

**Transcript of:**

027 Content Marketing: User Generated Content how make it work for you with Joanna Steele



**[00:00:01.570] - Chloe Thomas**

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits. Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you have come to 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. In today's episode, we're wrapping up our content marketing series with that crucial content type user-generated content.

**[00:00:32.940] - Chloe Thomas**

Also, of course, known as UGC and CGC, which we will be referring to as we go through this. To discuss what user-generated content is.

**[00:00:41.820] - Chloe Thomas**

Is it a flash in the pan or is it sticking around and exactly how you should go about using it. I'm joined by Joanna Steele and Joanna was a very popular guest way back in January 2020 on the eCommerce MasterPlan podcast it's brilliant to be able to bring her back. It was kind of an update in the world of UGC and how you can use it to help grow your business. We're going to get on with all of that in a moment.

**[00:01:06.150] - Chloe Thomas**

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**[00:01:36.710] - Chloe Thomas**

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**[00:01:43.020] - Chloe Thomas**

Today on chatting with content marketing expert Joanna Steele. Joanna Steele is the UGC queen, what Joanna doesn't know about getting customer reviews and using them to increase sales is very little. Until February 2020, she was the senior reviews and customer generated content manager at Argos. That's one of the UK's leading high street retailers and the third most visited website in the U.K. after Amazon and eBay. And now she's an award winning digital marketing and e-commerce strategist. Hello, Joanna.

**[00:02:14.220] - Joanna Steele**

Hello. Good afternoon, Chloe. How are you?

**[00:02:17.280] - Chloe Thomas**

I'm good. It's great to have you back talking about such an important, crucial topic. It's always, good to catch up with you. You always bring loads of great quality. So I'm looking forward to getting into what everyone out there can do with user-generated content. But before we get into that Joanna, how did you end up in the world of content marketing? Good, it's a good question.

**[00:02:40.170] - Joanna Steele**

I think I've always been a writer to some degree, whether it's journaling, whether it's sort of writing articles. And I actually really enjoy use of English at school, so to take it back. But in terms of how I started, my career started in traditional marketing and PR, so things like writing press releases was something that I kind of skill I honed pretty early on and then as I suppose, marketing and PR became digitized. I sort of was able to bring that skill set along with me.

**[00:03:18.780] - Joanna Steele**

And so I think within the retail space, I worked within the social media realm and that's all about content marketing with it, sort of writing post, scheduling posts and thinking about imagery, videos, et cetera, and how to communicate a message about your brand to your customers. So, yes, it was started in the social media realm and then that kind of developed into the more editorial content. So as we saw the benefits of SEO and how customers were engaging with brands, not just because of the products and the services they sold, but also sort of the topics and themes around those products and services.

**[00:03:59.010] - Joanna Steele**

So over time, it's become more and more important for brands to not only talk about what they sell, but also the environment in which they sell their products. Right. So how do we better inform our

customers to understand that what we've got is what's important to them? So what other bits of information can we provide to them to support them with whatever product we're selling? So whether it's tips, whether it's how to, usages of a product and everything that we think the customer needs in order to make sure that they're using the product to the best of their ability.

**[00:04:35.350] - Joanna Steele**

So I think it's for brands. It's become so important now to talk not just about the thing, but also about the environment that the thing sort of sits in, if you like, and I think it helps customers to really use the products.

**[00:04:56.880] - Joanna Steele**

Right. So it's not just about the benefits and the features of a product, but it's about how does this product solve my problem? And I think it's really important for brands to sort of be part of that conversation and understand as well how different customers use their products differently. So you can use that information to inform your messaging, to inform sort of new products that you might bring to the table, new features that you bring to the table. So I think content marketing is something that I think has increasingly become important.

**[00:05:30.570] - Joanna Steele**

And I think it's a way in which a brand can communicate with their customers without doing the sort of big sell, but how they can help support and inform their customers. So they say it's around, you know, educating, entertaining and inspiring. And I think that's what more and more brands need to be doing in order to stand out and better serve their customers. So I kind of starts in the social media realm, sort of I work for Mothercare for my mother and baby retailer.

**[00:06:00.360] - Joanna Steele**

And sort of in that industry, it was a lot about peer to peer marketing, advice. If you imagine being a first time mum, kind of dunno what to do, where can you get that information from? And a large proportion of the time it's from other mothers. And as a brand, how do you participate in those conversations, how do you empathize with your customers, but also help inform them so that you're able to not just sell products, but to support someone's doing that kind of very anxious but exciting time of their life.

