



Channel Mastery Podcast, Episode #58b: Kristin Carpenter-Ogden Interviews
Digital specialist, Carter Jensen

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**This is the second episode in a 3-part series asking the question, "Why is Amazon OK for the outdoor markets but Walmart is not?" In parts one and three, Kristin interviews John McCoy and Mike Massey. Also check out Episode 56, where Kristin interviews retailer Wes Allen for his take on premium outdoor gear being sold via walmart.com.*

- Kristin: [00:00:00](#) Hey there everybody. This is a special episode of the Channel Mastery podcast. You're gonna get two shows this week, and this first show basically comprises three interviews that I have pulled together to bring the other side of the equation with the walmart.com and Moosejaw news that dropped on August 27th. And, the corresponding article that ran in the Wall Street Journal after that.
- Kristin: [00:00:23](#) Many of us have been living in a crazy zone with all of the press that's been happening. Some great stories have appeared in SNEWS and Outside Magazine. All of the links will be below this video on the Channel Mastery podcast YouTube channel, as well as at channelmastery.com. And, Verde Brand Communications is the presenting sponsor of the Channel Mastery podcast. So, thank you everybody at Verde.
- Kristin: [00:00:46](#) Okay. So, the reason I wanted to pull this show together is I feel like it is really important for us to get re-centered together on the fact that we are here to serve the [inaudible 00:00:58] consumer. We have to put our consumer first. And, I do have some notes here that I'm reading from. We've had ... oh, about, four hours worth of recording today. So, a little glazed over

here. But, I wanted to make sure that I really nailed this and explained what you're about to get in this episode.

Kristin: [00:01:14](#) I want to enable you to understand that when I first covered this, the Friday after it broke on Monday, August 27th, I had Wes Allen with Sunlight Sports, a regular guest on the Channel Mastery podcast. And, Wes, obviously, has 10 years experience at REI, owns a specialty retail shop that's award winning in Cody, Wyoming, and then also spent time as a VP in a very prominent footwear brand in our industry. So, he brings a lot of insight around specialty retail, specialty branding, and understanding our ecosystem.

Kristin: [00:01:47](#) And, we definitely talked about the effect that having a premium brand on walmart.com, whether it was Moosejaw curated or not, was very, very much a challenge for specialty retail. And, brands in our markets, the premium brands that tune into Channel Mastery, thank you, have spent decades building brand equity for their brands. And, ultimately, this show here today is designed to give you another side of the story. Because, I feel like as we're going into this key planning window of Fall 2018, and the key selling windows comprising Q3 and Q4 in retail, it's really important that we understand what walmart.com can actually turn into, or evolve into, in relatively short time in terms of a viable retail marketplace.

Kristin: [00:02:35](#) And, also, just how Walmart is changing their branding. The re-skinning and re-launch of walmart.com, and the Walmart app. And then, talking about Amazon and Walmart and how the outdoor brands fit it, and what's going on right now. But, obviously I hit the specialty angle with Wes, and I really wanted to bring three more voices to the table so that you could have all sides of the equation to consider as you're creating your plan going forward.

Kristin: [00:03:04](#) So, know that, I wanted to make sure that I introduce you to the three guests you're gonna meet today. So, there's three segments. One of them is pretty long, and that's with John [McCoy 00:03:13]. He is a global director at [SAPC4 00:03:18], and that means he's a retail industry value engineer, and also travels the world as a consultant on behalf of SAPC4, which is a global digital commerce software company. And, John's career track was in sporting goods and outdoor prior to that.

Kristin: [00:03:31](#) So, we're so lucky to have somebody like him who's out on the global scene working on this level with major market places and big brands, as well as smaller brands, and also has a lot of fluency in our spaces. So, he's the first interview. And, he's talking about the capability of disruption, and also the speed with which walmart.com can evolve to become a viable retail

marketplace. You don't have to sign up and say, "Yes, I agree." It's just good to understand what's happening out there and how quickly it's evolving.

Kristin: [00:04:01](#) He also talks about being careful on Amazon. While it seems like Amazon is okay to be on right now, 10 years ago that most certainly wasn't the case. We talk about the perception of Amazon and how brands really need to have their eyes wide open around that market place and platform as well. So, that's our first guest, John McCoy.

