

The Direct-to-customer (DTC) Checklist for Manufacturers

Do you run a direct-to-customer (DTC) sales pattern in your eCommerce business? Have you considered the various points to be looked into before spending your money on customer acquisition?

Well, here's a checklist that helps you with the Do's and the Don'ts:



Direct-to-customer (DTC) business- The Do's

- Always try new campaigns with a different brand language and color variations
- Set your SEO and SEM in place so that you rank among the top results in various search engines
- Train your customer service team so that you don't lose your customers
- Utilize Influencers to promote yourself when you are at the initial stage of your business
- Build and get connected to peer communities on Facebook and other social media
- Plan your marketing and bring in diversification by using paid podcasts, TV or radio ads, email marketing, or brand partnership
- Give out discounts and free trials at your initial stage of business. All these will be useful in the very early stage for conversions
- Invest in your customer service team for a quick response to customer queries.



Direct-to-customer (DTC) business – The Don'ts

- Don't hesitate to accept returned goods. Have a strategy for the returned products without affecting your sales.
- Don't ignore unhappy customers. Set up a plan to delicately handle the unhappy customer with a special discount or an extra product.
- Plan a rewards program for your customers so that your customers can use it for gifting purposes to their friends and family. Don't ignore the customers who bring in referrals.
- Don't hold yourself back from being global. Go for international shipping and increase your sales area and income.