

Transcript of:

313 What is your top tip for growing an eCommerce business in 2021? Our eCommerce Experts discuss

[00:00:01.560]

It's the eCommerce MasterPlan podcast here to help you solve your marketing problems and grow your eCommerce business, cutting through the hype to bring you inspiration and advice from the eCommerce sector and beyond. Here's your host, Chloe Thomas.

[00:00:18.840] - Chloe Thomas

Hello and welcome to this episode of the eCommerce MasterPlan podcast. I'm Chloe Thomas the creator and host of this multi-award-winning show, and it's my aim in every episode to help you to find ways to improve your eCommerce business. Now, this is the last of our 2021 eCommerce growth series sponsored by Klaviyo, and we're ending with a good one. Yes, a very strong episode. This is one of our expert's episodes. That means I've pulled together some of the great and the good from the world of eCommerce to give you their point of view.

[00:00:53.610] - Chloe Thomas

So coming up, you're going to hear from some of the world's top eCommerce podcasters, some of the world's top eCommerce consultants and coaches, and some of those awesome people who work for your favorite software programs.

[00:01:05.200] - Chloe Thomas

Every single one of them is providing their answer to the question, what is your top tip for growing an eCommerce business in 2021? The answers are covering a lot of different topics, not topics. Why is it pretty much-doing ops, customer service, marketing, and the big picture?

[00:01:25.950] - Chloe Thomas

But we've got a lot of different angles on that, lots of different ways you might want to approach your marketing in 2021 for success.

[00:01:34.020] - Chloe Thomas

And all of this is advice to help you grow in the coming year. The insight is about to come thick and fast, so you'll be glad to know that we've put lots of links to things mentioned by experts, by our experts, plus any free resources they made available to you, plus the full transcript of the episode.

Yes, the whole thing is written down for you to go and have a read through and make notes on if you want to.

[00:01:59.640] - Chloe Thomas

All of that is on the show. Next page with this episode, you'll find via [eCommerceMasterPlan.com/podcast](https://ecommercemasterplan.com/podcast/).

[00:02:08.850] - Chloe Thomas

OK, we're about to get into it, Before we do then, please do check out the sponsors.

[00:02:17.310] - Chloe Thomas

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[00:02:49.980] - Chloe Thomas

Let's kick off with Chris Dawson from Tamebay.

[00:02:53.930] - Chris Dawson

I think my top tip for growing an eCommerce business in 2021 is to take advantage of the situation we found ourselves in. Let's be honest, last year in March, everyone went into lockdown. For three months, the high street was shot and everyone was buying online. And so many people were prepared for it. And by that I mean the large retailers, obviously, they're so used to getting 80 percent of their business on the high street, they just weren't ready to switch online.

[00:03:26.720] - Chris Dawson

Half their stock was locked in stores that were closed, but also small businesses who you think would be more agile and better prepared. They simply weren't ready for the absolute deluge of orders that came their way. And suddenly when people weren't buying on the high street, they were looking for products and they found products and small businesses that maybe they would never in their life looked for before. Now, the wait, hopefully we're going to have this vaccine.

[00:03:55.280] - Chris Dawson

We're going to come out of the pandemic. We're going to move forward to a bit more normality. But the reality is a lot of people will have worked home for the majority of the year. Some will be going

into the office two or three times in the last year since March. And these people have now become conditioned to buying online and many are unlikely to go back to the high street. So you've got to be prepared and not just to fulfill the orders that come your way, but get visible, go looking for the orders, get active on Facebook, on Instagram, on Pinterest.

[00:04:32.930] - Chris Dawson

Don't forget, Google Shopping is now free in the UK and around the world and small businesses can get their products in front of people out there. Don't just rely on your website or word of mouth or email marketing list. Don't just rely on market prices. People are discovering products all over the Internet. And this is the year really where the likes of Instagram and Facebook and Google Shopping are really going to start taking off. And as a small business, you're almost better prepared than anyone.

