

BEST YEAR YET 2020 | WEEK 5

2020 + Beyond Industry Trends

REVIEW

What really worked for you in 2020 as a whole?

What didn't?

Where else are your customers shopping? Why do you think they go elsewhere, what are they looking for?

What is your customer looking for that YOU could add or offer? Or what communication or customer service opportunities are your customers are looking for?

CUSTOMER EXPERIENCE

Do you offer product, trend or life education to your customers to give her value outside of buying a product?

Is your brand inspirational in any way?

Is shopping with you convenient?

How could you make it more convenient to shop, return, find value or use savings?

PAYMENT OPTIONS

How are your customers paying most often now?

What is your AOV per payment solution?

(Example: \$100 with Sezzle vs \$75 with Shopify Payments/Credit Cards vs \$50 with cash)

Have you polled your customers to ask what payment solutions they are using or like most?

What are you paying in merchant services fees? Keep a document outlining each solution, fee's and where you can find savings.

SUSTAINABILITY

Where do you see the most waste in your business?

What can you do with trash waste?

What can you do with unsold inventory?

How can you involve your customers in this conversation and process?

What conversations could you have with vendors about waste?

Could you run any promotions or events with customers around donating, giving back, recycling, etc.?

PERSONALIZATION

How much more detailed can you make your email, text, messenger bot or postcard/phone call segmentations (BYY WEEK 4)? You can segment for ANY communication channel.

Can you enhance your email automations?

How will you begin exploring advanced SEO and voice commerce?

Is there a way you can use MORE video and reach your customers on a deeper level?

BEING DISCIPLINED

If a recession hit tomorrow, would your business be ready?

Do you feel good about understanding the reports you're running in your business?

Do you understand what pays the bills in your business - your core inventory?

If you had to survive selling only 3 things, what would they be?

How are you adapting to change quickly?

Where is your time best spent, and where is it wasted?

What vendors and vendor relationships matter most?

If you only had two channels to use to communicate with customers, what would they be? What marketing pays the bills, and what is just a distraction at this point?

What will make your customers loyal?