

# IN THE KNOW

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## **In the Know Season Premiere**

Hello, hello and welcome to In the Know. This podcast is dedicated to all those listeners who want and need the best strategic and tactical advice on engineering growth. For Season 2, it's all about digital commerce. All right. Buckle up; we'll see you on the inside. Hey, insiders. This is Buckley Barlow and welcome to Season 2 of In the Know: the Digital Commerce Series. It is good to be back. I'm glad to be back. It's been a great time off through the holidays. Now, I'm glad to be back in the seat and talking digital commerce. This is a topic that I'm excited to explore. It's interesting because I've had multiple digital commerce companies I've helped and consulted with various companies that have moved them from traditional business into digital business.

So it never ceases to amaze me how E-commerce is still even today, 2016, it's still so foreign to so many small companies and even growing companies. But exciting because we're not just going to talk about one specific thing like how to sell your products online on Amazon, for example. We're going to talk about how you pull together pieces of strategy and tactics and tools and resources to really grow your business. So you're going to be interested to hear some pretty cool information. We have great guests, a lot of great information to share with you. I'm excited that you've chosen to tune in. Now, if you're new to the show, thanks so much for joining me. Let me give you just a little bit of background on who I am and what we'll be talking about in Season 2. So I'm a guy who just loves growth and growth and marketing. I love growing ventures.

I, in particular, love helping people that are tasked with growth. That could mean that you could be an entrepreneur building a new venture, or a busy executive, or manager, or a brand new hire looking to expand the company's reach and anyone else who's part of getting more money in the door or themselves or for a company. So I started In the Know, the podcast, with a lot of free content out there to really help empower people to close that skills gap because it's needed. Of course, we produce a lot of other training and education materials at [beintheknow.co](http://beintheknow.co). It's an education hub. Whether you're in a new role at work or you're striking out on your own, you want and need information and answers right now; and you want them very quickly. So we're in a time starved world today. So this is a podcast that is pretty much to the point. It's direct.

It gets right into the strategies, tactics, and tools that you need to grow your business. We don't do a lot of background and talk about personal struggles and things like that. We just jump right in. We dive in. So if you're into that kind of quick information, you're going to love this podcast. So you can find all of Season 1 of this podcast over at [beintheknow.co/podcast](http://beintheknow.co/podcast). Or search out Marketing in the Know on iTunes or Stitcher or wherever you get your podcast episodes. The first episode of Marketing in the Know

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which we call Season 1 is all about me, who I am, and what I'm doing here. So if you're a super curious type of person, feel free to go listen to that. In Marketing in the Know, the first season, we had 23 episodes over there.

The most downloaded episode was Jason Swank's episode which was How to Build a Business in Eleven Months – a seven figure business, excuse me, in eleven months. That was the most downloaded episode. So if you'd like to kick start your growth and your learning, you might want to grab that as well. Again, you can find that season and all of Season 2 over at [beintheknow.co/podcast](http://beintheknow.co/podcast). Now, whether you're a new or returning listener, I'm so glad you're here for Season 2. This season, as I mentioned, we're going to be diving deep into digital commerce. We're going to talk about how to develop E-Commerce SEO strategy. We're going to talk about how to properly promote your mobile app to drive millions of dollars in sales on a mobile app. Yes, millions of dollars through your mobile app.

We're going to look at best practices on how to package and sell you via online courseware and the tools and resources that you need to make that happen. As always, the focus will be on how you can implement specific tools, strategies, and tactics into your business to make more sales and help you make more money. So every week I'm out there working hard to get you the most insightful advice that you can put to use immediately to get real results. By results I mean revenues. So again, find us over at iTunes, Stitcher. I'm excited to be a part of the conversation. Next week, we're going to be talking to Nick Eubanks of [seonick.net](http://seonick.net). This guy is a powerhouse, an SEO powerhouse. We talk about how to build an SEO strategy for an E-Commerce company.

So I'm excited about that. You're going to want to listen to what he has to say. So I'm excited about Season 2. We call it seasons because each podcast is its own podcast, but they're all intertwined. So the first season, again, was Marketing in the Know. This season is In the Know, just simply In the Know: Digital Commerce. If you want to call it Digital Commerce in the Know, you certainly can. But I'm excited about the topic. They come out every single Tuesday. We'll have roughly 13 episodes in this podcast. Then, we're going to go on to another amazing topic. So that's a wrap for this week. Again, thanks for tuning in. At the end of Season 1, I offered a special bonus for insiders. Hire me now which was a summary of the skills our Season 1 guests said that they look for in hiring their growth and marketing hires.

The second one is how to get growth, a compilation of the best growth and marketing tips from experts like Neil Patel, Tim Page, Andrew Dumont, and Eric Smith, and the other fabulous guests that we had on the show last season. So if you didn't get your copy yet, you can still find one over at [beintheknow.co](http://beintheknow.co). You can go to the resource page and see it there as well. Also, if you have a specific question for a specific person or a topic or whatever for an upcoming episode, go ahead and send in your questions. Go into the

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contact us page at [beintheknow.co](http://beintheknow.co) and send in those questions. We'll try to get those answered for you the best we can.

So one final note, if you're new here and haven't subscribed to my growth newsletter, I invite you to come on and join the community of growth pros where we talk about growth tips, growth ideas, and anything that's related to building your business. So you can sign up at [beintheknow.co/join](http://beintheknow.co/join) or just go over to [beintheknow.co](http://beintheknow.co) and navigate. Listen, we're all professional navigators nowadays. You'll be able to find it. There's tons of information there. So thanks again, insiders. Thanks for joining me on In the Know. This is Digital Commerce this season. We'll see you next Tuesday.

We appreciate you joining us for this episode of In the Know. You can find show notes, past episodes and special giveaways for insiders at [beintheknow.co](http://beintheknow.co). Thanks again. We'll see you next Tuesday on In the Know.

**[End of Audio]**

**Duration: 7 minutes**