[00:05:07.730] - Chris Dawson

Retailers are going to struggle looking at getting high street operations back in line. As a small business, hopefully you've capitalized on the pandemic. Now's the time to really build on that and accelerate your plans for the future. And everyone has been saying over the course of the past year that the pandemic has kind of accelerated people's online and digital operations by five years or a decade. As a small business, you're probably already at the cutting edge of eCommerce. Make sure you stay there, spread your wings and make sure you attract business from everywhere that your customers are or potentially are.

[00:05:49.460] - Chris Dawson

And that probably means a lot more venues and platforms than you've used in the past.

[00:05:56.430] - Chloe Thomas

So get active and go looking for the orders. There's a huge opportunity that Chris is seeing in 2021 for small businesses in particular. Now, if your ears pricked up at the free Google product listings mention, we've got a whole episode on that over on Keep Optimising. We'll put a link to that in the show. Notes for you. Okay. Getting active with your marketing is clearly a good idea, but how do you do it? Well, the good thing is a lot of our experts had marketing based tips, so let's get the answer from some of them.

[00:06:25.290] - Chloe Thomas

We'll start off with Corrine Watson from PostScript.io.

[00:06:30.970] - Corrine Watson

You've probably heard this before and you've probably heard it from other participants, but I remember one tip for growing eCommerce, this is in 2021 is to focus more on retention. This is

definitely just beating the drum. But a lot of brands only focus on getting more and more customers, especially in this age of increasing competition, especially online. I feel like retailers should look at every facet of the organization and optimize for retention to make customers come back.

[00:06:58.690] - Corrine Watson

Maybe that's surveying customers to see what other types of products they like. Maybe that's doing some kind of outside third party research to see what other products they're buying at the same time as the products they are buying from you. And there are of course, you can turn it to marketing, right. With promotions, you can run for customers that are loyalty based or even doing a loyalty program. I feel like that's a baseline for a lot of retailers to do some kind of plugin for loyalty.

[00:07:24.310] - Corrine Watson

I think the biggest focus here should be really splitting your time, maybe 60/40 between optimising for other optimizing but retaining existing customers and then trying to source net new customers. After all, existing customers are more likely to recommend your products to others, especially now that we're spending so much time on screens, on our phones, connecting with people digitally. It's a lot easier to have the work done for you by your customers with a user generated content or posting pictures of your product on Instagram.

[00:07:57.340] - Corrine Watson

Not necessarily Influencer marketing, but doing something a little bit more natural. And if I'm allowed one more tip, I would definitely say to not be afraid to experiment with different types of channel marketing. Chloe, I'm sure you've heard like for the past few years, SMS for a while was kind of a bad word. People were afraid to experiment with the SMS channel because it's super personal. It's where people are texting back and forth with family and friends. But the tide has kind of shifted with with estimates.

[00:08:27.550] - Corrine Watson

And I just even creating this piece for the past few days has really shown that to me. This year, we saw a lot of brands introduce SMS so they're trying to my strategy, but especially with holiday, we saw a lot of brands dip their toes into it just to see whether or not it's something that is probable to the or palatable to their customers. And it worked. We saw a lot of people who got like twenty dollars earning per message, twenty to thirty percent click through rates.

[00:08:52.240] - Corrine Watson

And then there's like the illustrious 99.9% open rate that text messages get, which is a lot. It's a bad earning metric because a lot of people just like open up their text messages and just want to get rid of the notification. But it's something that has worked for a lot of folks.

[00:09:09.700] - Chloe Thomas

SMS on your test list for 2021? Or with those results, it certainly sounds like it should be. Now, I'm a huge fan of both A. Learning from your customers and B. Working out the right balance between retention and acquisition.

[00:09:23.140] - Chloe Thomas

Those are two topics we're going to cover a little bit more as some of our experts, other experts give you their opinions as we go through this episode. But before we get into more on those, we've had both Chris and Corrine recommending trying lots of marketing channels and platforms, the more the merrier.

