

THE **small** BUSINESS BIG **MARKETING** *show*

INSANELY EFFECTIVE
MARKETING

Episode #464

120,000 round beach towels later, co-creator Victoria Beattie shares her secrets to running a very chilled business



www.SmallBusinessBigMarketing.com

Victoria Beattie Interview Transcription

Tim

Hey Victoria Beattie of the beach people welcome to the small business big marketing show.

Victoria

Thank you for having me. It's good to be here.

Tim

Now Vic why did it take so long for someone to invent the round beach towel?

Victoria

That's a good question. I just think it's one of those things that was there but not there. And my sister is actually the one who I credit the idea to. And to know her is to get to know someone that things completely outside the box or the rectangle in this case. So I think Emma is just incredibly creative and just thinks differently than anyone else I know. So I think it just came to her one day.

Tim

But it just seems bizarre really. It seems like something that should have been invented. I didn't know at the start of the industrial revolution, if not before. Do you feel that?

Victoria

Yes. There was definitely round beach towels in the 70s and 80s. So they were out there. But when we went to market there wasn't a single company trading in the world with them. So I think they just hadn't been touched in maybe 10 to 20 years.

Tim

Okay. I just had the idea maybe I need to patent this before I share it. Throw caution to the wind. What's wrong with a square beach towel?

Victoria

We do those here and we had them. I can't believe it. After four years with the round towel we actually started doing what we call a Travel Towel. We had some feedback that the round towel was quite heavy and it's one point three kilos and when you put it in the wash it's quite dominating. So we invented a lightweight but quick drying travel towel that actually a square so it doubles as a picnic blanket. You can take it on the plane as a throw and then when you travel it's your towel and it dries overnight quite easily in a hotel room. Yes.

Tim

So now you've invented the square beach towel?

Victoria

No. I think smart product developers will say that we have secured every IP trademark that there is around all these textiles so that it's really restrictive for anyone else to come after us. But if there was one brand doing an oval towel but they obviously didn't last the summer.

Tim

I'm going to do the triangular towel and I'm going to contact Pink Floyd and first branding is going to be the dark side of the moon. Surely no one's done that.

Victoria

No one's done that. I do love the album.

Tim

I do too. I do. Please don't steal that idea. You've got the round and the square. I can have the triangle icon of the triangle and can I have the octagon. I'm getting silly now. What about when the idea came to your sister. What were you two doing and how did it come about?

Victoria

So Emma my sister was on maternity leave with her first born and she had a beautiful baby who slept well and was very content and to be honest she got a bit bored at home. So she was at home. I came over one day and she said that she'd watch the entire season of The Kardashians and she painted her toenails and I said Oh sis Are you okay.

Tim

Yeah. Correct.

Victoria

And so she was a stay at home mom and I was working at the bank where we lived. It's a very small rural town and you kind of take whatever job you can get just to live here. So I can't say that banking was my passion but I was very very happy to live in the Northern Rivers live close to home across the border on daylight savings time. So that's why I sort of worked there. So both of us were not really in our dream jobs or anything like that. So the allure of running our own business was very attractive.

Tim

Okay so you are both slightly bored. Is running a small business in your family tree o?

Victoria

Oh yeah. Both sides everyone is a business in my family. My parents have run a small business and done property development my entire life. I think my dad was taking me to the accountant. When I was 10 and so I knew how to read a piano on a balance sheet all through high school in fact I used to report to my dad on those things. So it's not unusual at

our family gatherings for those things to get passed around and handed out. So even though I've never studied business I had been in small business with my parents so my whole life it feels and my aunties my grandma everyone's in business mostly retail some hospitality and tourism and different things

Tim

So Emma's painted her toenails watch the entire season of the Kardashians as she then just throwing ideas at you?

