

The Direct-to-Consumer Checklist for Manufacturers

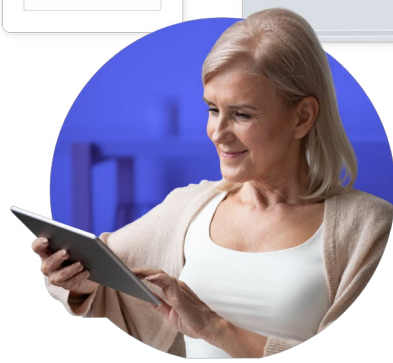
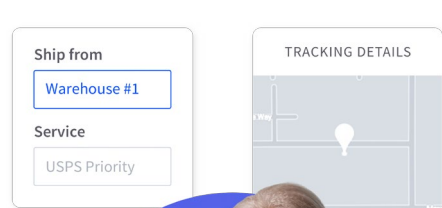
Reduce Channel Conflict

When selling the same or similar products as your retail partners, it's helpful to have a plan in place for navigating potential channel conflict.



SOLUTIONS

- ✔ Strategize how to share data to improve the customer experience
- ✔ Offer different products on your ecommerce website
- ✔ Communicate your pricing structures with your retail partners
- ✔ Promote your retailers' brick-and-mortar stores



SOLUTIONS

- ✔ Determine what processes you can automate
- ✔ Find an ecommerce platform that supports B2B and DTC
- ✔ Set up new payment options for customers to transact online
- ✔ Work with experienced agency partners for integrations

Integrate New Technology

To sell directly to customers, you'll need new technology that can be integrated with your existing technology stack to keep operations running smoothly.

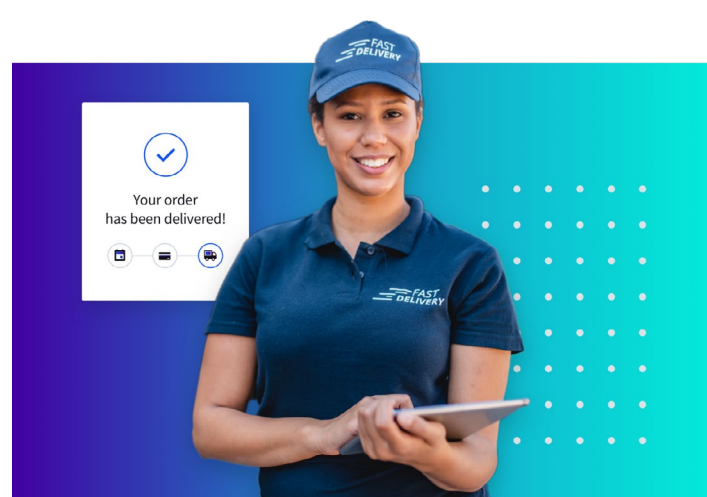
Attract Customers to Your Online Store

Once you've built your website, it's time to grow your store with marketing tactics designed to drive traffic and convert visitors into customers.



SOLUTIONS

- ✔ Tell your unique brand story to connect with customers
- ✔ Develop a plan for visually representing products
- ✔ Create a content strategy focused on educating customers
- ✔ Advertise and sell your products on social media



Put the Right Back-End Systems in Place

To help meet customer expectations, extend your current systems or put new systems in place that can assist with order management and customer service.

SOLUTIONS

- ✔ Define how to handle the increased need for customer support
- ✔ Help customers answer simple questions with a chatbot
- ✔ Consider supplementing fulfillment with a third-party logistics (3PL) company
- ✔ Prioritize fast and flexible shipping for in-house fulfillment

Learn More About How to Sell DTC

Selling directly to consumers doesn't have to be an impossible task for manufacturers. With a clear strategy for working with your retailers, flexible technology for ecommerce operations and a plan for back-office logistics, you can successfully launch your DTC website.