**[00:06:39.690] - Joanna Steele**

And so that's where I would say sort of I delved into more editorial content. So that was around, you know, stages of pregnancy and childbirth, labor, but also as your child grows up, what to look out for, you know, the terrible twos and all the different stages. And so it wasn't just about, you know, we sell prams, but it's about, OK, we're here with you along this journey and we're going to supply you with information to support you along the way.

**[00:07:07.700] - Joanna Steele**

And so that's kind of where I suppose I got my teeth into editorial content and the benefit of how that content can support, can support customers.

**[00:07:18.380] - Chloe Thomas**

Joanna, what I find quite interesting about what you're saying it that you kind of, you got into the world of content through working for a business where it was crucial to do that educational piece. No one, most people buying their first time have no idea what they're buying, what they need or anything else they need that help and advice to see them through it. And I think what's interesting to me is like there you have to do the content. If you want to sell, there's no choice.

**[00:07:46.370] - Chloe Thomas**

You've got to do your own content, your editorial and you've got to get some user-generated content going as well. But it strikes me that, that importance over the last few years has been growing in every sector, whether you sell light bulbs or whether you sell something really complicated, it's kind of every business can't afford to avoid content. And user-generated content is now what kind of separates the best from the mediocre. What would you agree?

**[00:08:15.290] - Joanna Steele**

Definitely would agree with that. I think brands for too long were sort of, you know, championing themselves. Right. You know, we saw this were amazing. But actually, you know, the voice of the customer is so important and it's important that as a brand, you amplify that voice of the customer and also learn from it. Because I think what some brands have been sort of scared of is, is, you know, customers perhaps speaking negatively about an experience. But I think you can always turn that negative into a positive.

**[00:08:47.300] - Joanna Steele**

Right. So, yes, it's great to get good reviews, ratings on your products and services, but actually it's a really good way to find out what's going wrong. And so you're able to adapt and change and amend and sort of create a service or product and that is best suited to your customers needs and your customer evolves right to their needs, their requirements change. And how do you sort of keep up with that change by having that two-way dialogue, facilitating that two-way a dialogue and ensuring that the products, services and content you create aligns with the ever-changing and ever-evolving customer.

**[00:09:25.520] - Chloe Thomas**

Is kind of cool. How not only does use, this is why I don't, doesn't make sense to me why more companies aren't investing heavily in user-generated content because (a) someone else writes the content for you (b) in the act of creating the, I shouldn't say right, I should say create. We're not just talking about written here, but in the act of creating the content. They're giving you amazing

feedback that helps you make your business better. And (3) what your customers are creating is content your customers are far more interested in than what you create is content.

**[00:09:54.590] - Chloe Thomas**

It's like it's just an amazing three part kind of piece. So as we're seeing clearly, the power is there. Have you seen as we've gone through all the crazy that is 2020, more business is embracing or more business is needing to embrace user-generated content?

**[00:10:11.870] - Joanna Steele**

So definitely more business is needing to embrace, sort of you mentioned obviously with the retailer as it is at the moment, whereby shops are closed or there are restrictions on whether you're able to use changing rooms, et cetera.

**[00:10:27.260] - Joanna Steele**

So that kind of points back to what I was saying earlier around. The landscape is changing and how customers shop is changing. And therefore, how can we best inform our customers on the products, on these products and services so that they feel that they trust what we're saying and trust that the customer's right? So there's a stat that says 92 percent of customers trust recommendations from other people, even if they don't know them. Because, you know, as a customer, I'm not necessarily affiliated to the brand in any way.

**[00:11:06.170] - Joanna Steele**

I do use their products and I've lost it or have used their products and I've not liked it. So there's no kind of bias in that opinion. And I think customers want the truth, the good, the bad and the ugly, I always say. And so I think it's even more important to be able to know what you're getting. Right. I'm not able to go to a shop potentially in the same way that I have been able to.

**[00:11:28.580] - Joanna Steele**

So how can I make sure that this product is for me? You know, I want to see in use. I want to see in situ. I want to be able to read the pros and the cons about that product. And so, user-generated content is the best way for brands to really sort of educate their customers about their products, particularly during this time where getting to shop is a bit more difficult.

**[00:11:54.310] - Chloe Thomas**

And are we saying the youth, the lovely youth of today our millennials, our gen Zs? Do they care as much about UGC or are they, you know, they're jaded to the idea of, you know, are they fake UGC, I suppose?

