

5 Steps to D2C

A direct-to-consumer (D2C) channel can be the strongest connection you can make between you and your consumers. By creating a D2C business, you can forge stronger relationships with your customers, provide them with more personalized experiences, innovate based on their needs, and add to your bottom line. To create your own D2C channel, follow the steps we've laid out for you while avoiding pitfalls and obstacles along the way.

1. Start with, Why?

Ask yourself: "Why should a consumer buy directly from me?" and "What do I hope to achieve with a D2C channel?"



2. Assess the business

Look at the current capabilities of your business. Assess your value chain and see how D2C fits into this.

Blocker: Excessive focus on communications tech

Don't neglect other vital components of your value chain, such as operations.



3. Strategize

Consider whether you need to buy your own assets, build them yourself, or partner with others who have the capabilities you need.

Blocker: Underinvesting

You need to support your D2C channel with sufficient resources and give it time to produce ROI.

Blocker: Conflicts with other channels

Retailers often see D2C channels as direct competitors, but retailers are critical to maximizing profit.



4. Deliver

Implement integrated solutions for customer acquisition, digital commerce, and order fulfillment.

Blocker: Internal policies

Outdated processes and legacy policies may slow down the development of your D2C channel.



5. Measure and optimize

Use data and analytics to measure, improve, and scale D2C performance.