Kristin: [00:04:20](#) Then, I go into Carter Jensen, who's also a regular guest on my show. Carter's a digital educator and a modern-day ad-man. I love that about his bio. His focus is on emerging media and platform innovation, and he has a passion for the newest and most technical parts of the advertising industry and the retail industry. He's also a co-host on the Omni Talk podcast, and that is one of my favorite podcasts. So, all of the links will be in the show notes at channelmastery.com and under this YouTube video. So, keep your eyes out for that.

Kristin: [00:04:49](#) So, Carter is gonna talk with us about the digital component of this journey. He talks about the Walmart business strategy, and he talks about just how Walmart is also evolving toward a convenience facet in its branding. He also is an Amazon marketing services expert and talks a lot about the evolution of that as well. That's a shorter segment. It's about 15 minutes, if I remember. So, that follows John McCoy, and I think he brings an interesting millennial viewpoint, Carter Jensen does.

Kristin: [00:05:20](#) And then, the third person I'm interviewing is Mike Massey. And, Mike is somebody I think most of you all know. Third generation owner of Massey's Outfitters, a chain of four physical specialty stores in and around New Orleans. And, also, the co-founder of locally.com. So, Mike is a very well quoted, well spoken, out on the sharp end big time with channel convergence. He is gonna close this grouping of interviews up by just reminding us, again, this is all about your end consumer, which is how I started this intro. And, I'm not gonna have an outro, 'cause there's just too much content.

Kristin: [00:05:59](#) But, please know that Massey's interview is super important to anchor what John McCoy and Carter Jensen say. It really is about serving your consumer and converging channels, because, ultimately, at the end of the day, there's only one channel, and that is your sales channel.

Kristin: [00:06:15](#) And, everything that has just happened with the walmart.com news, and with everything we've been living through with

Amazon, and Instagram, and other emerging technologies, marketplaces, etc., all of this is here to remind us that yes, things are fragmented, yes, change is happening, but if we always align ourselves with the North star of our end consumers' experience, we try and take out all the friction we possibly can, make it convenient for them, make it memorable, make it branded and fun, do what we do best in these markets. We know how to brand, right? We know how to build these experiences. If we're able to keep our eye on that North star, most of the decisions we're gonna put in place will be right. And, I say most because all of us are gonna be failing if we're taking risks and trying new things, which is really important to do right now.

Kristin: [00:07:02](#) So, I hope you enjoy these three interviews designed to give you the other side of the story on the Walmart Moosejaw story. There's all kinds of things we can all it, movement, awareness ... But, basically, everything is never gonna be the same again. And, I think that's really good. Change is here to stay.

Kristin: [00:07:24](#) All right everybody. I'd love to hear what you think of this show. And, I hope you get a lot out of it. Please share it with your friends and colleagues, give us a rating on iTunes, and also be sure to interact with us here on this Channel Mastery podcast YouTube channel. Thank you so much.

Kristin: [00:07:24](#) All right everybody. I'd love to hear what you think of this show. And, I hope you get a lot out of it. Please share it with your friends and colleagues, give us a rating on iTunes, and also be sure to interact with us here on this Channel Mastery podcast YouTube channel. Thank you so much.

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Kristin: [00:41:17](#) Welcome back, everybody, to this special series of Channel Mastery looking at all sides of the Walmart-Moosejaw equation. And, today I'm welcoming back one of our regular guests, who I'm honored to have back on the show, thank you Carter, Carter Jensen.

Carter Jensen: [00:41:32](#) It's great to have ... Great to be back is what I should say. So, thank you again for having me.

Kristin: [00:41:36](#) And, I realize you were just on very recently. But, the reason I wanted to bring you back is, to me, you represent the digital ad space. You represent, I think, the tendons that hold the skeleton and a muscular system together. That is omnichannel and [multi channel 00:41:51] today. So, I feel like what you can bring to this conversation is really important because, first, we're gonna

talk ... Why don't we just start by talking about walmart.com's strategy, and what we rehearsed earlier in terms of where they're trying to take walmart.com and how my audience should be watching how this unfolds, and how quickly it unfolds.

Carter Jensen: [00:42:10](#) Totally. Yeah. And, I have to give some credit to Chris Walton from Omni Talk as well, who came up with a little bit of the opinion that we're gonna talk about today. So, if you haven't read some of Chris's stuff on Forbes, definitely go check that out.