[00:09:41.240] - Chloe Thomas

Well, Rand Fishkin from SparkToro is here to advise a very different approach.

[00:09:49.020] - Rand Fishkin

I think if you want to grow in the year ahead, the best thing that you can do is find a marketing channel at the intersection of three things and invest consistently and heavily in that marketing channel. And that channel should meet these three criteria. Number one, it is something you personally care about and are passionate about, because I'll tell you what, I have never seen anyone invest in a channel and say I hate Instagram.

[00:10:18.090] - Rand Fishkin

So dumb, just stupid God. But I guess I got to post some pictures there and then be incredibly successful on that platform. That never happens.

[00:10:27.300] - Rand Fishkin

What happens if someone says, gosh, I'm really into podcasts, and then they do a great job building podcasting as a marketing channel for themselves, or they're a great writer and they really enjoy blogging or they're a great contributor to other people's sites or they're great guest or other, whatever it is, you find at that point a passion.

[00:10:43.810] - Rand Fishkin

Second one, second criteria. It must be somewhere where you can contribute unique value. What I mean by unique value is not just something that's good in high quality, but differentiated from what everyone else is already doing in that field and channel.

[00:11:01.170] - Rand Fishkin

So if you have a pitch that is, oh, I see that this area of interest to my potential customers or this potential audience is not being done or not being done well. And you believe you can do that in that medium. Awesome. That's criteria, two.

[00:11:19.230] - Rand Fishkin

And then criteria three, you have to do this marketing in a place where your customers already pay attention. So if your customers, your audience doesn't listen to podcasts, it's not a great channel.

[00:11:31.410] - Rand Fishkin

If they don't use Instagram, that's not a great channel. If they're not on Twitter, don't use Twitter.

[00:11:36.420] - Rand Fishkin

If they, generally speaking, don't search for the problems that you're solving because they don't know to search for it because you have a very new product or you're in a new sort of field, then don't use SEO.

[00:11:49.530] - Rand Fishkin

In fact, my startup, I don't use a lot of SEO for SparkToro because people don't search for audience intelligence and audience research tools. They don't. So instead, my SEO is around the problem space. Right, rather than the solution to it. And a lot of what I do is brand marketing and digital PR to talk about it rather than trying to be somewhere where my customers are not. You hit those three criteria. Area of interest and passion, unique value, and somewhere your customers actually are. You're going to have a good time in 2021

[00:12:26.970] - Chloe Thomas

Rand puts it so well. Focus is always going to pay off for you. He's Kunle Campbell from 2x eCommerce, with a very different way to get focused.

[00:12:37.440] - Kunle Campbell

Build an audience, you, you have to understand that your business hinges on an engaged audience, that's the sole message. It doesn't necessarily only hinge on your product. So you have your product at the core, your products at the core, and the stories you tell about your product and the content you put out there about your product really determines how much attention you get and the moment you get attention. Don't lose the attention. Use that opportunity of grabbing attention to grab assets.

[00:13:20.280] - Kunle Campbell

Now, the assets, the easiest assets you can grab, obviously, is email and pixel data and build on that when you grab their email, put them through lifecycle marketing campaigns have that relationship with them till they make a purchase and they continue to have that relationship with you, a two-way relationship with you. So there's a transactional relationship. So any time your products require utility from a consumer standpoint, your top of mind. So essentially the big takeaway for any serious direct to consumer eCommerce business right now in 2021, moving forward in 2022, is how are we going to build out content that's magnetic enough to attract attention?

[00:14:18.300] - Kunle Campbell

And when we attract attention, we will just seize that opportunity to get in there details and continuing to nurture that relationship. It's really attention nurture, purchase. It is the biggest, biggest, you know, take away for 2021. Now, when we talk about content, traditionally, a lot of people, a lot of marketers, you know, typically think about or let's create a blog post, you know, or let's write content.