**[00:12:07.780] - Chloe Thomas**

Do they still care? Is this important for brands targeting them, too?

**[00:12:12.550] - Joanna Steele**

Definitely. I think the increase in usage of Tik-Tok, which is, you know, the Gen Z platform is testament to that. You know, the younger generation wants to know what other people are doing, their peers and what they're sort of, the content they're creating. And it's important for brands to have a position and a space on those platforms. And there's a stat around, I think 84 percent of Gen Z trust companies that use real customers in their ads.

**[00:12:46.810] - Joanna Steele**

So long gone are the days of, you know, the models and the axes. Actually, I want to be able to see a customer that represents me or looks like me. And so I'm more likely to believe that, that product is for me. And so that's yeah, it's increasing in the most different ways. But definitely, the way that Gen Z sort of are, the way they kind of perceive brands and authenticity is such a big thing.

**[00:13:15.790] - Joanna Steele**

It's a really important element. And that's how UGC can help you as a brand and sort of showcase your authentic self. It's really important for your customers to sort of tell the story of your brand as well. Ultimately, it's them that are using your product or service and so to get them to share their stories kind of takes the responsibility away from you. You know, don't just listen to us, listen to real people and let those people be the advocates of your brand.

**[00:13:46.270] - Chloe Thomas**

And if they've got your brand completely wrong, it means you've got your brand completely wrong. We should just add that.

**[00:13:54.190] - Chloe Thomas**

Okay so, so clearly UGC is important for all customer bases is becoming more so. But I find we talk a lot about creating it. We've done episodes on creating it on this podcast already. We talk a lot about having a review system on your website, but we don't often talk about where to then use it once you've collected it all, where to then use it for greatest effect. So once we've got this this user-generated content, actually before we even get into that, what format should user-generated content take right now?

**[00:14:28.420] - Chloe Thomas**

Because I think when when you and I caught up around about this time last year to record an episode of the [eCommerceMasterPlan.com/podcast](https://ecommercemasterplan.com/podcast), we were pretty much exclusively talking about written reviews. And it seems to me in 2020 we're now, there's loads of people getting customer

video reviews and getting photographed reviews. And it seems like the day, the day of just writing a review and putting a star rating is long gone. So what types of content should we be aiming to get from our customers?

**[00:15:00.580] - Joanna Steele**

All of it.

**[00:15:03.850] - Joanna Steele**

So star rating still very much, still very much important. Within content, again, still very important. Images where, you know, you get to, you're able to visualize what the product looks like on in situ. And video content is a good way of showcasing the products in use. So depending on the type of products you sell, different formats will lend themselves better. But if possible, you know, the most mundane of products, you see people sort of creating videos that sort of educate, entertain and inspire.

**[00:15:46.420] - Joanna Steele**

So I would you know, I always sort of say in as many formats as possible is really a good way to sort of and approach it. .

**[00:15:57.490] - Chloe Thomas**

Okay, so let's then go back to the question I was originally asking, which was where we should use it.

**[00:16:02.830] - Chloe Thomas**

And let's assume we're a retailer who's got star ratings, they've got written reviews, they've got great customers who are sending in video reviews and who are also sending in photographs.

**[00:16:13.480] - Chloe Thomas**

So we've got we've got all the content we could wish to pick from. Where should we first start using it? What do we do with it to top those sales?

**[00:16:21.970] - Joanna Steele**

Yeah, I think we use it across all of your channels so I can give you a few examples of things I know that have worked in the past, you know, if it's an email marketing campaign, of course, yes. You can put star ratings, you can put snippets of reviews which might be highlighting particular features or benefits of that product. But also something as simple as top 10 rated products by our customers. So actually, you are putting forward not necessarily the products that are on sale or the products where you have loads of stuff that you wish for.

**[00:16:58.590] - Joanna Steele**

Actually, you know, these are the top 10 rated products of our customers this week. So you'll bring it in that kind of real-time. They could be completely unrelated and usually are that. But yeah, I think it's, again, putting the customer at the forefront of your comms in your messaging. This is what you guys like.

**[00:17:21.030] - Joanna Steele**

This is what other customers like. And so I think that's a really good way of doing it. I'm seeing a lot of particularly for clothing brands, I'm seeing a lot of usage of customer images in paid social ads and in organic social content as well. Again, moving away from the models. But actually, this is what this product actually looks like when a real person and with the kind of the fantastic cameras that we've all got and filters, we're all our photographers, aren't we?

