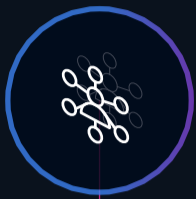


5 TIPS FOR RETAILERS LOOKING TO GO D2C

According to an eMarketer report, more than 400 companies are competing in the D2C marketplace, so keep these things in mind as you prepare to take on the ecommerce explosion:



Embrace a data-driven approach

You have more data at your fingertips than ever, so online shopper behavior is no longer a mystery. Brands must do their best to bring all the information together to form a meaningful picture of the consumer.



Balance data and creativity

You need to wear multiple hats to strike a balance between a data-driven mindset and an artistic approach. Focus equally on a data-driven consumer understanding as well as innovative communication to build personalized engagement at scale.



Make the most of marketing technology

Use marketing technology to drive customer segmentation, positioning and targeting across channels. You can deliver personalized, omnichannel experiences that stand out in the market and create a cohesive experience for the consumer.



Build a personal connection

Recent studies have shown that emotions play a key role in driving big purchase decisions. Apply your storytelling powers, analytical skills and business acumen to appeal to customers' latent sensibilities and build deeper connections.



Be ROI-driven

Ask yourself, How well do I understand how my customers like to engage? You'll need to optimize spending across media channels, then justify the value of every marketing dollar invested.

THE BOTTOM LINE:

A D2C model has lots of benefits, for your business and your customers. Following these best practices and planning for both the short- and long-term can position you to take advantage of all of them.