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The Retail Hive : Virtual Meeting

Focus on D2C – eCommerce for Brands



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Fulfilment

- Think of short-term solutions to fulfil customer orders. For example if you are in an FBA agreement with Amazon you may have to start fulfilling your orders directly. This should only be a short-term solution and only out of necessity (if for example Amazon has temporary COVID policies that prevent them from doing so.)
- Use this uncertainty to create an opportunity. If you are seeing a sudden demand of your product use this opportunity to creative push for more online sales. Retail staff can be used to help reinforce the online sales. Use their knowledge of their products on digital channels to help guide customers towards new products. This can be with WhatsApp sales consultants, online tutorials on how to use the product etc.
- Are dark stores the future? Utilise your retail staff especially during this quieter period. If you are experiencing low/no footfall, set up a video conference with customers where they can digitally see the product while the sales consultant is helping guide them to which product will be best for them.
- As consumer behaviours have changed, how can your business adapt to this change?
- Big retailers are reducing the variety of products they are selling but are increasing the quantity. For them it is about what are the best sellers, especially as shop floor space becomes more valuable. This will mean that these retailers will hold you accountable when they are having to make substitutes for certain items.
- With the 'new' world being more digital than physical, the future is D2C. But for successful businesses the huge spike in online sales shows them meeting targets set for the future. With this escalation of online demand how do you get your D2C eComm platform up to par? What factors do you need to consider? What it to be as simple as possible but will need outside help as the need to accelerate is huge.



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Fulfilment

“Three themes emerged from this conversation: flexibility, agility and creativity. In the past, when making change in an organisation it would take 3-6 months to make these changes. Some of these organisations have had to make changes in 3 hours/3 days. Now is the time to adapt. Not the end. Covid has triggered this!”

- Director, FOR Partnerships who moderated this discussion.



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Loyalty

- The pandemic has resulted in a huge spike in eCommerce sales, and as a result brands must accelerate their thinking. Even those who were reliant on stores for sales have had to be more aggressive in their thinking in order to track in new customers.
- The key to keeping customers loyal is personalization. This strategy should really sit at the heart of the business as we aim to have a 1:1 relationship with our customer.
- For high value brands, online can be used to reinforce a personalized experience in store. For example using online to set up appointments in store meanwhile collect as much information as possible so that the shopping experience is truly personal.
- Moving away from purely demographic segmentation of customers into behavioural intent will deliver more personalised and relevant messaging to achieve better long-term results and ultimately more CLV.
- Personalisation can be harder with franchised stores, as the stores could be using different POS system and cannot access the customer information. This makes it extremely difficult to personalise the shopping experience and offers no visibility across the customer journey. This is a big challenge that a lot of big brands must overcome.
- Single view of a customer is essential for building deeper relationships with customers and targeting your messaging and communication. The information must be easy to update, and easily transferred from online to in store (and vice versa).



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Loyalty

“Our conversations have revolved around personalization. It is all about creating the 1-1 relationship with our customers. Use COVID to focus on offline stores and online can support your physical stores.”

- Managing Director, MADE.COM, who moderated this discussion.



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New Channels

- It can be difficult for D2C to receive the focus and investment that it should because of lack of knowledge. To tackle this it's best to a) Increase visibility of performance company wide. The stats speak for themselves. B) Inspire your teams. It's exciting, how can we develop the tech and campaigns needed to scale – the team should be part of this
- There needs to be a marriage between brand and sales
- Attribution modelling seems to be in its infancy for all and developing this in-house seems to be the best approach
- In order to build the connectivity you need to:
 - Demonstrate sales
 - Develop brand affinity
 - Take an omni-channel approach
- Performance marketing is working particularly well, paid social is thriving.
- We need to use social as an acquisition tool and build communities off the back of that
- Simplify the decision making – sometimes it's better to ask for forgiveness than for permission!



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New Channels

“Test and learn the models you have, and not go big bang. It’s all about step by step progression and development.”

- CMO, Pernod Ricard, who moderated this discussion.