



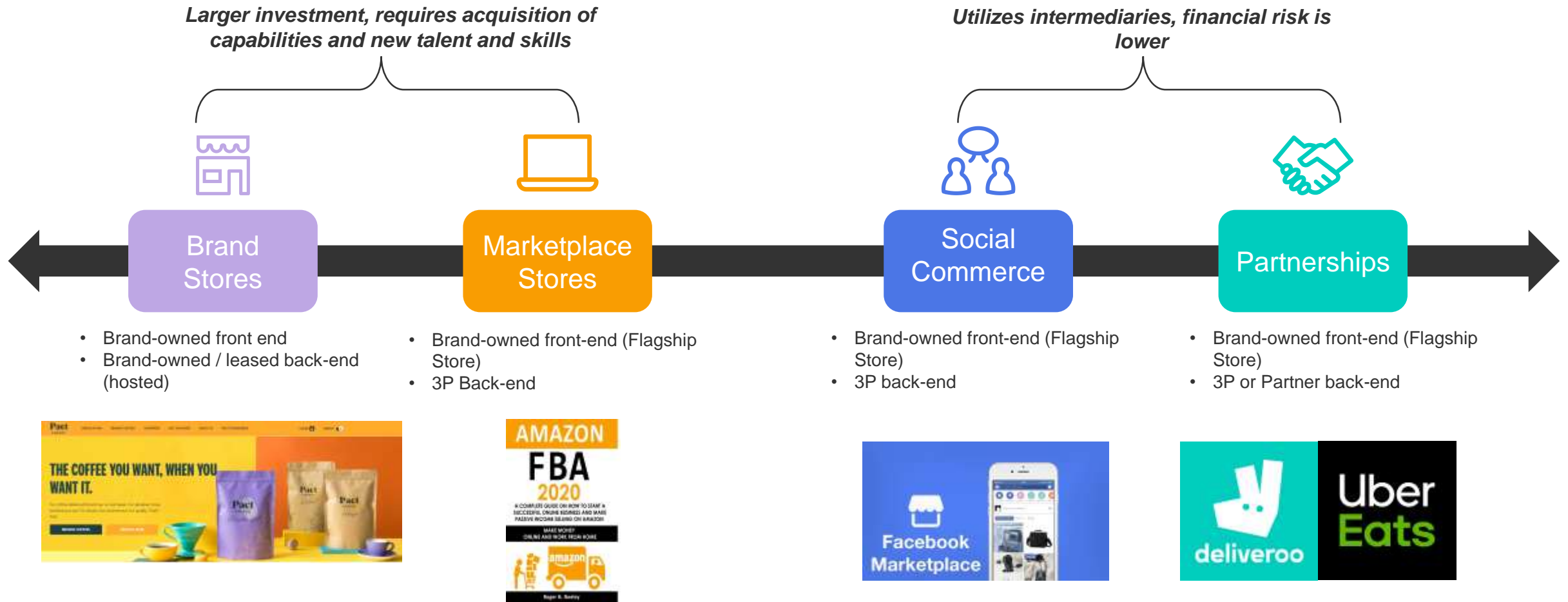
Winning in Direct-to-Consumer and Social Selling

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D2C model has various flavours

New routes to consumer are either direct (DTC) or via 3P platforms/partners

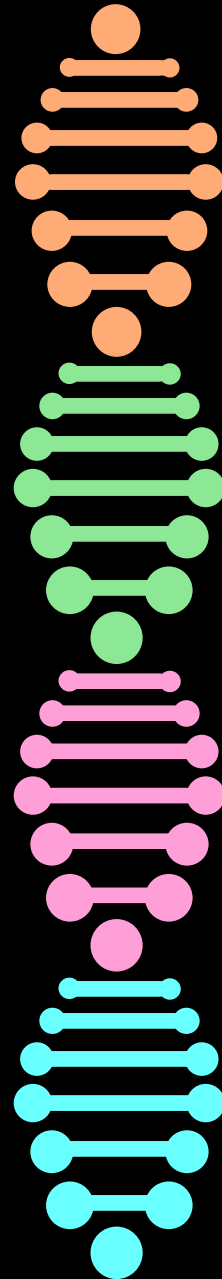


We focus on a Brand Stores model that is common for digital native brands...
in order to understand what's in their DNA that we can adopt