[00:14:53.220] - Kunle Campbell

No content could be video. Video is one of the easiest forms of content that can be consumed, you know, quite easily. So think about a visual content strategy, especially in a consumer space. And also given the fact that people's attention spans are reducing and you could create micro-content, you know, 60 second videos, there's Instagram reels now that actually still impacts value on people. So my major takeaway really is, think about content from a broad perspective.

[00:15:35.430] - Kunle Campbell

Content could be a newsletter, for instance. It is anything that attracts an audience that's, you know, really has your attention and you can transact with them, and building that out will be super important. So take a benchmark right now. Right, of your list, whether it's your, you know, your audience list and your Facebook, whether it's, you know, your email list and benchmark that out on a monthly basis, charts how it's going.

[00:16:07.800] - Kunle Campbell

And you'd find a correlation between the size of your audience and your bottom line, your revenue. That's my major tip for 2021. And best of luck moving ahead.

[00:16:22.520] - Chloe Thomas

Thanks, Kunle, attention, nurture purchase, and if a larger audience means greater sales, how are you going to grow your audience in 2021?

[00:16:33.560] - Chloe Thomas

Right. We have a lot of marketing based advice so far, so I think we should change the pace up before we get back into marketing later. So let's have a think about Ops. Ben Woodward joins us from Smart Freight and he's advising that it's all about getting the right transport partners in place.

[00:16:52.490] - Ben Woodward

Look, partner with great transport providers and transport providers that deal with your business line and be that small goods, large goods. Just make sure that they can deliver to the regions that you are selling to, but also make sure that the pricing and also their offerings are what you desire in your business as your business grows. Can these transport providers grow with you? Do you need to look for alternatives or specialty delivery networks within your own jurisdiction bills some internationally so?

[00:17:26.060] - Ben Woodward

So make sure that you've got great transport providers and also perhaps a shipping platform that's connected to those wonderful transport providers.

[00:17:36.480] - Chloe Thomas

Well, one way or another, you have to get the product to your customers, and if you have the right partners, it's going to deliver a better experience to those customers, which should bring you more sales in the future. Building on the great experience leads to sales angle. Let's hear from Derric Haynie of eCommerce Tech next.

[00:18:00.370] - Derric Haynie

If you're at the right stage of business, there's one thing that I just think that I have the math. 93% of brands are not doing it properly. We did a giant study of five hundred of the top eCommerce brands. And it's just so simple to say and it's relatively easy to execute on. It's a slightly more complex than sending a marketing campaign. I'm talking, of course, about Live chat. Chatting with customers in real-time, especially the pre-sales customers.

[00:18:23.440] - Derric Haynie

And if you are a Shopify plus or if you're on magenta too, or other platforms, I want that chat bubble to pop up on the checkout page if they freeze there for two minutes or more. Right, because they're maybe they're losing their payment information.

[00:18:37.180] - Derric Haynie

They're trying to see if they're going to be home on the day that it shifts. You're starting to lose them, but they want to buy it from you. And so having conversations with people right before they purchase highly increases conversion rate, and it's totally worth the time of your your agents. It

takes a little bit of time to strategize and set it up properly. And a lot of people worry it will bloat customer service inquiries. But the truth is, it increases your revenue per customer.

[00:19:02.710] - Derric Haynie

It increases average order value, lifetime value and conversion rate. So it more than pays for itself. And when done properly, it will not bloat customer service. It will simply answer the questions and solve the objections that people are having to make them purchase. So I want to see Live chat actually properly done in 2021. It's not being done right. In the past. Sending people to email from a chatbot is not proper, leaving them hanging with no person to actually respond.

[00:19:30.160] - Derric Haynie

That's not Live chat either. Needs to be a real response within 90 seconds and you can do this. Any brand doing over five hundred thousand a year can properly invest in Live chat. It can be done today and it'll grow your store.

[00:19:43.510] - Chloe Thomas

Live chat. Well, it seems like a no brainer to me, get that live chat installed and working, learn from it, grow the sales, and steal a march on the competition, too. If you want to know more about live chat, we have a whole episode on it again over on the Keep Optimising podcast. We'll put a link to that in the show notes.

