



Channel Mastery Podcast, Episode #57: Kristin Carpenter-Ogden Interviews
Carter Jensen of Fallon and omnitalk.com

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- Kristin C.: [00:00](#) Welcome, everybody to the Channel Mastery podcast. Kristin Carpenter-Ogden here. I'm so happy to have some of your time here today. Looking forward to kicking off a new set of content that we're putting together between September and December 2018 that is designed to help you optimize your channel strategy to finish the year strong. Obviously, we just finished the Labor Day holiday. We're heading into the Black Friday run, and we have holiday. I have a great expert to share. He's actually a returning guest. I welcome Carter Jensen back to the show. Welcome, Carter. It's great to have you here.
- Carter Jensen: [00:31](#) Thank you so much for having me back. It's always good to be here.
- Kristin C.: [00:34](#) We have so much cool exciting things to talk about, everybody, with you today, everybody. Let's start by having Carter reintroduce himself to you if you've seen him before, because he's updated I think a few things on what he's doing. For new viewers, welcome to our show, and this is Carter Jensen.
- Carter Jensen: [00:51](#) Yeah. Thank you so much. Some of the new stuff, I really ... Well, I guess I'll rewind here. I've spent the last eight, 10 years in the advertising industry in one way, shape, form or another. In the last five, six have really honed in on the world of retail. I've taken my digital advertising experience, combined that with retail most recently. I've gone and really harvested the new things that Amazon is offering. Helping my clients not only get their products onto Amazon, but really hone in on the advertising capabilities that are being introduced each and every day. Also, looking from a digital standpoint in working

with the social platforms like Facebook and Instagram to make sure my clients are showing really strong on both those platforms, both in the paid and organic standpoint.

Kristin C.: [01:28](#) You're just the perfect guest for how we're going to kick off this series of content. We're basically going to be focusing on an article that came out September 3rd in the New York Times and the headline is "Hard Lessons (Thanks, Amazon) Breathe New Life Into Retail Stores." There's a lot of upside for brick and mortar retailers that obviously will benefit the brands that are listening today as well as the retailers obviously. What you want to do is tap in to Carter's wealth of knowledge to really put together a strategy that will suit your Omnichannel target consumer. That's going to include a lot of different channels. Not all channels, but the channels that make sense for your target consumer. Let's riff a little bit about this article. Shall we, Carter?

Carter Jensen: [02:10](#) Yeah, totally. Totally. I think it starts out with some actually good news when we think about physical retail stores too, which I think is a breath of fresh air for a lot of us who are listening. I think we've always been struck down by what's known as the real apocalypse and how every physical retail store is dying, but that's not necessarily the truth right now. We actually are seeing some really good numbers.

Kristin C.: [02:28](#) It is, and I understand from the article, and the links will all be in the podcast notes as well as underneath the YouTube video, so you can reference this article yourself in The New York Times. I love that one of the biggest points out of the gate is yes there was a consolidation, but that's actually going to really benefit those retailers who are still in the game. I think that those retailers looking back at the ... I guess it as mid-year that that Deloitte study that came out that really positioned or book ended rather success in retail with discounters as well as high touch, high end, luxury, truly experiential retail. What we want to talk about today is how to really engine an experience for your brand that's memorable and shareable across multiple channels.

Carter Jensen: [03:12](#) I loved that positioning too. To go in a little bit more on that. You see these bookends, and then you see the companies in the middle who really faced maybe some of the poison that's happened. Just to reiterate what you just mentioned there, you have these bookends of success that we're seeing within the retail landscape. You have some retailers who are really finding a ton of success and love from their custom base, are becoming more of a McDonald's or drive-through experience. It's all about efficiency. It's about speed. It's about getting it now. It's matching that Amazon type thing where you know what you

want. You want to get it quickly, and you want exactly how you would like it. Right?