DNA

OF A DIGITAL-NATIVE BRAND



D2C MINDSET

- being storytelling experts
- browser = shopper = consumer
- think and act like a startup
- fail fast and learn continuously



MOBILE-CENTRIC

- it really is mobile first
- social is part of selling
- ecosystem and co-creation



DATA-DRIVEN

- a balance between humans and tech
- developing “total funnel” vision
- feedback on every step of the way



AGILE

- no single owner
- from silos to multi-discipline practitioners
- from command and control to remove obstacles



Mindset represents a core feature of the DNA of D2C brands

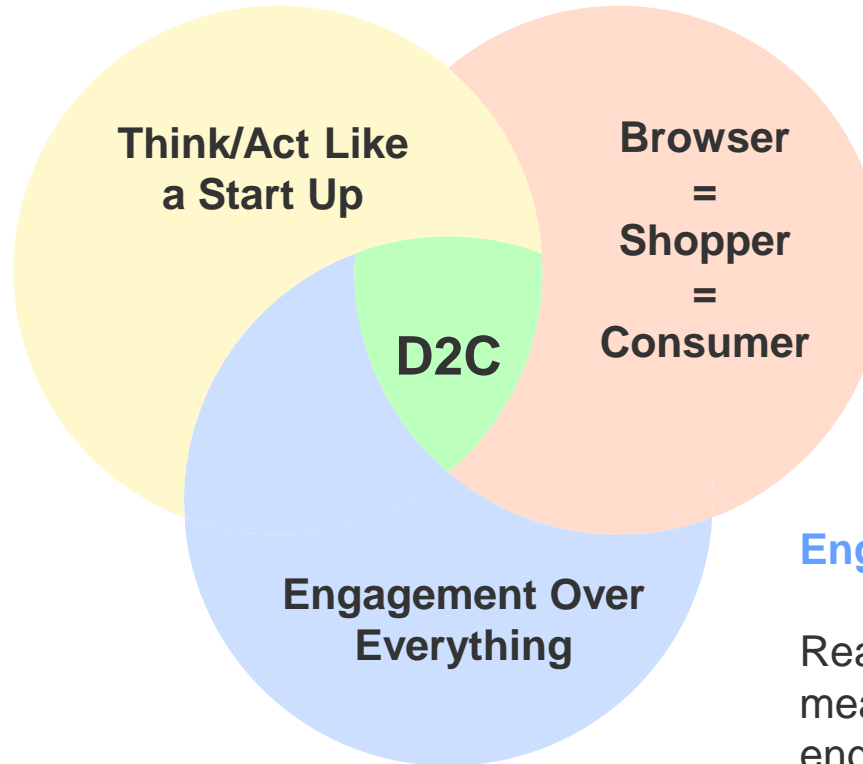
Mindset manifests itself into 3 key behaviours that are different to a FMCG operating model

Think Like A Start Up

Test & Learn: Assess then Pivot or Double Down

Act Like A Start Up

Agility is a key behaviour; not a wait-for-a-meeting culture
Multiple hats, all the time
Marketing = Sales



Browser = Shopper = Consumer

D2C businesses control the retail environment in which their shopper shops; they control the brand & retail experience where typically there is a trade off between the two

Engagement Over Everything

Reach is a great, but brand engagement means your consumers care, without engagement your consumers are unlikely to visit your brand.com page and spend

Social selling: 3 things to remember

Social platforms will develop into the marketplaces of tomorrow; expect to see new developments in the checkout space of social platforms like Instagram

- **Adding “buy buttons” is not enough for a successful social commerce strategy.** You must structure teams and allocate resources to strategically attract, convert, and retain sales by focusing on curated content, loyalty & rewards, conversion, and including users in their brand story.
- **Rather than focusing solely on conversion, building a social ecosystem becomes crucial** for the above key points to have an effect. As such, social media efforts should be seen as both a sales and marketing capability.
- The current situation only allows users to purchase one brand at the time. **As purchases are streamlined to allow for multiple brand checkouts, social platforms like Instagram will develop into marketplaces** with an integrated marketing and sales capability.





Managing data like a digital native: a balance between humans and tech

Adopting a “total funnel” mentality

Attracting shoppers to your brand **1.** THROUGH CONTENT CREATION

Offer inspirational and curated content that allows shoppers to be part of your brand journey.

