MasterPlan, that I think you will find really useful to build out on some of those topics mentioned.

[00:32:13.980] - Chloe Thomas

That's going to include eCommerce MasterPlan Episode 270, which has got a lot more detail about my golden promotional role, Keep Optimising Episode 13, which is all about live chat, just like Derric was talking about eCommerce MasterPlan Episode 171 where we tackle how to work out what to say in your email. Broadcast's beating that writer's block. Lots of top tips in that one, plus lots, lots more. You will find all of that via [Keepoptimising.com](https://keepoptimising.com) and we hope it helps you.

[00:32:45.060] - Chloe Thomas

So thank you so much for tuning in to this episode of the Keep Optimising podcast. Please do tell your fellow marketers about this episode because I've created it to help you make this Black Friday Cyber Monday as easy to run and as powerful for your business as possible. And I would love it if more people could hear it, because then we can help more people have a better peak this year.

[00:33:07.480] - Chloe Thomas

If you can't think of an individual to tell about it, then just share the episode on social media. That would be super cool. The easiest way to do that is to share one of our posts about the episode. We are posting about it pretty much everywhere. Well, we're not on tik tok and we're not on Snapchat, but pretty much everywhere else. So you will find us on Twitter, LinkedIn and Facebook. We are at Keep Optimising and on LinkedIn. Just search for Keep Optimising and you'll find us or search for me Chloe Thomas. And and you'll find post, too.

[00:33:35.280] - Chloe Thomas

And of course, all of those are with an S, not a Z. So it's Keep Optimising with an S not a Z. In our next episode. Not like you've got enough out of this one, but in our next episode. And in fact, for the whole of October, we are going to be focusing in on online advertising. Yes. That big hot topic, which is always, always something you want to focus in on. On Q4, we are going to be talking about Facebook, going to be talking about Google.

[00:33:59.970] - Chloe Thomas

We're going to talk about Instagram and more. So be sure to tune in next time to take your ads game upper level. Have a great week and make sure you listen to our next episode so I can help you to Keep Optimising your marketing.

[00:34:14.710]

Access everything Keep Optimising at [Keepoptimising.com](https://keepoptimising.com) that's with an S not a Z.