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# STEPS TO D2C

# SUCCESS

#PERCEPTION2PREFORMANCE





## FIND YOUR NICHE/SPECIALISATION

75% of people want to buy from a **D2C brand that has a unique product offering.**

Source: **Mckinsey**

#PERCEPTION2PREFORMANCE



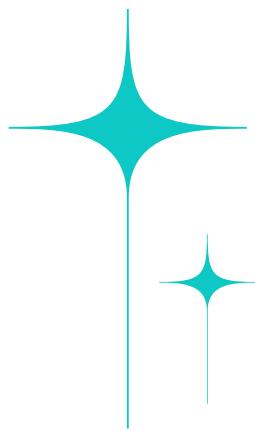
2

## BUILDING A STRONG BRAND

64% of people are  
willing to pay more for a  
brand they are loyal to.

Source: Accenture

#PERCEPTION2PREFORMANCE



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## FOCUS ON CUSTOMER EXPERIENCE

companie **companies that prioritize customer** experience and an average revenue growth rate of **15.5%** compared just to **2.9%** for those that do not.

**Source: Medallia**

#PERCEPTION2PREFORMANCE

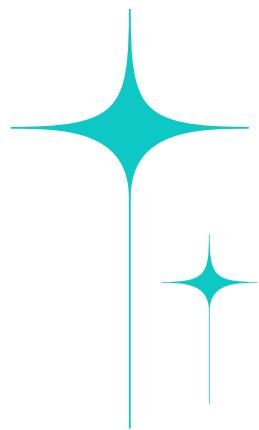


## INFLUENCER MARKETING

on average, brands earn  
\$5.20 for every \$1 spent  
on influencer marketing.

Source: Influencer.co

#PERCEPTION2PREFORMANCE



# STEPS TO D2C SUCCESS

Find your niche/  
specialisation.

1

Build a strong  
brand

2

Focus on  
Customer  
Experience

3

Influencer  
Marketing

4

#SaveForLaterWithDN