Making shoppers buy **2.**

TO DRIVE PURCHASES, ALLOW CONVERSIONS TO TAKE PLACE

Connect social campaigns with purchase options and on-demand delivery.

Delighting shoppers **3.**

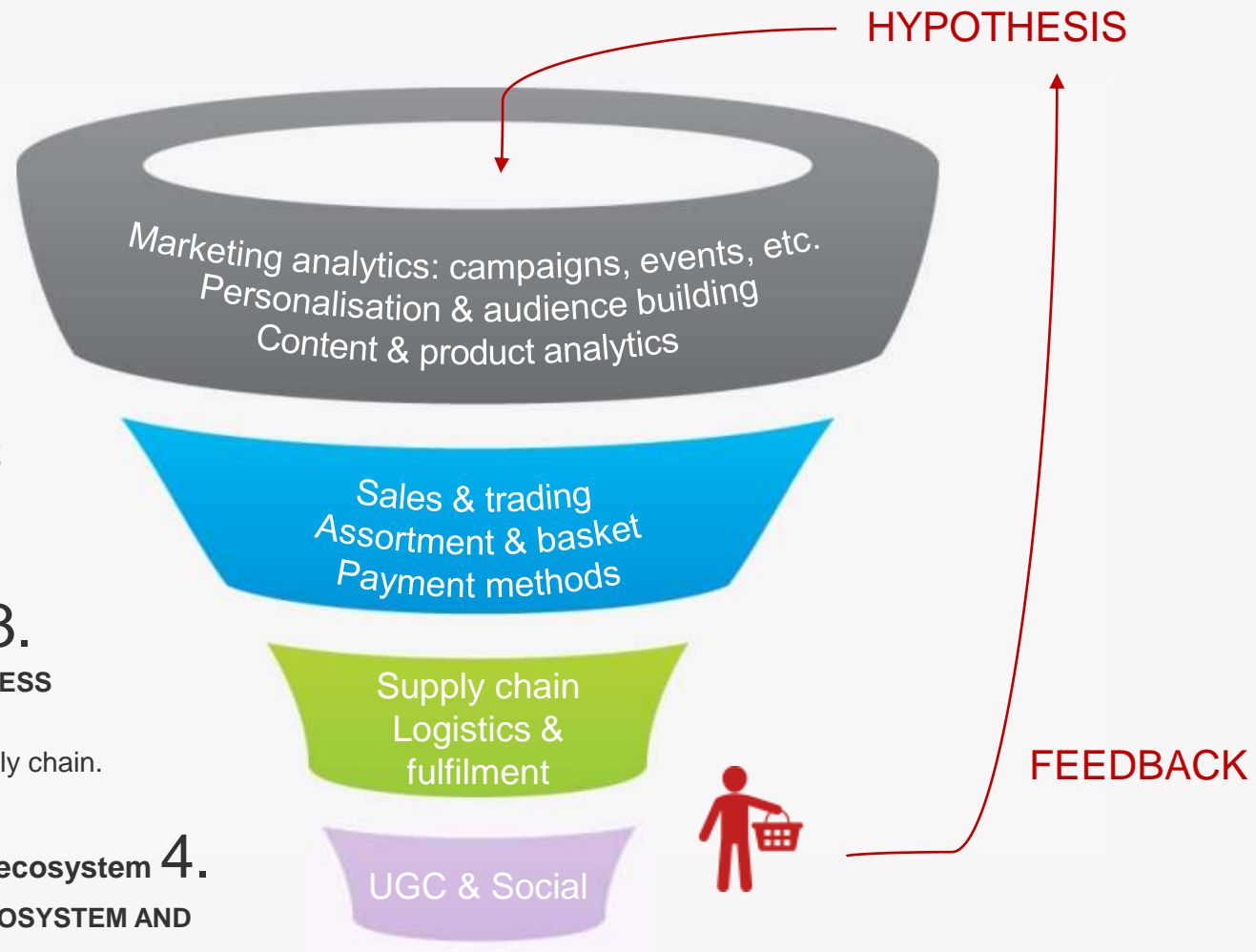
TO ENHANCE CONSUMER EXPERIENCE ENSURE FLAWLESS AVAILABILITY AND PROMPT DELIVERY

Align stocks to planned activities and pressure test the supply chain.