**[00:17:56.070] - Joanna Steele**

Some of the content that's being produced is amazing quality.

**[00:17:59.310] - Chloe Thomas**

It seems to me that that's been something which the pandemic in lockdown has pushed as well, because I've seen a lot of brands who have been doing our buying team, wearing our products at home, you know to create kind of that emotional connection and then also doing our customers, because, of course, certainly for large parts of 2020, organizing a photoshoot has been a logistical nightmare from every angle. And that, I think has caused people to go.

**[00:18:29.340] - Chloe Thomas**

How else can we do this? Well, how are other people doing it? Let's actually. And the thing is, it makes their brand better, which is kind of cool.

**[00:18:38.100] - Joanna Steele**

Yeah, and it's something that I always sort of knew was coming, before covid. It was a case of some of the budgets that's spent on some of these shoots are huge. And if you're looking to sort of make, you know, make cuts or you're looking at how can we be more efficient without the budget and our spend actually using user-generated content and using customers, taking their own photos is one avenue to do that. So I think it was always an idea that I presented as something that was going to come in.

**[00:19:14.220] - Joanna Steele**

It just probably seems now that it's become a lot sooner than anticipated.



**[00:19:19.680] - Chloe Thomas**

And is there we set about doing those really cool emails, which I think are kind of a get out of jail free email. You know, the things the products our customers rated the best this month. It's like it's easy. It doesn't take much effort and it's really powerful. It's like, what are we going to send this week? That's the top, top five most viewed products. And we talked about using it in social and using it in it.

**[00:19:43.960] - Chloe Thomas**

Is it basically across everything? Should be on the home page. It should be everywhere.

**[00:19:48.360] - Joanna Steele**

Should be everywhere, in terms of sort of discovering products as well, particularly sort of during Christmas gifting. You know, people want to know what can I buy my own or whatever. UGC is a really good way of discovering new products. And so something that I did when I was at Argos and I'm seeing a lot more brands doing now is sort of curating galleries on site.

**[00:20:12.690] - Joanna Steele**

And again, that's just showing images of UGC images and which is shockable, saying you are tagging products that customers wearing and then making it easier for that customer to then buy that product. So curating galleries is a really good way of doing that. And you can do that by you know, if it's clothing, I don't know, as I say, night out dresses. Probably not, not that appropriate anymore. You can sort of have different kind of galleries and allow people to really explore and discover new products.

**[00:20:44.760] - Joanna Steele**

And so that's a really good way of doing it. And even I know we've talked about the restrictions in store, but, you know, if you've got sort of screens in store, again, you can still showcase those images as a sort of point of inspiration. You know, yes, you can see something and what it looks like on the shelf or on the rack, but actually find it to my right and there's a screen and there's a real person wearing this particular product.

**[00:21:09.840] - Joanna Steele**

Then again, it just helps with sort of inspire me and give me an idea on how I can picture what it would look like on me. So I think all channels, essentially all channels that you use to kind of showcase your products. And I think what we'll see moving into 2021 and beyond is probably a lot of user-generated content news in about the long campaigns. Again, we sort of mentioned the restrictions with shoes and productions, you know, large budget.

**[00:21:43.190] - Joanna Steele**

You know, the inability to move around in the same way so actually could be user-generated content for some of these sort of above the line campaigns, which, you know, could be a bit more real time for faster turnaround and still drive home that kind of authentic message.

**[00:22:02.120] - Chloe Thomas**

I think, especially because, as you said, so many brands are now using user-generated photography for their Facebook ads, for their Instagram ads and seeing great results from it. It's like, well, why wouldn't you go with? If that's working in that ad format. Time to take it to another ad format. Well, thank you for all of that, Joanna.

**[00:22:19.640] - Chloe Thomas**

We're now going to pause for a mind of our sponsors and then we're going to be talking about the wider world of content marketing. Success in 2021 means building stronger relationships with your customers last year saw a lot of consumers switching to buy online, leading to surges in new customer acquisition. So how are you planning on turning your new first time buyers into profitable repeat customers? Well, that's what Klaviyo is for. Klaviyo helps businesses create memorable marketing moments through email, SMS and personalized website experiences, and that is what creates repeat purchases.