- Carter Jensen: [03:49](#) Then, you have this interesting other side of the spectrum. Right? You have a lot of success there, but then you have this other side of the spectrum where it was mentioned in this article is like Tiffany's and things like that who at their new flagship store are serving a \$40 breakfast. There are lines out the door just to sit within a Tiffany's store, breakfast at Tiffany's style. You see this high-end concierge type of experience, which is really taking off too, which is almost the exact opposite. Now, we're going to have the opportunity I think in our conversation to go into some examples on each side of that. It's the stores in the middle that have had a ton of problem. Now, there are that still some exist. You look at Macy's and J.C. Penney who are trying to figure out, "Which side are we going to do? Are we going to try to do both? Are we going to try to be the high-end experience? Are we going to try to go convenience?" I think they got stuck stuttering, and they're feeling that by some of the closing stores and the downward sales.
- Carter Jensen: [04:37](#) The retailers who have been able to really hone in on one side or the other, and in some cases both with some of the larger retailers, have seen a ton of success as been highlighted within this piece.
- Kristin C.: [04:46](#) Right. We now have I think a benchmark to look back on around understanding what works. Would you agree with me that a Macy's, having that mushy middle-ist approach strategy like they're trying to be everything to everyone. I think what resonates with consumers today if we look at trends around consumers wanting to buy from companies that really align with their values. Not only do they want to buy the brands that align with their values, they want to buy through a retail experience that aligns with their values. I feel they're choosier than ever, and every part of the process is becoming part of their identity now.
- Carter Jensen: [05:19](#) Yeah, total. Not to pick on Macy's even further and some of the other publications I work on. I've been very transparent with some of my past experiences at Macy's. Not to completely make this about a personal experience, but I think being a younger demographic and a shopper that is lucky enough to spend some money at a store like Macy's, the experiences have just been horrible. I always get on top of it in terms of not only do you have to find a place to park in the mall, you have to find your way in, you have to find the right person at the right section in the right department. It goes on and on and on. For Macy's, A) they're not convenient. Right? On the other side of things, they're not the experience that we're looking for.

- Carter Jensen: [06:01](#) It's the new consumer experience. They're looking for that one-on-one personal touch concierge experience that they're not able to replicate. Bringing it around Macy's and maybe zoom out a little bit, they're not the only ones within this mushy middle ground. As you're seeing a lot of those big box retailers have a really hard time figuring what that identity is, and ultimately failing because they're not able to get to one side or the other, once again, the convenience side or the high end experience side quick enough.
- Kristin C.: [06:25](#) One of the points in the article is Target basically reporting that they're picking up toy customers from the loss of Toys R Us. Can you talk a little bit about the changing I guess store format or approach that Target has deployed that might have brought in some of this customer base? Because I think that's going to be a strategy that some of our viewers and audience will want to consider for their own companies.
- Carter Jensen: [06:48](#) For sure. The Toys R Us example is perfect, because some of the retailers or retailers who are going to come out on top are going to benefit from others who are failing. Target is interesting. Part of it is I think a smart strategy. Other part of it is a forced hand simply because they have so many huge physical stores across the country. They're forced to utilize those in some way. I love to show Target as an example who have been or someone who has been able to actually achieve both ends of the spectrum that we talk about. We look at the quick turn convenience, you look at they're development of Cartwheel and of other applications that are really bolstering that quick service type mentality that the new consumer is looking at. I can find something on target.com or via the Target app. I can choose it for pick up, and on the way home tonight, I can stop by any one of the Target retailers, park in front and have it ran out to my car, and that's a really awesome experience.
- Carter Jensen: [07:38](#) Now, on the flip side, the Target store is something too to not forget about. The Target store is not the same Target store we're used to 10 years ago. They have really gone head-first into building up the experience. Everything from their new home furnishing section to introducing a new line of grocery, to doing this whole renovation that's sweeping across the country. If you want to go pass that customer service center, if you want to get out of your car and go into the Target and experience Target like you've always loved it, there's there and it's ready for you. I think Target's been able to invest on both sides of the spectrum in a really interesting way, ultimately coming out on top, and reaping the benefits from the retailers who haven't been able to make that shift fast enough like Toys R Us.