Victoria

A little bit. So Emma is very creative. All her ideas are based on what she enjoys doing and whereas I'm more numbers and figures base so she came to me and said I think I'm gonna go to Bali and get 50 round towels made. Do you want to come with me to Bali and I said well if you sell those 50 you'll probably cover your flights. What is this like why don't we just go to Bali for a holiday. And she said well what do you mean. And I said well if we want to do this and create income. This is what it needs to look like. And it didn't go overhead at all but it just wasn't what she was thinking. And I said Well you know should we do an actual business. And we'd been in business together with our parents on and off over their lives so we knew we worked well together. And we knew each other's strengths and weaknesses and knew our place if we were going to do it. We also knew that if we did do it it was going to be give it everything we got. So it took us a few months to really decide and we even drew up a legal contract just to protect our relationship and then really went head first. And that was in the beginning of 2013 that we registered the name and and started the company.

Tim

When you say you drew up a legal contract to protect your relationship between you and your sister?

Victoria

Yeah. My parents recommended that. And they said just throw up what it looks like. So from the very beginning we made sure to this day we don't keep track of who does how many hours or anything like that it just an even split. And all those kinds of conversations we had early just to make sure the expectation was there and Emma's got more children than me isn't always as available. But we just decided in the beginning that it was an even split. We were going to carry the business equally and be available to the business just whatever it took. And we had that all written up.

Tim

Clearly you want to protect the relationship you have with your sibling that's more important than any business you're going to start. How do you actually you know a contract a contract in writing. I mean there'd be times when you probably are working double hours. Does it balance out? Sometimes you're looking at the side of your eye going Em I want to step it down.

Victoria

There's been moments but now that I'm on the mommy train it's kind of all working itself out in the wash. But just to be honest we get along really really well and we resolve any conflict very quickly. Like if we have an argument which is rare and I think our staff have never seen us argue but if we do have an argument it's pretty quick and over. We don't really hold on to anything. And then it's done. We don't bring it back up and then we move on to the next day and I think that's the biggest thing is if you are in a relationship in business. To have what I call like short accounts. So if there is an issue you just bring it up and just get it out. And often. You know women aren't great at that we often just say we're fine but we're not. But my sister and I know exactly how each other the feelings on the spot. We will let each other know and then we just move on.

Tim

That's awesome. So Emma is going OK I'm going to go to Bali get 50 round towels and manufactured you say well why. That's just going to cover costs. Did you go to Bali? Did you get a quantity of towels manufactured to start with?

Victoria That's a good question. And we actually couldn't find anyone in the entire world. That could produce a round towel. We ended up in China and there was about three factories that had a screen printing press big enough to do a round towel that you could actually fit on the beach. And our first price came back at ninety dollars cost so for us to retail it would be up around 390 or something crazy. No one's going to buy a towel for that. So we took a year to find someone to make us the towel. And I think the first order we placed was I think for 500 units.

Tim

OK. Just understanding that Vic. So when you have an idea like that and you are going all over the world trying to find a manufacturer I'm guessing that's what you're looking for you guys have the design. How do you protect this so that someone doesn't go oh we can't do it. And the next thing you know they've done it.

Victoria

Yeah. I'm sure there's better people would probably answer this but I've been in product development for six years now and we've produced maybe 30 to 40 brand new to market products. And what I notice about it mainly in China they're hesitant to try new things. I don't think they want to be the people to test it. So I think you're pretty safe. Like a year to 18 months.

Tim

You're very trusting then. Yeah.

Victoria

We cannot compete with intellectual property law in China. It just doesn't work. So you have to approach it that they will. It's nothing personal but they will try and undercut you.

They will try and sell your product under your nose. They will. It's kind of like I say through throw the dodgy and get away with it. They've had that's success. To them they corrupt they lie they just lie to you. It's just you've got to be prepared to handle that. If you want to produce products in China.

Tim

Hello to all my Chinese listeners

Victoria

It's not personal.

Tim

Okay so I do get a lot of people approach me saying Look I've got an idea I really want to share with you would you sign this nondisclosure agreement that goes for about 800 pages and I'm like no I can't really sign that because I'm not going to read it. So there is a lot of hesitation with people with ideas and your advice it sounds like you've just got to go for it.

Victoria

Yeah a little bit.

Tim

First to market?