Keeping shoppers in your ecosystem **4.**

KEEP YOUR MOST ENGAGED FOLLOWERS IN YOUR ECOSYSTEM AND INVOLVE THEM IN UPCOMING CONTENT

Develop programs that enable user-generated content, products, and sales.





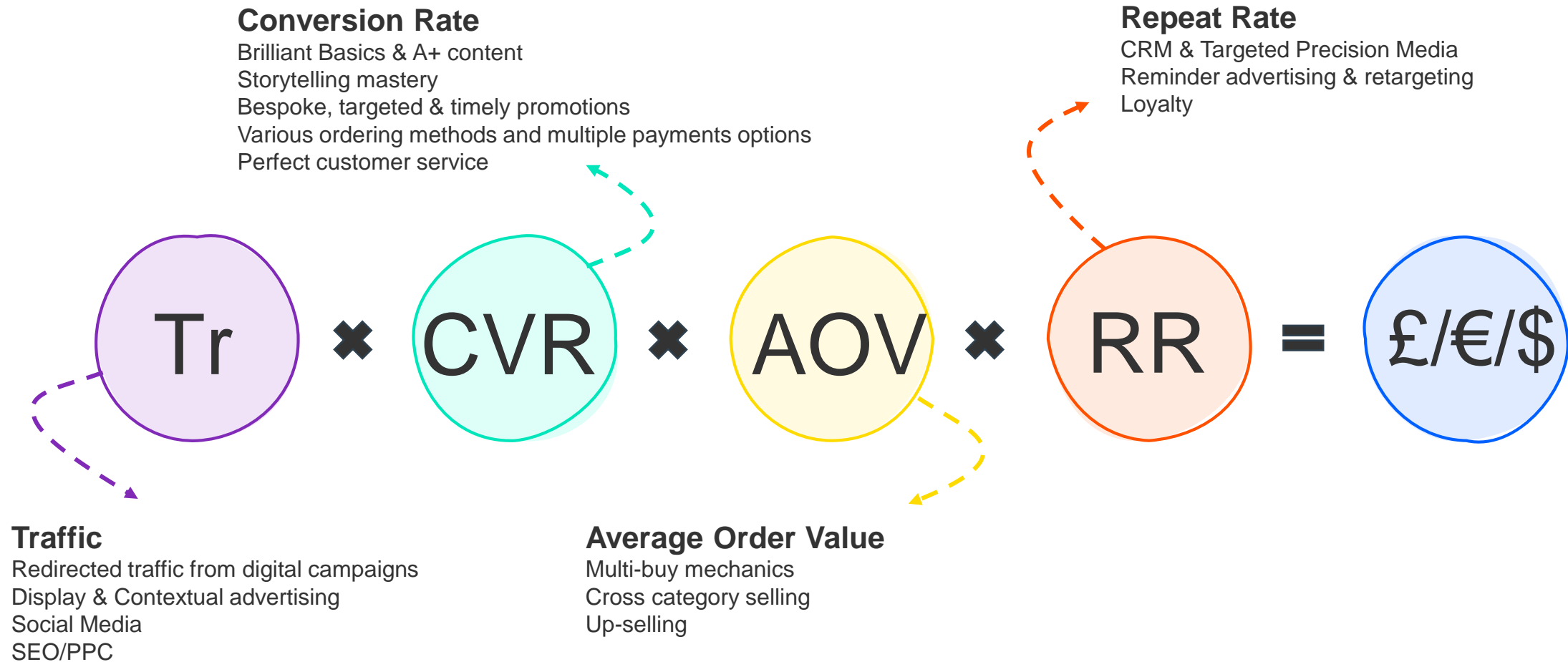
Lean organisation: management principles

From “command and control” to “remove obstacles”





Shared responsibility: ultimately all functions within a D2C Brand are contributing to driving the eCommerce formula



A close-up photograph of two hands against a dark background. The hand on the left is holding a wooden baton, and the hand on the right is open, palm up, ready to receive it. The lighting highlights the muscles and skin texture of the arms and hands.

KANTAR

Thank you... and good
luck on your digital
commerce journey

If you were unable to attend Kantar's 'Digital Leadership for the New Decade' Conference, you can purchase it on-demand [here](#) or by emailing events@kantarcounseling.com

Or to schedule a virtual coffee with one of our experts contact Lidia Palubina at lidia.Palubina@kantarcounseling.com