Carter Jensen: [00:42:20](#) What Walmart's trying to do is rapidly pick up all these brands. And, some of the ones that have been notable in the past is stuff like Bonobos, and different products like that, who are really new to the Walmart ecosystem and may have been outliers to what Walmart has done in the past. But, they've come into the news recently with their acquisition of Moosejaw and the associated brands that come along with that as ... They started to pile in some of Moosejaw's products into their .com ecosystem. A little bit of fire sparked up, and some of those associated brands had a bit of a problem with that.

Carter Jensen: [00:42:53](#) But, what Walmart's trying to do, if we step back again, is they're trying to diversify their product offering. They're trying to diversify and say, "Hey. We're not just a discount retail, we also have premium goods." And, there are benefits to that. It's the new world of Walmart trying to compete on different levels of consumers. And, they wanted to bring in people who might have never thought about walmart.com as a place they would ever go to buy anything, and they want to bring these premium brands into that space so they can lure in that new customer base.

Kristin: [00:43:21](#) And, I'm glad that you brought up Omni Talk. Chris is going to be back on the show in early October, which I'm excited about. And, I got the idea to bring you on because of the show, that we'll list in the show notes and under this video, that basically you guys talked about, and so did a lot of the people I interviewed for this, but Amazon has this veneer around its brand of being a convenient, trusted, go to. And, we all have, I think, had great experiences as prime members. And then we have Walmart over here, and there's some baggage around that as a low price leader. So, essentially, the reason I started to put this show together, is why is Amazon okay and Walmart isn't right now?

Kristin: [00:43:57](#) And so, what you just explained about Walmart's business growth strategy, in terms of trying to go more premium products and services sold on their marketplace, is really great.

But, can you also talk a little bit about just the other facets of convenience that you see Walmart going after and how viable you see that those steps are?

Carter Jensen: [00:44:17](#) Yeah. So, if you look ... And, it's interesting, and we'll talk more about this in depth. But, Walmart has always led with being the price leader, where Amazon's always lead with being the convenience leader. And, why, all of a sudden, is Walmart now bad? But, back to your question of convenience, Walmart's been trying to keep up with the new standard of retail today. Consumers are expecting one to two day shipping for free. They're expecting you to be the best and the brightest online resource that they could ever imagine, with the most amazing user experience, etc., etc.

Carter Jensen: [00:44:48](#) And, Walmart's doing their best to keep up. Everything from their free two-day shipping for a lot of the products without a membership cost, to the new grocery pick and ship or pick and walk out of the door delivery systems that they just hired 25,000 people for, to their acquisition of jet.com. That was one of the biggest moves that they made, is they spent billions of dollars to acquire jet.colm, which, arguably, had a step forward, or a jumpstart on the online, eCommerce ecosystem. And, Walmart decided in that case that they were gonna buy that advantage.

Carter Jensen: [00:45:21](#) Now, are they surpassing Amazon in any sense? They're leading the race in terms of any other branch that might be fighting Amazon, at least in some categories. But, they're making moves. They're making moves really quickly to, not only diversify as I mentioned earlier, their product offering. But, also have convenience as being maybe second in line next price as they continue to evolve their brand for the new world.

Kristin: [00:45:45](#) And, you guys also talked on Omni Talk about, and this was from a previous show. I listen to all the episodes. It's such a great podcast. So, you also talked about you as a millennial. You're always their token millennial, right?

Carter Jensen: [00:45:58](#) [inaudible 00:45:58],

Kristin: [00:45:59](#) Basically, what it's like for you, the absolute disdain that you experience when you have to actually go do something in a parking lot and then walk in and make an exchange, or buy something.

Carter Jensen: [00:46:08](#) Oh. [crosstalk 00:46:09],

Kristin: [00:46:09](#) But, talk a little bit about how in your eyes, as a millennial, this branding shift is taking hold or not taking hold.

Carter Jensen: [00:46:16](#) Yeah. I think I mentioned something in the previous answer that was really important, and it's just, it's the new expectation of the shoppers of today. So, millennial of today, we just ... We don't prefer, we expect. And so, when anything is less than this new baseline of retail, it's a negative experience. So, heaven forbid I have to wait more than 48 hours for my shipment to arrive. Or, heaven forbid I have to park and actually walk into a retail experience that's not perfectly customized to me. I think that is ...