[00:20:00.880] - Chloe Thomas

We're going to give you a little reminder of our sponsors now, but don't go anywhere because we've still got five tips to go where you're going to talk about product marketing and a few other topics too.

[00:20:13.320]

eCommerce MasterPlan is supported by some of the greatest companies in the eCommerce sector. He's a reminder of who.

[00:20:21.300] - Chloe Thomas

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. That's why Klaviyo, the ultimate eCommerce marketing platform, is used by over 50,000 eCommerce brands around the world.

[00:20:56.290] - Chloe Thomas

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[00:21:07.480] - Chloe Thomas

Let's get right back into it with Matt Edmonson.

[00:21:11.440] - Matt Edmonson

I think the fundamentals have stayed the same, and that is if you want to grow your eCommerce business in 2021, just like in 2019, you have to focus on products. So you have to have a product fundamentally that people want to buy. And just because we've come out of pandemic or lockdown or hopefully we're going to come out of pandemic lockdown, doesn't mean that you're instantly going to be a success online.

[00:21:33.640] - Matt Edmonson

The same rules still apply. Find those products that people want to buy and get them on your site in a way that makes people want to buy them. So focus on your content, get your content right, your sales copy right and get really good high demand, high converting products on your website. That would fundamentally be my top tip for 2021.

[00:21:58.470] - Chloe Thomas

Get the right product with the right sales content, no reason any of you can't do that one. We've had a few recommendations to go after new customers and grow your audience. Well, Rytis Lauris from Omnisend makes the case for focusing on existing customers instead.

[00:22:14.440] - Rytis Lauris

Focus on your existing customers. Crisis will not go away in 2021. Either the vaccine is there or not, but we will still feel the economic impact. I mean, society will feel the economic impact. So what usually happens during all the crises that customers shoppers will link way more to buy from the brands they know they trust. So that's a trend we saw 10 years ago, and that's a trend we saw currently in 2020. And we believe it's going to be a trend for 2021.

[00:22:45.610] - Rytis Lauris

So you as merchants, as business owners, as marketers should be focusing more on your existing customer base, working with them, retaining them as it's always way cheaper to retain your existing customers than to acquire new ones. So I would say my main tip for customer retention than a new customer acquisition, has raised a lot of value in your existing customer base. Send emails, send SMS

messages, push notifications, even run your paid ads more to your existing customer base like user retargeting techniques not only to retarget the visitor product, but in a broader way just to reacquire, retain your customers, which have already experienced your good quality of a product or service.

[00:23:28.340] - Chloe Thomas

And that's how that great customer experience and product helps again. Here's Jessica Totillo Coster from eCommerce Badassery, pulling together a lot of the themes we've already explored and with some tips on how to put it all into practice too.

[00:23:44.840] - Jessica Totillo Coster

So I struggle to come up with a singular top tip here, but I think these two go together really well and that's putting your customer first and being nimble. With so much room to grow still in eCommerce and so many changes ahead of us. It's going to be super important to pay attention, dig deep, and really understand our customers and be able to adjust and take action to meet those needs. For instance, while we know that younger generations are generally very brand loyal, when it came to the pandemic, people were focused on availability above all else.

[00:24:24.320] - Jessica Totillo Coster

The positive side of that is there was a lot of discovery of newer, smaller brands, but ultimately it's not enough to just exist. eCommerce and customer behavior is a living, breathing organism. And we as CEOs and marketers need to be along for the ride. And this trickles down across the organization into everything from inventory management and operations to email marketing and social media. The status quo just isn't going to cut it. Coming from corporate, that's my background, you'd hear people say, well, we're going to do what so-and-so says because they sign my paycheck, and that's certainly true to an extent.

[00:25:06.000] - Jessica Totillo Coster

But really, it's your customers who sign those cheques. So they should be the ones calling the shots. At this point in time, it seems like the majority of the chaos has leveled out, but I wouldn't expect things to go back to the way they were before and it's more likely will continue to see things shift and change, maybe just not as quickly as they did in mid 2020. So the question becomes, what does that look like for your business?