Victoria

We actually had designs leaked before we've even had final samples. We did a collaboration with Ace Hotel in America and I found the towel on eBay before I had the towel. I wasn't let it get to me. I just keep going and I think as you build momentum as a brand. People are always going to see you as the authentic original but it's such a tricky topic. There's so many different scenarios that could outplay. And I think for your well being you have to be prepared for all of them. You have to be prepared that you might navigate you stock like that's happened to us before. We prepared that after a second order the entire order might be faulty because I've tried to pull a swifty and switch your cotton equality or something like that. That's happened to us before. Every single thing that could possibly happen in product development. You just need to like no amount of legal documents is going to help you when the realities of that happen. You can go and get all the non-disclosure side in the world but when it happens that's not going to help you. Because they have different laws over there.

Tim

And yet China is the best place to have stuff manufactured like round towels?

Victoria

Yeah. They couldn't get made anywhere else. You could but they'd be hundreds and hundreds and hundreds of dollars and no one would buy them. So you wouldn't want to. But we actually manufacture. I have a really great relationship with all of our

manufacturers. It's just tricky like you've got to constantly just QC and have someone you trust on the ground there just monitoring it.

Tim

You have 500 made in your first batch. What do you do with that. You have a website? You got a shop?

Victoria

We actually started on Instagram in the golden era of Instagram when it was so easy to reach people. So we instantly started an Instagram of just lifestyle imagery and a few of our products. My sister ran it and I think when the stock was about a month away we went to create we set up. Now one of these are coming in a month then we sold out of most of that first drop in two weeks. It blew out our minds because I had obviously been a numbers girl I'd run like a break even analysis and a risk analysis and I said to Emma. Worst case this is what we've got to lose. I'd come at it all and then we sold out. And then it was on. So it's 18 months of being on pre order and people waiting like six weeks for their towel to receive it. And we were just getting as much made as we could and trying to finance it because growth is really hard to finance.

Tim

How did you finance it?

Victoria

My parents. And I paid them back. I think I borrowed sixty thousand from them in that first year and paid them back that summer. And since then we've done two rounds of capital raising.

Tim

If your parents hadn't given you the day what would you have done?

Victoria

Well no banks would look at us. We didn't even have one pnl under our belt. So I'm fortunate to have friends in business all around me with a bit of cash that I would ask someone.

Tim

Or crowdfunded.

Victoria

Yeah. I actually at the time I didn't even think about crowdfunding. I was seven years ago now. I don't think it was as easy as it is now.

Tim

No. Not as prolific as well.

Victoria

Yeah. But we could have probably crowdfunding from our audience because people were willing to pay and wait for the stock. So it was just that exponential growth. You know my first order was like twenty five thousand and within six months my PR was up to 250 thousand. And I just couldn't. I just was working out of my spare room and I just couldn't comprehend those figures. It was really overwhelming.

Tim

Tell me about the feeling you have cast your self back to those days. Was it scary was it exciting?

Victoria

Adrenaline pumping every day. It was a lot for my little body to handle. We were so strapped for cash. I was actually driving I got a truck licence I used to go up to the port in Brisbane and get our stock in a truck myself and unload the container at port. I don't think I'd seen anything like it. And so I was literally up and I was still working because I couldn't afford a salary. So I was still working at a cafe at this time.

Tim

What happened to bank?

Victoria

Well I was opening up at 5:00 am finishing at 1:00 p.m. and then working in my business till night-time. And that way I could pay the rent. And it was just a lot and sort of running it all myself. In hindsight I should have hired some staff and get some cash and supported the growth but at the time I was just nervous. I saved up six months of wages before I hired that first person. I wanted to be able to competent to say I could pay them. So now I'm a little more comfortable in my desk and a little more comfortable in my skin and I just didn't expect it to last. I was like Is this going to last.

Tim

Really really you just thought this is you know you people are loving it right now but it's not something that this is gonna be an ongoing business. You really felt like that?