- Kristin C.: [08:16](#) Right. That's kind of the point I'd like to bring up because I really see you as a digital specialist in terms of discovering, nurture, conversion. That to me, it's the type of engagement channel that we can move on a dime. We can be nimble. A large part of the people who listen in to my show, I don't think have the capability of a Target, but they do have brands in their stores that do have the capability to invest in the experience with them. Part of that is digital. Part of that is understanding how they can tap into a brand that they carry in their store. That particular audience that is in the community that belongs to maybe The North Face's list versus Pine Needle Mountaineering here in Durango. Can you talk a little bit about maybe layering a couple of digital tips around maybe how to drive traffic into a brick and mortar store in Q3 and Q4 2018.
- Carter Jensen: [09:07](#) Yeah, no. That's a great question. I think it's easy to say we're not Target. We don't have the millions and millions of dollars to quickly turn on a dime and make these new custom interfaces and things like that. We live in an incredible time, and that's why I love to tell our clients a lot too is the fact that we live in a time where there are tools at our fingertips where no matter what the scale may be, no matter how many products you might have on the shelf, no matter big or small your brick and mortar retailer is, you're able to capture this new consumer in the way that they want to be captured. That's what is so exciting about that.
- Carter Jensen: [09:36](#) I have a couple things that I always love to talk about, and maybe to toot my own horn a little bit, but you're able to get up and running on Instagram and Facebook in a matter of minutes these days, targeting audiences that are directly around your store. Maybe that's within five miles of the zip code, or maybe that's within just a couple blocks of your brick and mortar store in a small town. Now, you're able to target those people in incredible ways even beyond location as well. You're advertising not only the products, but the experience that you have within the brick and mortar store to the right people. I mentioned locally, but also through those other demographic targets. Also, on a platform that they're spending five, six, seven hours a day on. Simply the fact that you're able to intersect them at so many points in the day, driving them all to this brick and mortar experience that your brand has worked so hard to create. It's an incredible thing.
- Carter Jensen: [10:23](#) I think it goes without saying it's a tool that everyone should be investing in. If you're not investing in Facebook and Instagram ads, it's some of the best buy and best money you can invest in advertising today. We'd love to help you with that. The other thing too is that we always put some of these companies like Target and even Amazon up on a pedestal. Right? We say, wow,

that Amazon Go store is really incredible. I wish I could do that. Right the truth is it is incredible. They've invested millions and millions of dollars in creating these incredible experiences, these very technology focused or technologically advanced experiences that match perfectly with the demands of the consumer today, but there are companies that allow you to do very similar things to Amazon Go within your brick and mortar retailer right now.

Carter Jensen: [11:07](#) The baseline ones are working even with Square registers or things like that. There are even different ways to do seamless contact list payments, tracking all your CRM data. We will do a lot of things simply with just a Square and your customers that are already coming in. The other thing is we're seeing a ton of startups. An example is standard cognition coming out of the west coast now. They're allowing small brick and mortar retailers for a matter of a couple hundred dollars and a licensing each and every month to be able to install actual Xbox Kinect machines in your ceiling and have a very similar experience like Amazon Go. Now, am I saying that's necessary for today? Am I saying you should go out and invest in the startup or buy that? Definitely not. I think the point of it is that we now as retailers have ways to meet the new consumer, meet the demands of the new consumer in incredible ways that should not just be limited to the biggest companies in the world.

Kristin C.: [12:04](#) Well, what I love about the specialty spaces that Verde serves is that we try and really help with this programming that we've put together on Channel Mastery is. What they know really well whether they are multiple decades into it or whether they're brand new, they know how to take a message from a big brand nationally and almost put a regional dialect to make it work in their local community. These retailers have that, and I think the brands are taking notice of that more and more. If you look at the growth of Promoboxx for example.

Carter Jensen: [12:38](#) Total.

Kristin C.: [12:38](#) They have a hugely growing database of retailers and brands in our spaces doing that. They're also in other markets too. The point being is you take your approach that's always worked in your community, and now we're saying layer on some digitization to it. Test and learn. It's not going to be for everyone, but one thing that I will tell you is it seems like investing in your people is really what's going to continue to bring people back into your store. They want to feel like it's a family. Ultimately, brands are really I think starting to value that regionalization and that community feel that really good retail stores bring from an experiential standpoint in our [crosstalk 00:13:15].