[00:25:35.020] - Jessica Totillo Coster

The first step, do a post-mortem on your 2020 experience. What worked well, what didn't what did you screw up and what did you miss? Get as many perspectives from throughout your company as possible, because everyone is going to look at this from a different lens based on their day to day experience and create an environment that allows for progress. We can't go through our life or our business in an echo chamber. Once you have a handle on that, it's time to make that customer

experience better, and that can include revamping your tech stack, reallocating internal resources and even changing the way you buy inventory and what your product assortment looks like.

[00:26:17.310] - Jessica Totillo Coster

Ultimately, if you make your business about your customer instead of yourself, you have a pretty good chance of coming out on top.

[00:26:25.730] - Jessica Totillo Coster

Making your business about your customer, not yourself, sounds easy, but it's hard to do, but very powerful if you get it right. OK, let's build some more on lessons learned in 2020. Here's on an offline retail specialist, from Gift Biz Unwrapped podcast.

[00:26:43.070] - Sue Monhait

2020 ended up being different. Obviously, eCommerce became the major and in many ways the only way people could conduct business, which was awesome because eCommerce should be a part of everybody's marketing strategy and business strategy overall. But moving into 2021. We need to be careful and I caution everybody not to go backward. We learned so much in 2020 about the importance of being online, perfecting our systems, communicating with our customers. Many people, you guys, is this the first year you ever did Facebook live because you were always afraid to before?

[00:27:24.250] - Sue Monhait

So my recommendation is we're moving into 2021 is don't retreat back to what you did before you had to stretch out of your comfort zone last year, and that was good for you long term. So now build upon that. For people who are part of the group that I work with. Yes, we're going to be going back to craft shows and opening our shop doors again where people can walk in.

[00:27:50.470] - Sue Monhait

But let's make sure that we have a way to capture emails, then communicate with people regularly, whether they're your customer or not. Prospects are what you want. That's the way you grow your business. And by all means, keep your website active, open, and marketing to the website through your social media sites so that you can continue to grow on what honestly had been a challenging year. But in the end, the bright side can be we've learned more.

[00:28:18.340] - Sue Monhait

We've put ourselves out there to do things we never thought we'd do. We were forced to put foundational elements in place for our business that now are there and we can use those to get stronger moving forward in twenty, 2021.

[00:28:33.350] - Chloe Thomas

Yes, yes, please do not start from scratch this year, please rather build on everything you achieved, were forced to test and, so on last year, take it to the next level in 2021, let's see what you can do.

[00:28:46.460] - Chloe Thomas

OK, we're going to wrap up this Top Tips episode with Lucy Bloomfield from 10,000 Customers.

[00:28:53.780] - Lucy Bloomfield

So this was an interesting question for me to think about answering, because usually I'd be talking about the latest sales channel or really cool results that my clients are seeing that maybe other people haven't implemented and could get value from. And it's funny because with covid and everything that happened in 2020, my whole decision-making horizon has changed.

[00:29:18.840] - Lucy Bloomfield

I don't think we have the luxury to launch things, you know. Months in advance, because this world is potentially going to change again and again and again, we don't know how many times we'll have viruses or pandemics or situations where we're locked down and we can't travel. We can't predict that.

[00:29:37.550] - Lucy Bloomfield

If anything, if there's one thing that covid has taught us is that we couldn't have predicted that it would be like this and the ramifications that it would have on our businesses.

[00:29:46.580] - Lucy Bloomfield

And so I think really what I think about in terms of 2021. Yeah. Grow your business like cool. Go do Facebook ads, go do email marketing, go do all the things that you know you should be doing in your sales ecosystem that you're not yet. But also think about like what if all that goes to shit?