Victoria

Yeah up until like maybe four years ago my sister and I. Every time we release something we were nervous. Are people going to like it. And now we realize that they love it and I love the things we produce. There is more confidence. And we research and we find out what's on the market and what gaps we can fill. Yes it is nerve racking. Being a trend luxury based products. People don't have to buy our things they choose to because they think it's good they feel it's going to enhance their beach experiences and things like that. But you know we're not bread and butter. We are a luxury item. So it is nerve racking.

Tim

Speaking of nerve wracking at what point did the copycats come along I imagine not too long.

Victoria

It was our second summer they caught up and we had up to 80 brands at one time on our watch list that our IP attorney was watching and in legal discussions with. That was brutal we got absolutely hammered.

Tim

What do you do? Do you lose sleep or do you just let the attorney do it. Having a legal attorney watching 80 brand is not cheap.

Victoria

No it was very very very expensive and even securing all about intellectual property was very expensive because you can't fight them unless you can prove the IP. So yes its like mid six figures that financial year between our IP bills and our legal bills. But a lot of those brands didn't last because they were imitators and imitators don't often last. But it was the big ones like the big brands that I had friends that worked other brands telling me Oh your entire product range was on the boardroom table today getting pulled apart and they've put together a strategy to knock you out of the market. That's comforting. When I got three staff and I'm working out of my shed. I think we realized that they didn't know what we're going to do next. We had to just look forward and I got someone in our office to handle the admin side of the legal so I didn't actually see it unless friends told me it would happen a lot too. But I had to remove myself because I was getting a bit too upset by it.

Tim

I can imagine. Vic you've come a long way could you describe the business for us give a sense of where the business is at right now.

Victoria

Yeah. We've got about twelve staff here in Australia and about five to 10 overseas and we have offices here on the Gold Coast southern Gold Coast in Australia and in Miami and Florida. And we're now manufacturing in about eight countries so Portugal Turkey India China Guatemala. And we have about 600 beautiful stores all around the world that carry our collection including some amazing career highlights like Selfridges as a bit of Goodman's. What else I think sold over 120000 round towels to date which is incredible. So that's where our business is at the moment and we're comfortable we're just in our skin we know who we are. We're just happy producing products which is the highlight for me.

Tim

I mean woah. My producer Jamie and me was just like shaking our head. That is awesome.

Victoria

Yeah it is.

Tim

If I had like a button I could push to play like a stadium crowd roaring as Coldplay came out on stage. Play it.

Victoria

The story always sounds sweeter like in one sentence than it does over six years. The reality is just a lot of bills and emails but yeah when you look back at the journey it's pretty incredible it's nice actually to discuss it. We need to celebrate it more the day to day sometimes is a little less exciting a little less crowd roaring.

Tim

Small business owners a really poor celebrators you know I don't know about you I mean you've worked in a bank I've worked in corporate I mean a career arrived on time there'd be a reason to celebrate something in a large business. They just look for celebration and small business owners we just get on with it. So have you ever actually stopped with Emma and the team and had a big you know a big do?

Victoria

We do now. So every time a launch happens we do stuff and we pop the champagne and the container arrives and those kinds of things. Emma and I personally I'm looking forward to that day where we actually do something quite extravagant like a holiday or something. One of our investors Emma and I said that we're going to go celebrate New Year's Eve overseas one year and we hit a certain turnover so that's on the cards.

Tim

You said your manufacturing now at eight countries you've moved on from China?

Victoria

We have. Yeah. We we've learned a lot. I am not anti manufacturing in China at all because a lot of the brands I respect the most still manufacture there and we will probably always have a foot there. But a whole bunch of scenarios. So the trade agreement between the US and China has put a huge dent in our relationship with them. We now try and source most our cotton and textiles from South America if we can. But then there's tricky things with that because that's sort of been making the same products for generations and where innovative brand so we sort of go wherever the product is best. So for our linen. It's French grown but made in India for our Turkish towel in Turkey or Portugal. So we sort of go wherever we can get the best quality for what they produce. And often that is China.

