



STEPS TO **D2C** **SUCCESS**

#PERCEPTION2PERFORMANCE





1 FIND YOUR NICHE/SPECIALISATION

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

Source: Mckinsey

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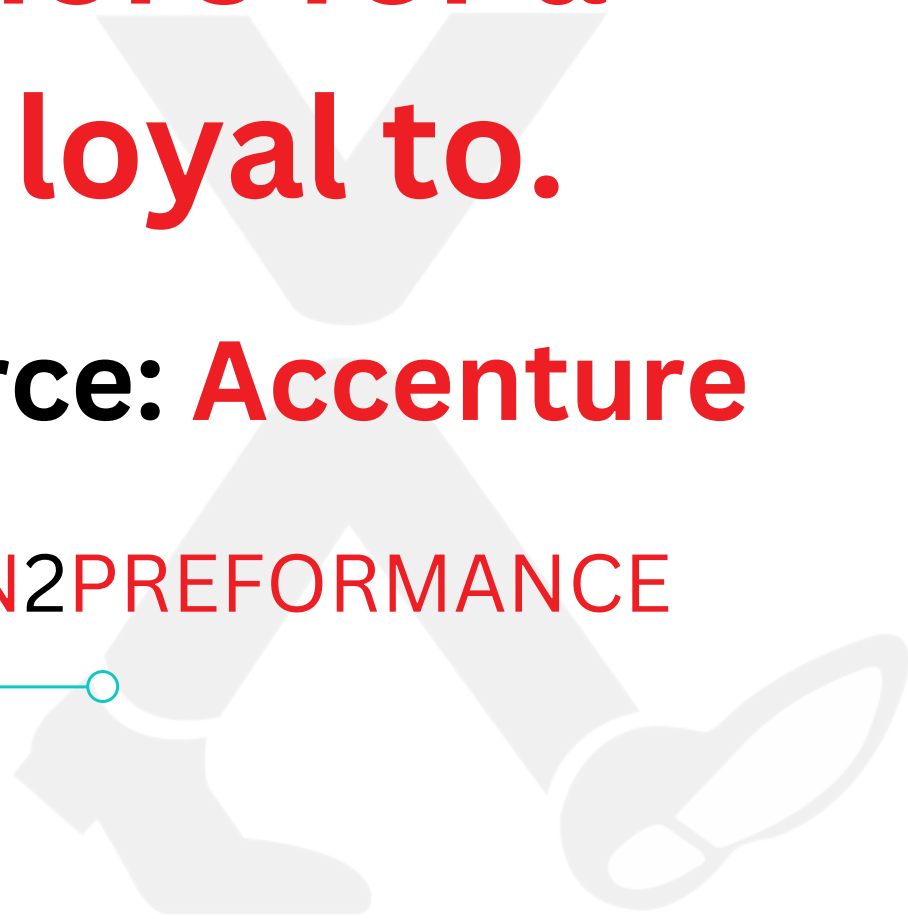


2 BUILDING A STRONG BRAND

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

Source: Accenture

#PERCEPTION2PERFORMANCE





FOCUS ON CUSTOMER EXPERIENCE

companies **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

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INFLUENCER MARKETING

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

Source: Influencer.co

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STEPS TO D2C SUCCESS

**Find your niche/
specialisation.**

1

2

**Build a strong
brand**

**Focus on
Customer
Experience**

3

4

**Influencer
Marketing**

#SaveForLaterWithDN