**[00:22:53.730] - Chloe Thomas**

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**[00:23:12.490] - Chloe Thomas**

OK Joanna. We've gone far deep into user-generated content and what to use it for now you get to wow us with your insider knowledge about the whole of content marketing. So for the following questions, your answer can be anything to do with content marketing, which, of course, does include user-generated content.

**[00:23:31.960] - Chloe Thomas**

Joanna, are you ready? Let's go. OK, let's start with content marketing, newbie advice. If we've inspired someone to take their first step with content marketing, what do they need to know to give themselves the best chance of success?

**[00:23:46.270] - Joanna Steele**

Don't just expect to get positive feedback and understand that any negative feedback is just as useful as positive feedback about your products and not to hide it. Right. How can you if you do get

some negative feedback on a particular product or service, how can you sort of delve into that in a bit more detail, find out a bit more about what that problem was and work with that customer or those set of customers in order to rectify those problems. So I think always, always feedback, good or bad.

**[00:24:19.920] - Joanna Steele**

I think, understand that it's ultimately going to benefit your business. Nice.

**[00:24:26.190] - Chloe Thomas**

OK, once you've started, of course, you've got to Keep Optimising. So what's your favourite way to improve content marketing performance?

**[00:24:35.980] - Joanna Steele**

And I think like anything, you know, make sure that you very data driven. So understand what your objectives are, understand how you're measuring success, and then keep tabs on that and keep monitoring, monitoring that over time and just to test and trial things, sometimes things are not going to go right. You might have this fantastic idea that you think is going to work and it's not. But don't be put off. And actually, it's just showing you one thing that hasn't worked.

**[00:25:03.580] - Joanna Steele**

So they're still learning in that. So I would say, yeah, really sort of be specific, have a sort of clear objective how you measure that success and just do it and then sort of keep it right and keep tweaking something that may have worked six months ago, maybe less effective now, something that might not have worked six months ago, might be a good time to try again. So, yeah, I think it's don't be afraid to sort of try things out, whether it's something that you've seen other brands do or if it's just sort of a brand new idea that might sound a bit out there, but sort of give a guy who is what I would say.

**[00:25:48.220] - Chloe Thomas**

Yes that it, isn't it? There's no kind of rulebook yet in this space. It's very much test, try, test, tweak it, try it somewhere else and find the recipe that works for you.

**[00:25:55.540] - Joanna Steele**

Definitely.

**[00:25:56.800] - Chloe Thomas**

OK, it's impossible to improve on marketing unless we're monitoring the performance, but the list of stuff we could monitor can be overwhelming. So what for you is the number one content marketing KPI?

**[00:26:09.580] - Joanna Steele**

I think a lot of people always talk about, which I think that works for brand awareness. But engagement is when, you know, the content you're creating is adding value and that's likes comments, et cetera. And I think if you think from a UGC perspective, then how can I tell that customers are engaged with my brand? And a good way of looking at that is, OK, well, how many reviews am I getting? And, you know, I'm asking for feedback.

**[00:26:41.230] - Joanna Steele**

Am I getting that feedback? Because I think ultimately customers do want to tell you their thoughts and their opinions and they value brands that value their opinions. So I think engagement is a kind of key KPI to really focus on. But like I said, that might mean different things to different people. But for me, it's about actually if I have engaged that customer, it means that I'm giving them something of value.

**[00:27:07.780] - Chloe Thomas**

Nice, I love that engagement as a measure of value. OK cool, so finally, it's crystal ball time. What's coming up in the next 6 to 12 months we should be getting ready for in content marketing?

**[00:27:16.990] - Joanna Steele**

I mean, video.

**[00:27:18.010] - Joanna Steele**

I mean, it's here, it's been here. It's here to stay. And yeah, if I think about sort of everyone talks about content being king, but actually I sort of say it's got is going further than that and user-generated content UGC is king. As I mentioned, you know, we've seen the uptake in people using tik tok and sort of that generation. And I think it's becoming more and more important for them to see themselves and see other customers telling the story of a brand.

**[00:27:47.500] - Joanna Steele**

So and I think we're going to be doing that more and more through video.

**[00:27:52.240] - Chloe Thomas**

Yeah, video, definitely not going anywhere. OK, Joanna, we are very nearly at the end of the show, so it's time for you to let the listeners know where they can find you and your business on the Web and social media, please.