Tim

Now I'm a simple marketing man. Victoria. so you'll have to excuse this next question. I went on your website thebeachpeople.com.au. The roundtable does not feature significantly. In fact it doesn't feel significant. You've got home bedding bath candles laundry bags denim duvets. Why did you decide to go broad and be across all that that huge category which I imagine is incredibly competitive versus deep which is we are the beach

people we will make your time at the beach. The coolest most comfortable thing you could possibly imagine. Why did you not go that way?

Victoria

Well there's two reasons. It's winter here and we need transitional product. That's a logical reason. But the dreamy reason is that Emma and I have always loved home interiors and travel and so we realized early on so did our audience our three major areas are travel home interiors and beach lifestyle. So we use those three core messaging. Three lifestyle categories so to speak to produce our product. And we had a really beautiful relationship with quite a few suppliers in textiles. So we were like what other textiles can we do and provide our aesthetic all year round for our audience. And I think our first product was linen bedding and it just went off. So we were like ok we've hit a sweet spot here. I think the best way to describe it is you know how the Hamptons style of home really is known throughout the world but it's this small little town in northern New York. We want to be that for the world the beach people's style to be touched on every category. And so people in central North America in Osaka in Japan or in Paris actually have a touch of our product in their homes even though they might only go to the beach twice a year.

Tim

I get the Hamptons thing it's a good analogy what is beach people's style when people ask?

Victoria

We say it understated luxury. So it's beautiful quality has to be functional. Emma and I are moms and I both actually quite outdoorsy and adventurous so our product has to serve a purpose and have a good functionality to it but then the understated luxury is how we best describe it. We're not flashy. But our product is quality and it's beautiful and you know it's going to last forever.

Tim

So where does that leave the round towel. It got you where you are. Is it still always going to be your flag ship item?

Victoria

Absolutely. So it's always going to be at the core of our product. So it is on our au side at the moment but if you went to our U.S. side it's front and centre so their Memorial Day is in two days. And that is the start of U.S. summer over there. So all of our towels are front and centre in our marketing over there.

Tim

I'm just loading it at thebeachpeopleco.com. Out of interest I'm always fascinated by it. With the addresses the urls people choose. Who had thebeachpeople.com?

Victoria

Some guy called Bob. I rang Bob every day for a year about five years ago still didn't win him over. He is just sitting on it.

Tim

He's just sitting on it. How much did he want out of interest?

Victoria

I don't know.

Tim

Im at thebeachpeopleco.com. Not seeing any round towel not wanting to be picky just trying to understand the kind of you know.

Victoria

I wonder. Yeah. We also found that there was the Round towels always gonna be our core and will always be a part of our collection. But we did find that there was a lot of room. We wanted to dominate the entire beach towel market and that required us releasing the travel towels. Beach towels the logo pool towels. So we actually now have I think five or six towels on our collection and they range from thirty nine USD up to ninety nine USD just so we have more variety for people that might walk around heavy thick beach town.

Tim

Vic you've got an office in Miami which means you broken into the US market how'd you do that?

Victoria

Manufacture is actually based there. And we had a really great relationship with him and we needed a warehouse there. They had one. We needed some office space there and they had one. So we're working together and we actually have some desks there and a warehouse there which is like three times the size of our warehouse here now.

Tim

And how has the market going over there is it working for you?

Victoria

It's great. Yeah it's good it's slow on the uptake because in Australia we are such beach lovers and so is California Miami even New York. But it's been a bit harder and slower to tap into not in the wholesale segment but in the Ecomm. I think it's just really noisy over there and a bit of a different environment. But in saying that US business has overtaken australia one in size and volume.

Tim

Are you going to have to go and live there?

Victoria

We haven't. I spent a lot of time there and I go backwards and forwards but no neither of us have any desire to live. We live in paradise. I love where we live and we're managing to make do with our team on the ground there.

Tim

Fair enough.

Victoria

The time zones aren't fun. I'm up online by five thirty most mornings just to get some crossover time with my U.S. team on the East Coast. And so that's a little challenging.