Carter Jensen: [00:46:46](#) And, what's happening now with Walmart, just in the last two or three years I would argue with some of these quick acquisitions, especially when you look at the convenience acquisitions that they're making. So, the purchase of Jet and some of the other last mile fulfillment, and other things they've been able to do. They are starting to meet that expectation. So, now they're able to play on a similar field, I would argue, as Amazon when it comes to this convenience, or the new shopper expectation. And so, all of a sudden, Walmart becomes a competitor next to Amazon for the new shopper, the millennials like myself, when before it was completely out of the consideration set. I would never imagine going to Walmart of walmart.com for anything, just because we thought it would be way short of Amazon.

Carter Jensen: [00:47:26](#) But, thanks to the acquisition and development they've made in the last couple years, you're starting to see them play on a little bit more of a level playing field. Now, to say that you're seeing numbers shift over to Walmart? You might see a little bit. And, I think, once again, they're leading the pack of the competitors. Amazon still, once again though, has that convenience as their leading horse. And, they're convenient. They're pushing the baseline of what convenience means for especially the new customers, while Walmart and other brands are doing their best to keep up. And, Walmart being the size it is can run the fastest. So ...

Kristin: [00:47:57](#) Awesome. Thank you. That's really helpful. And then, let's look at fulfillment, because that was the other big "aha" I had when I was listening to the Omni Talk podcast is, our retailers and brands that listen to this show, I think, obviously, raised their hands and made their opinion widely known over the past couple of weeks around ... the drop of that news on August 7th, and then the Wall Street Journal, and the different coverage that's come out. So, now here we are, and I think people have justified their opinion with each other.

Carter Jensen: [00:48:24](#) Yeah.

Kristin: [00:48:25](#) That's a dangerous place to be. But, one of the things you guys pointed out on your show, that I wanted to share with my audience, is the fact that Walmart has a huge footprint and a lot of interesting locations. And, now they have an interesting digital experience that's really moving closely in on this experience facet, if you will. And, what about the fulfillment part of it? I don't want my people to overlook the power of that, especially as we get on to our next topic, which is Instagram as a marketplace.

Carter Jensen: [00:48:56](#) Yeah, totally. And, I am not expert in supply chain whatsoever. But, it doesn't take a genius to understand how many Walmart stores are out there. I think we all drive by a few. And, I'm sure there's some incredible stat, and I won't be able to quote it now, but how close the majority of the population is to a Walmart store, or the biggest online warehouse, the most convenient online warehouse that can be activated at a moments notice.

Carter Jensen: [00:49:17](#) Yeah. So, [inaudible 00:49:19] not one to forget. And, I think with Walmart's brick and mortar stores, you're looking at flexibility. You're looking at ways to more efficiently get product to people. Whether that's shipping from the closest Walmart store, saving tons of money on the opportunity of shipping, or given the opportunity to be able to order online and pick up at store, or pick up one your way home, like you're seeing with grocery. It's definitely not something to forget about. If you wanna make the contrast in fulfillment from Walmart's brick and mortar, which they have the advantage over Amazon and Amazon's online dominance, and how they're continuing to try to fight each other in their own games as they look to take over this retail market, obviously Walmart's utilizing the stores that you just mentioned, and the brick and mortar locations they've invested so much into.

Carter Jensen: [00:50:01](#) But, you also see huge moves by Amazon trying to do their best to ... they've been doing really good in terms of ... There's a lot of product you can get in the next eight hours when you look at amazon.com. But, they're having to purchase ... They just purchased 25,000 Mercedes-Benz vans to try to get more people on the streets delivering packages. And, they're looking for ways ... If you imagine, Amazon's building warehouses left and right, but nothing compared to what Walmart's doing right now. And, the cost of meeting the expectation, if we rewind five minutes, of the consumer, of getting your products the same day, is expensive for Amazon. They don't have the distribution Walmart does. So, I think it's important to look at the

advantages each one of these platforms has and realize that the business challenge is they're trying to quickly rely on.