- Carter Jensen: [13:15](#) You mentioned the people side of things. I think it's important to note, too, is the fact that, yeah, right now I highlight the idea of being on Instagram and Facebook and maybe some of these new tools, bringing customers in your brick and mortar store, but that brick and mortar experience also has to be some of the best it's ever been. Right? Invest in your people. People are looking for that concierge service. They're looking for that convenience service. You're looking for that retail experience that is now thinning a little bit, but people still want to shop. They still want to go in. They still want to see the product. They want to interact with those amazing employees that you have there, the experts in their field, to really purchase something that they trust and fills a value.
- Kristin C.: [13:50](#) Right. Again, what we're trying to do is enable you to deliver that through other channels other than just in person, but it's the same approach. You want to basically invest in your people and really invest in the approach of how you're being a resource to the people that you're serving there. Can you talk a little bit from a broader market perspective around how brands are helping regional retailers outside of our market? Obviously you work with brands in different industries. Do you have any examples of how brands are trying to bridge into either franchises or local retailers and really bring the weight of their brand investment or their influence or community or whatever it is into that store to make it a more successful sticky experience or more shareable even?
- Carter Jensen: [14:39](#) Yeah. I have a little bit of things I can share specifically about how people are doing that. Right? You look at some of the bigger retailers. I always like to look at ... Best Buy is a really great example. I know that's moving from an interesting space to more of a technology space. You look at over the last 10 years how the Best Buy store has evolved from simply being rows and rows of blue and yellow shelves, to now more of a, with lack of better terms, a fanfare of brand showcasing their value. Apple was one of the first ones to come into play there. What Apple did is they said, "Hey, we have an incredible brand. We have an incredible experience. We've invested so much into this. We don't necessarily just want to put our products in the shelf." They actually build small Apple retail stores within each and every Best Buy across the country. They've been able to take that weight and that trust and that brand and bring it into a retailer to really showcase the value there.
- Carter Jensen: [15:29](#) Now, Google and ... Google was close to follow it. Samsung was close to follow it. You look now at any Best Buy store, especially some of the ones that are further on terms of modernization, and you walk and basically it's a store full of branded space. No major brand doesn't have a 10 by 10, or a 20 by 20, that they've

been able to bring in and actually build within this experience. I think from a physical standpoint, that's a really good example of brands who've been able to really use their weight to affect a traditional retail environment.

Kristin C.: [15:59](#) It's an interesting point because we've had store within a store in our industry for a while. I want to put a counterpoint there, maybe figure out a way to look at it from where we are today in late 2018 or heading late 2018 and 2019, but essentially we've seen some of the major brands come in and put real estate within these stores. Then, I think it's almost taken away a little bit of the creativity of the retailer when it's an independently owned shop, et cetera to serve that community. I think that the spin or the take on this would be if you have the opportunity to build that, and I know that companies are shipping in product and special displays that are not necessarily like a year-round retail assortment within a store or a store within a store. It's almost like you still have to take as just if it's branding or anything else, you have to make it work for your community.

Kristin: [16:51](#) You don't have to like take it just because a brand sends it to you because I do feel like there's a lot of like stamping and efficiency and here's yours and here's yours. That's a kiss of death. We are not here to... You know I think become you know a specialized or a north face store. We are here to be like a resource in you know this specialization for this group of people. So it's almost like you have to be very careful not to be overly curated by these brands but to instead curate for your community I think.

Carter: [17:21](#) Totally. When you're seeing in the digital space to right. You're seeing it in the digital space with brands and larger retailers integrating online to which is you know bring up some controversy and some efficiencies as well. So it's not necessarily limited to the physical story there.

Kristin: [17:35](#) Right. So lets... You know before we kind of hop off the story here with the opportunity. I thought that it would be interesting to maybe wind up by saying there's a really good quote in here from the Wharton professor. That basically most people want to spend less time shopping not more but at the same time I think shopping is like almost a commodity exercise. They want to go out and have an experience, which is everything that Carter has been offering today and that's something to really remember. You don't want to have traffic for the sake of traffic.

Kristin: [18:08](#) And one of the things I think that we all have the opportunity to seize right now is new customer acquisition through last mile opportunities and that obviously has like a huge... Digital brings a huge bearing on that, but having a process in place for your

store that basically capitalizes on people wanting to do and store pickup is a great way I think to bolster your email list or you know talk to us about different ways to kind of capture that new consumer and then keep them nurtured.