Tim

That's life in the round towel world. Sounds like you work life balance is pretty good. Before we started recording you were telling me about that you and I both your creek swimmer. I'm an ocean swimmer and I love the fact you say if you dont mind me sharing. You swim with your little 3 year old fellow on your back across this beautiful creek near where you live. Oh that's awesome so clearly work life balance really important to you.

Victoria

It is. Always has been too. I think we had seen our family and my parents really work so incredibly hard their whole lives. And to be honest. Later in life have a few little not regrets but just being had I done it again I might have spent more time earlier doing the things I really wanted to do and so Emma and I. Classic Gen Y we very much switch up on weekends and evenings and when I do take a holiday I take four weeks a year I actually go completely offline.

Tim

Good on you. Uncontactable?

Victoria

Yeah. The business is only ever getting busier. So I think that idea of thinking one day I'll switch off my phone at 5:00 pm one day I'll take Sunday off it's never gonna be handed to you you have to make it work.

Tim

Yeah. There is a beautiful blog post a very popular blog post written by a nurse who worked with dying people. She said she wrote a blog post called the Five Wishes of the dying and one of them was because she's worked with so many that none of them wish they worked more.

Victoria

Absolutely and I love what I do. So I wake up with a spring in my step excited to come into my office. So for me I really have to watch myself and make sure I'm spending time with my husband. Spending time with my son is easy and I actually miss him when he goes to care but it's often the extended family and the husband in this baby land. Gets put on the back foot but yeah I just make sure we have time together. We still do the things we love.

Tim

You got another one coming?

Victoria

Yes. Seven weeks today.

Tim

Good on you. Tell me. Let's get back to the beach people I want to talk marketing this is the small business big marketing show and I am interested. What role does marketing play in the beach people business and what is the most successful marketing you do to attract and retain customers?

Victoria

Oh great question. So happy to share about this. We're learning so we're not experts. Emma and I don't have a background in marketing but we actually have developed a really strong brand and unknown to us. We didn't realize how much we knew about that before we started the business but really practical. We actually didn't spend a dollar on marketing for the first four years of the business we innocently just had an authentic natural growth. Word of mouth and sharing. So but in the last two years seeing a lot of changes in Instagram and Facebook we had to get with the program. And so the areas that we had the most success in number one would be our email list. So we have a growing audience on there and that is our best form of communication with our audience. My number one tip to anyone starting an e-commerce store would be to start gathering your customers and collecting their details as best you can. From the get go and to respect them. So to make sure what you're sending them is beautiful it is reflective of the brand and it is authentic to the brand. There's a reason why every single person chose to sign up or to follow us. And so we have to make sure we're providing them with more of what they wanted in the beginning. So that's our best form of communication and return on investment in terms of marketing and then all our social platforms and number two. So yeah we actually do now put some budget towards digital marketing. We never wanted to you know how when you hop on someone's website and then you hop off and then that product follows you wherever you go. I actually find that quite irritating as a consumer. And I never wanted to do that to my followers. And then when we started doing it I realized it worked. So I went OK we'll keep that going. And then the third would just be our ambassadors now influencer program which is for us being really beautiful and authentic from the very beginning we've had a beautiful range of people interior designers stylists photographers models all share about our product and now that's a big part of our business.

Tim

Has that not taken a hit? Two or three years ago I remember interviewing Jules Lund on this show who started tribe. And at the time he was on to something he may will still be in it. He was connecting brands with influencers. Is there not a scepticism out there these days that everyone's an influencer?

Victoria There is. Yeah. I think people say through it very quickly. So we are very very cautious we don't actually pay for these things. It's more of a relationship we have with a small group of women who have a really engaged audience and it's a couple of men stylists because my sister and I are online a lot and we personally run the profiles. We know what

is real to us. I've seen big brands. And it does work but it's not my style. So what we do is probably a little more subtle and and authentic and real and I say to everyone if you don't use the product don't share it. I want you to share it. If you are using it and if it is something you enjoying using and so recently without picnic basket we did a picnic basket that had a cheese board lid and it just went by. It went crazy. We sold out in the first two weeks and it is one of those products. We hit the nail on the head again. And the sharing around that was just so easy because everyone was using it. They were using it every weekend all weekend and were loving it. They wanted to share about it.