**[00:28:03.700] - Joanna Steele**

I'm everywhere. I'm on LinkedIn at Joanna Steele. I'm on Instagram at Joanna.diana.steele. My business is Dymocksdigital.com, and, yeah, I write quite a few articles largely around sort of digital strategy, but sometimes quite focused on user-generated content. So and there's a ebook in the works as well, which is going to be focusing on UGC specifically so, yeah, follow me on the socials and keep an eye out for that. .

**[00:28:34.470] - Chloe Thomas**

Oh, cool, you have to let us know when that ebook comes out. And we'll send it to everyone on our newsletter, too, because I know that's going to be high value. Cool. And Joanna, you're mainly focusing on Central and Western Africa these days.

**[00:28:47.280] - Joanna Steele**

Yes, there's a lot going on in the, on the continent, particularly within this whole tech ecosystem in sub-Saharan Africa, the internet penetration is increasing year on year. Mobile adoption is you know record levels. And we're seeing to the technological infrastructure being built across the continent. So, so yes there's a lot of opportunities here where we're seeing customers become increasingly connected and a growing middle class as well. So there's a real focus on brands to tap into that sort of connected consumer here on the continent.

**[00:29:23.100] - Joanna Steele**

So I'm working with a number of organisations to help them become customer focused, to help them build communities and to help them use content to reach those connected customers. .

**[00:29:38.100] - Chloe Thomas**

Very cool, slightly, slightly jealous, you get to go and hang out in warm countries as is miserable here in the UK as we are recording this.

**[00:29:45.840] - Joanna Steele**

It's almost too hot here at times, But, you know, I'm not going to complain.

**[00:29:48.960] - Chloe Thomas**

Well, Jo, thank you so much for coming on the podcast today. It's been great catching up with you again and also getting some great tips and advice for our audience about user-generated content. So thank you very much.

**[00:30:01.770] - Joanna Steele**

Thanks for having me.

**[00:30:04.270] - Chloe Thomas**

Really great to catch up with Joanna there and really key lessons, I think, about user-generated content. If you're not gathering user-generated content, if you're not using that user-generated content in every one of your marketing methods, be it your Facebook ads, be it in your Google ad text, be it in your organic social media activity or your email marketing or push marketing your text marketing the homepage in your parcel's wherever you're communicating with your customers.

**[00:30:37.030] - Chloe Thomas**

There's a role for it to work out which bit you should be using. Should it be the star? Should it be the text reviews? Should it be imagery? Should it be video? So important to get it out there, because what we see time and time and time again are results that show that this works.

**[00:30:53.320] - Chloe Thomas**

And as we were talking about earlier, not only is user-generated content become more vital because of everyone shifting to online, as the pandemic's going along? It's also something which Gen Z the youths of today. They are ever more relying on an ever more believing in. It's what they want to see. They want to see real people talking about your product, not so much you talking about your product and get links to everything.

**[00:31:20.650] - Chloe Thomas**

We've discussed the full transcript of the episode in Post-it notes and more at [KeepOptimising.com](https://keepoptimising.com). Remember that with an S, not a Z. And thank you for tuning in to this episode of the Keep Optimising podcast. It's very cool to see so many of you tuning in week after week. So we really appreciate you doing that because it's really cool to see the podcast stats going up because it means we're helping more of you. We've got a great lineup coming up for you in 2021, which in terms of user-generated content, we've surveyed our listeners and therefore we are bringing you the content and the months and the focuses that you've asked for next year.

**[00:31:58.300] - Chloe Thomas**

The whole of our content marketing month is now live. So please do have a listen to the whole of Content Marketing Month and make sure you've got all your content marketing and strategy for 2021. Next week.

**[00:32:10.330] - Chloe Thomas**

Next Wednesday, we're going to be starting the first of our sessions of 2021. And this first one is all about getting your eCommerce foundations right for the year ahead, because there's one thing I learned in 2020. It's that the businesses that have the right foundations in place are the ones who are able to make the changes to tweak, to adapt to everything that 2020 threw at us. So we're going to start off by covering getting your tech stack right.

**[00:32:40.030] - Chloe Thomas**

So what technology should you be using? How do you future proof that we're also going to be talking about reporting, getting the right numbers, what numbers to look at, how to set it up to make it easier to do it? I'm going to be talking about your team and a few other things as well. If you know someone else who's keen to set themselves up for success in 2021, please do let them know.

**[00:33:01.150] - Chloe Thomas**

We've got our eCommerce Foundation month starting next Wednesday. Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing. Access everything Keep Optimising at [KeepOptimising.com](https://KeepOptimising.com) that's with an S, not a Z.