Carter: [18:37](#) I think it's important to talk quickly about what has created this new consumer and ultimately you can put the target right on Amazon's back who's been able to say "hey we just are used to two-day shipping and if I can't get it today like maybe I don't want it maybe I'll look for something else". So it's this new gold standard that Amazon has drilled into consumers across the country who just expect it to be seamless expect it to be perfect and that's thanks to the millions and millions of dollars that they've poured into their app ecosystem and their last mile delivery ecosystem.

Carter: [19:08](#) So I think you bring up a really good point of how retailers of today need to serve the customers of today and a lot of that is through the quick fulfillment and last mile delivery of what that might be. So I mentioned you know one earlier of targets actually you know done a really good job doing store pickup. Walmart's just hired 25,000 people to pick grocery items and deliver a curbside and I know a lot of families who I work with... It doesn't make sense that's like for me personally and it's just me my wife at home but I know so many families who I work with day in and day out who live off that Walmart curbside pickup who are excited to have a van for kids who've ordered the same things, week in week out and now can pull up to Walmart and have a Walmart associate run out there 10 bags of groceries that they get week in and week out put it in the back and they're off and going home.

Carter: [19:52](#) And that's the shopping that no one wants to do anymore and that's the shopping that the retailers who are winning are figuring out how to do more efficiently and more transactionally in more ways that are mandated by the new consumer of today, and if you're not able to keep up with that's that mushy middle ground that is losing.

Kristin: [20:10](#) Right and I feel like going into holiday when people are so time strapped and so challenged with all of the obligations that they have, that the Amazon effect could actually really put a nice veneer on your offering as a retailer or a brand if there's any way that you could make their life easy and just think of the details and then do the follow-up and remember-

Carter: [20:31](#) There's a perfect time. You're not looking for an experience shopping for the 300 holiday gifts you need to buy. You're looking for a transactional quick way to make that happen as painlessly as possible and parking in the back parking lot of a

Macy's and trying to find the right section is not the way to do it.

Kristin: [20:45](#)

Who has time for that?

Carter: [20:46](#)

I know right.

Kristin: [20:48](#)

So while I have you here because you're such an incredible resource with the work that you do with like paid traffic and ads and what not. Can you give us a synopsis of what's coming down the pipe between now and holiday with Amazon, because I have heard rumblings of several new offerings there obviously we've done some coverage on Amazon marketing services. But you're like right there with your finger on the pulse. So if you could give us [inaudible 00:21:09] that would be awesome

Carter: [21:11](#)

Well in the last couple earning statements, the ad offering from Amazon has generated some of the highest growth of all of the Amazon properties. So it's something to not ignore. You know Amazon for those who might not be familiar with it as offering a variety of ad opportunities for not only brands that are selling on the platform but also brands who might not be on the platform at all and it's incredibly enticing for a few reasons. Their ad offerings are actually pretty limited compared to their competitors like Facebook and Instagram but that doesn't mean they're not any less powerful.

Carter: [21:39](#)

So you have the standard banner ads, headline search ads now sponsored products that all cover off on really the different things that amazon.com is offering, but we can also forget about all the other Amazon properties like Twitch and IMBD and Zappos all offering their own ad products themselves that Amazon's able to funnel on all it from a singular point of contact and management.

Carter: [21:59](#)

So that's coming down the pipeline, the interesting thing why Amazon ads are so enticing to so many brands or for a few reasons so they can cover up on a couple of them really quick. One if you've turned on the TV to jump on CNN or any other news source or haven't been living under a rock for the last few months or years Facebook and Google are not the most loved properties in the world right now. Users are still using them but the controversy is massive.

Carter: [22:23](#)

Facebook has been delivering ads to sites that are really controversial and your pre-roll on YouTube might play before a piece of hate speech that might be hosted there and that's not something that brands are okay to doing. The other thing is that oftentimes when you run ads on Instagram, Facebook or even

YouTube or other any other property, you're a ways away from the purchase. It's the difference between advertising on a billboard on the drive inverse advertising on shelf at the point of purchase in a retail store.