- Carter Jensen: [00:50:44](#) So, it's not just Walmart who's trying to play the catch-up game with Amazon. Amazon still needs to look at the edge that Walmart has with this warehouse phenomenon they've built just simply by building stores all over the U.S.
- Kristin: [00:50:56](#) Awesome. That's super helpful. And then, I wanna keep this quick 'cause I've already had a couple other segments included in this, and I wanna respect your time. You've been so gracious. But, can you also talk about some of the things you guys shared about the future of Instagram and the potential of that growing into one of the most powerful brand marketplaces? 'cause, obviously, Verde, we serve brands, over 200 brands in our 17 year history. Right now we have about 42 on our roster. And, we wanna do everything we can to deliver a fantastic brand experience in a consistent way that's super convenient for the end consumer.
- Kristin: [00:51:31](#) So, let's talk about one of their preferred channels most end consumers today, and that is Instagram. And, I know it's one of your favorites as well, isn't it Carter?
- Carter Jensen: [00:51:38](#) Yeah. It is. If anyone's listened to anything that I've talked about to written about, you know that I love Instagram, especially when it comes to commerce. I think one of the things that we see in this debate, both for Walmart and for Amazon, is the effect it has on your brand, that brand that you've worked so hard to build and maintain. [inaudible 00:51:56] know, and people love this brand, and that's amazing. You don't wanna lose it. You take a hit on your brand no matter what platform you go to, or you so called hit. You go to Walmart, you're associated with a discount retailer that might not have the most amazing background in the world. And, you go to Amazon and it's kind of the same thing. Amazon strips the brand away from you, it gives you six photos, seven photos, maybe a video and some brand content. But, really, it takes the brand out of the mix when it comes to the Amazon commerce experience.
- Carter Jensen: [00:52:23](#) So, both of those platform have a really hard time. But, where are brands flourishing today? Where are brands finding the consumer? Where the consumer is living five to six hours a day, or the app that you're opening 30, 40, 50 times day. That's Instagram. Now, what's cool is that Instagram has found this super interesting sweet spot for showcasing brands and showcasing what makes up an incredible brand. And, consumers are following brands. The majority of consumers follow the brands they love on Instagram. And, brands continue to deliver.

Carter Jensen: [00:52:50](#) Now, what's cool is that Instagram has created this perfect platform for brands. Why wouldn't they just turn on a commerce experience? They can just layer on a commerce experience on top of this already brand forward experience and, really, I would say, be a competitor to ... or at least a great alternative, to going on Walmart or Amazon. So, imagine you're able to reach your consumer where they're living all day every day, and Amazon turns on this great little commerce module where you're able to quickly select a product in a photo, or a product in the story. Instagram, thanks to Facebook, already knows everything about you. So, the checkout experience is simple and easy. Your credit card information's saved. It knows where you live. And, the product is shipped to you with no problem. It's an incredible option.

Carter Jensen: [00:53:33](#) Now, is that where we are today? Definitely not, but we're pretty close. The rumors of the standalone Instagram shopping app are out there. Now, I don't necessary love the idea of a secondary app. I think Instagram, will find more success in building in more advanced commerce modules within the current experience. And, we're seeing developments of that happening day in and day out.

Kristin: [00:53:52](#) Oh my gosh.

Carter Jensen: [00:53:56](#) I know. It's exciting, isn't it?

Kristin: [00:53:56](#) It's very exciting, but it's also just a tad bit overwhelming. But, if there's anything we take away from this, it's that we have to embrace change. And, Instagram makes it fun to embrace change.

Carter Jensen: [00:54:09](#) [crosstalk 00:54:09] encourage the listeners, it is an incredibly difficult or overwhelming thing. But, Instagram's business knowledge base and business demonstrations and everything has some really cool tools. And, I'm not saying dive into it tomorrow. But, I would just say, go browse a little bit. They have some really cool case studies, some really good tools to get started. Whether it's just from an organic standpoint, you're just building a brand on Instagram, or you're looking to get into some of the new paid stuff, they have some awesome resources out there. And, obviously, we're able to help too. So, definitely let us know.

Kristin: [00:54:37](#) All right. And, we'll have links to you, Omni Talk, but can you please tell my dear audience where they can sign up for your amazing newsletter and follow more about what you do?

Carter Jensen: [00:54:46](#) Oh, yeah. Totally. So, Omni Talk you go to omnitalk.blog for the podcast and video series we do each and every week. I put out a more tech focused, social focused newsletter that talks all about some of the things we mentioned today. It comes out every other week. And, you can find that on my website at carterjensen.com.

Kristin: [00:55:02](#) It literally is a must read. I read the whole thing and click on every link, and I'm not BS-ing you.

Kristin: [00:55:08](#) All right. Well, thank you so much, Carter. It was great to have you here. You've been so gracious with your time. And, I know you helped my audience so much. So, thank you so much.

Carter Jensen: [00:55:17](#) My pleasure. Thanks for having me.