[00:30:05.300] - Lucy Bloomfield

What if it doesn't work? What if it's what if you can't get product into your country? What if your manufacturer shuts down? What does that look like? How do you risk mitigate that? It was really interesting, actually, because I met a guy the other night who had a six hundred thousand dollar information products business and he knew that I was in eCommerce and he was telling me about his product business. And he's like, yeah, we operate at 50 to 60 percent profitability and you can't see my face, but my jaw dropped.

[00:30:35.300] - Lucy Bloomfield

Right, because product businesses, they don't have a lot of profitability. And I was like, hmm. That's really interesting. I wonder if that would be a really good strategy to have in place in case Australia wouldn't accept packages from China or US was a shipping stock to Australia like it did this year? And so I think 2021 is actually going to be really looking at. Okay, so what if pandemic's a kind of a part of the environment now, what would we do if that was the case?

[00:31:05.500] - Lucy Bloomfield

What could we do to add pure profit to our business, selling things that don't necessarily require us to ship our physical products?

[00:31:21.120] - Chloe Thomas

A nice curveball there to end on and huge thank you to all my experts for taking part in this. It was great catching up with them when we did the recordings and is even better being able to bring you all their advice, which I think you'll agree is quite, quite eclectic in this one. Quite a lot going on there. So lots for you to pick from. In summary, we're certainly heading into another unpredictable year. So I think the summary of all those tips is to focus on your strengths, connect with your customers and mitigate those risks.

[00:31:51.450] - Chloe Thomas

It's going to be an interesting year ahead. And we with the eCommerce MasterPlan and Keep Optimising podcast, we're going to be here throughout to help you get through it. To get your hands on the notes from today's show, including links to our experts, various free resources. And that full transcript of the episode, head to [eCommerceMasterPlan.com/podcast](https://ecommercemasterplan.com/podcast).

[00:32:11.640] - Chloe Thomas

Hopefully, this episode has inspired you rather than left you feeling overwhelmed and with a huge to do list. Either way, you should be signing up to our very special 2021 planning webinar. It's happening next week. It's going to be all about getting yourself organized to make 2021 a success. I'm going to be covering how to set your goals for the year. A couple of systems you can follow to help you work out what you should actually do to hit those goals and a few tips around getting organized so it all actually happens as well.

[00:32:44.550] - Chloe Thomas

Hopefully, you've now got Christmas and the January sales fully out of your hair, which will make next week the perfect time to get organized for 2021. Save your space for free right now by heading to [eCommerceMasterPlan.com/webinar](https://ecommercemasterplan.com/webinar).

[00:33:00.660] - Chloe Thomas

The whole of our 2021 eCommerce growth series sponsored by Klaviyo is now live. So if you've not yet listened to it all, now would be a great time to go and listen to all the other episodes. They're numbers, 306 to 313 inclusive.

[00:33:15.360] - Chloe Thomas

We've had a blast recording it and pulling it all together for you and I hope you've got a lot of good inspiration from it. Do you let me know what you found most useful? Because I would love to know social media via the website, etc. All are good ways to get back to me on that.

[00:33:28.980] - Chloe Thomas

From next week. We're going back to normal. That means just one brilliant guest interview a week coming out on a Monday. And we're starting off with our first chat with our 2021 startup story. This is something we did for the first time in 2020, and I know you guys enjoyed it. So we are going to be following another startup through their first twelve months of existence.

[00:33:52.110] - Chloe Thomas

This time, it's a store being built by someone with some serious eCommerce pedigree. So I know there's going to be lots for us all to learn, even though it's just a startup story. And in fact, I know there's lots for us to learn because I've already recorded the first one and I learned a lot whilst doing the interview. So watch out for that next week.

[00:34:10.860] - Chloe Thomas

I bring you a new interview every week because I want to inspire and help as many eCommerce business owners as possible to succeed and thrive with that business. So please do tell the other eCommerce business owners, you know about what we're up to because I'd love to help them as well. I hope you have a great week and never forget to Keep Optimising.

[00:34:33.000]

Thank you for listening to the eCommerce MasterPlan podcast. Find out more at [eCommerceMasterPlan.com/podcast](https://ecommercemasterplan.com/podcast/).