- Carter: [22:52](#) So if I'm selling a product on Amazon where am I gonna where am I going to advertise? Amazon. They're one click away from actually purchasing the product. It's a really easy thing to control. The other thing is Amazon is incredibly smart. Now yes basically can Google know the most about us of anyone but Amazon knows everything that we've purchased everything that we've browsed for, they're incredibly smart. And now have access to that data to perfectly position their ads wherever they would like it and that's not just for products either so an example is you know Xfinity buying ads on the boxes of Amazon products that are being shipped to the exact zip codes where their new services being offered. So the opportunities are limitless, and it's not restricted to a single type of customer.
- Kristin: [23:36](#) Honestly like that the duopoly right I mean I actually got a guest on recently Larry Plummer who owns digitus.com. We talked about this a little bit and we didn't get into it as much as I would like, but it's so great to have you here now. So basically from my understanding Facebook and Google and Instagram is obviously nested under Facebook and YouTube is nest under Google, together hold 80% of the revenue and the inventory correct as of right now?
- Carter: [24:04](#) Yeah, and that is still true. I think it's even a little higher. So we to remember Amazon is a small seed compared to the duopoly that you're mentioning, but it's fast growing in Amazon as we all know is not anyone to ignore.
- Kristin: [24:19](#) Well and I love the points that you made about like a shelf talker in a store versus a billboard. That is such a perfect analogy. So your point is you don't necessarily have to even sell on Amazon. We have great examples another New York Times article that came out exactly the same day. Will put in the show notes for this episode as well but it is about Amazon's play into the 88 billion dollar digital ad space, and there's a lot of interesting information in there but one of the key takes is people don't necessarily have to be Amazon sellers to advertise on it.
- Kristin: [24:51](#) As you said with Xfinity there are so many ways to monetize, but that audience is there and they know how to like slice and dice and be surgically precise about like how they're positioning you to them. And I think tell us about the data on the other side of it. Do you get information back from Amazon? Because like backcountry.com in our space one of the things they're so well

known for is, if you are to buy into one of their ad products you get incredible data back that really informs a lot of decisions that you can make in the short term or long term with your marketing dollars. So what about the data on the backside of Amazon? Because I heard they're a little bit like Fort Knox.

- Carter: [25:27](#) Yeah, it is a little bit like Fort Knox but I also think we have to remember that it's still in its infancy right. So if anyone's advertised on Facebook properties or Google properties the data you get is immense. It's incredible the things that you're able to get from that. Amazon is a little different, you're not getting that bunch of data from it. Now I think it's once again it's two sides of the coin right, it's probably the Fort Knox thing. Amazon keeps a lot of their data really close to the vest and potentially that's was leading to a more trusted ad product currently where no one's able to abuse that data because they just don't simply let it go.
- Carter: [25:58](#) The other side of it is that we probably will see some more advanced tools and some more advanced opportunities from a data standpoint as this continues to roll out, but we're looking at their ad manager and the campaign manager really being only a year or two old compared to Facebook who's been at it for a lot longer than that.
- Kristin: [26:15](#) Boy when they connect the dots on that data and make it easy like the same way they make shopping there easy I don't think it's gonna be a long learning curve on this one.
- Carter: [26:26](#) It's not. It's a ton of fun to play and it's really easy for brands to get involved and I would encourage everyone to at least take a look at it.
- Kristin: [26:34](#) All right well and I'd love to tap into you. You know going forward on this topic especially because I have a feeling this is going to be one that's gonna shape the landscape in 2019 for a lot of developers [crosstalk 00:26:44].
- Carter: [26:44](#) It's a lot of fun.
- Kristin: [26:46](#) Looking back just to make sure like as we step away from coverage on this New York Times article for the bullish outlook for brick and mortar retailer. Retailers going through the end of 2018 like anything that we missed there that you want to add or do you think that we covered all the points that we rehearsed.
- Carter: [27:02](#) I think we're going to see retailers, a lot of retailers succeed as we continue to look in the next couple of years. It's the retailers who are really in tune with this new consumer and what that

new consumer not only demands but ultimately just expects from everyone. So I think at the day we are gonna see a lot of really great retail experiences being built out of necessity and those retailers are going to flourish in next couple of years. People who can't move quick enough or are not smart enough to meet the new expectations are gonna fail like they failed over the last five years we've seen in the numbers.

Kristin: [27:34](#) Well let's do everything we can to help the channel masters fall on the right side of that equation and I really appreciate your time so much. It's great to have you as a guest on the show, a regular guest and you bring so much insight and I think a really valued opinion here so thank you so much for your time.

Carter: [27:49](#) Its was my pleasure. Thank you so much for having me.