Tim

Back to the influencers. How do you give value to an influencer if you're not paying them?

Victoria

We use affiliate marketing. So they get a percentage of sales that they generate through a unique URL in their profile.

Tim

Got it.

Victoria

They're incredible these women are like running little wholesale businesses online pretty much without having to carry the stock. The good ones. Basically people follow them to shop and see what they're doing. And it's very easy to shop through their platforms. So I think they get about between nine and 12 percent of the sale. There's no risk for us because they don't sell. We don't have to pay. But it's wonderful for them because I feel like for the first time. Influences are getting properly rewarded because it's really really really hard to take beautiful imagery. So for us to get one or two photos to share takes all day. To get those money shots that go viral and get shared and get likes. It's actually really time consuming. And so these women that are doing it, especially ones that have kids and families I feel that they do deserve compensation like it's not like they're just having coffee and snapping what they're eating what actually comes up behind the scenes.

Tim

I was going to ask you about how you're making social work because for many small business owners you know they all get on Facebook and Instagram linkedin Twitter. It doesn't mean it's going to be successful. For you you've got an interesting product. You spend a lot of time on the photography and you create very shareable images that get around right. And with email you saying and I totally agree with you getting the details upfront so that you can then have an ongoing conversation with your prospects and customers that is respectful. What does a great email from the beach people look like?

Victoria

I mentioned before Emma and I naturally enjoy discussing and talking about and that's travel home interiors and beach lifestyle. So Emma actually grew up on a yacht living in the Pacific with my parents before I was born. So very much we are ocean girls. And so I love

sharing that with our audience. So we try to stick to our email marketing being product releases. And content which covers those categories. So whether we interview someone who just renovated their home or we talk about our favourite beaches or how to take your baby to the beach or what we have now beach kits at the moment just things like that. And then the rest would be like a sales commission. So we try to keep the sales pushy promotional side small. The conversation about our what we love and also our product launches. You see from us when we launch a product all the things we love about that product.

Tim

That all make sense. Good quality content I mean I think a lot of small business owners out there again who thinks all email marketing is dead. We all get spammed with e-mail but it's like anything if you make it great. And makes that's something people really can't wait to get next time then it doesn't matter how many emails you're sending.

Victoria

Yeah. And people don't have to follow us. They can easily unsubscribe if you don't want to in the inbox. I personally probably get about 20 to 30 a day and I probably open three or four consistently because the brand somehow they got me I don't know what it is. But they got me and that's the people we want. We want the people that get us and want to see us.

Tim

Vic I don't normally ask this I think five years is such a long time into the future but you're a numbers girl. What does the beach people look like in five years time in 2024?

Victoria

Let me just pull up my budge. I have a five year plan Tim. That's fine. I talk about the fun stuff. So the product development. In the next year we're releasing our first collection of skin care licencing deals so we are working with a pharmacist and manufacturer oversea in the US but it's taken us four years. So we have been developing a sunscreen for four years and then we got to the end and then we realized when we partner with the Great Barrier Reef and I didn't realize that number two cause of reef bleaching is sunscreen. So I had to make my sunscreen reef approved and we're there now. And it's great timing because Hawaii just banned non reef approved sunscreen from being sold on their land. So our sunscreen is reef proof that launches next US summer. We also are doing collections of hats for the first time. Resort wear and bags beach bags. So that is all happening in the next year. From there our product development plan is maybe more into home and home textiles into the kitchen because Emma and I love cooking so we're getting maybe into the kitchen and then we want to touch on some large items so outdoor settings poolside settings. Yeah just all takes time. So that sort of over the next year. Took three years of product development.

Tim

Yeah. So pretty quiet five years ahead. Step it up Vic. It's such a great story. I'm really honoured to be sharing it. Thank you so much for making the time. It's a great Aussie

business story literally. Literally with the product two sisters from a coastal town in New South Wales. It got everything. It's a film in the making.

Victoria

Thanks Tim. Nice to hear.

Tim

Wish you all the best for the five years ahead.