

Big Commerce YouTube description

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Fold:

If you have a strong vision for an international business, you'll want to set yourself up to go global from the beginning. In this second video in our eCommerce tutorial, we discuss how Solo Stove have used the BigCommerce platform to globally build their business, connecting them to international markets and 3rd party processors. Check them out here: <https://bit.ly/3t8Z6Vf>

Longer Description:

In this second eCommerce video, we talk exclusively with John Merris, the CEO of Solo Stove who explains how his business grew rapidly from 5 employees to 125 employees within only 3 years.

If you are ready to create your own eCommerce store and are super keen to know how successful businesses are skyrocketing their sales, the advice in this video is priceless.

John Merris delves into the early days of Solo Stove right up until the current day where their success has given thousands of families and friendship groups with unforgettable memories.

This video provides insider tips for attracting quality talent, having a strong vision, and creating an eCommerce store online using platforms like BigCommerce. Information like this hugely assists business owners to upscale their brands to the next level!

Chapters:

0:00 John's Intro

1:30 How did Solo Stove start?

5:00 Giving back to the community

5:20 Building your team

5:50 Focussing on the bigger picture of your brand

7:55 How to forecast inventory needs

10:55 How John Merris fell in love with the brand

15:30 Online advertising strategy

19:00 Word of mouth versus influencers

21:15 Start small and iterate

21:30 Why BigCommerce?

24:35 Selling internationally

26:15 John's outro