FAILED D2C DIGITAL MARKETING STRATEGIES – REVIEW 2021

Nilesh M[1], Pinaki Mandal[2]

[1] 3rdSem Student EpMBA, Dr. V. N. Bedekar Institute of Management Science, Thane, MH

[2] Visiting Faculty – Dr. V. N. Bedekar Institute of Management Studies & Principal Consultant at PurpleOak Management Consultants, Mumbai

Abstract

This article would analyse various digital marketing strategies that have been used by companies to attract new customers and retain the existing customers towards it. These digital marketing strategies are easy to conduct and are cost effective. They can be conducted by using little workforce and less investment is required to conduct such promotion of the company. However, the outcome of these digital marketing strategies is extremely unexpected. They can be very helpful for the company as they expand the business in different parts of the world. However, sometimes, it can be difficult to carry on with such strategies of digital marketing which results in the failure of such strategies.

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Introduction

Digital marketing is a kind of marketing strategy that makes use of the technology to communicate to the ultimate consumer. Digital marketing strategies are used by businesses to attract new customers and retain existing customers. These digital marketing strategies are simple to implement and inexpensive. They can be carried out with a small workforce and require little investment to carry out. The outcome of these digital marketing strategies, on the other hand, is completely unexpected. They can be extremely beneficial to the company as it expands its operations in various parts of the world.

Overreliance on social media: Social media is one of the most important tool to
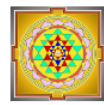
be used for digital marketing. Many people use social media on their smartphones and computers to get connected to each otherbut relying too heavily on it can be risky. Platforms like Facebook and Instagram are constantly changing their algorithms, making it harder for businesses to reach their audience.

Neglecting the importance of customer reviews: Reviews and ratings are crucial to the success of a DTC brand. Neglecting this aspect of your marketing strategy can lead to lower customer acquisition rates and even loss of existing customers.

Ignoring the importance of mobile optimization: Many people use mobile phone these days so it is better to develop the mobile apps which can be used by everyone. Neglecting this aspect can lead to lower engagement rates and a loss of potential customers.

Not offering enough value to customers: Customers are bombarded with marketing messages every day, and if your message doesn't offer enough value, they are likely to ignore it. It's crucial to focus on providing value to your audience rather than just selling your product.

Not having a clear brand identity: It is highly important to have a clear brand identity for any business, but particularly for DTC brands. Without a clear brand identity, it can be difficult to differentiate yourself from competitors and connect with your target audience.

Examples:

Overreliance on social media:

Social media is an essential tool for DTC brands to connect with their customers. However, relying solely on social media can be a risky strategy. Social media algorithms change frequently, and if a brand's content does not perform well, it may not reach its target audience. For example, in 2018, Facebook announced changes to its algorithm that prioritized content from family and friends over content from brands. This change made it harder for brands to reach their audiences organically.

Neglecting the importance of customer reviews:

Customer reviews and ratings are essential for the success of DTC brands. They serve as social proof and help build trust with potential customers. For example, in 2017, an investigation by the Federal Trade Commission found that some DTC brands were manipulating customer reviews to boost their ratings artificially. This practice can damage the brand's reputation and lead to a loss of trust with customers.
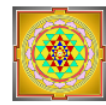
Ignoring the importance of mobile optimization:

With more than half of internet traffic coming from mobile devices, it's essential to optimize your website and marketing content for mobile. Neglecting this aspect can lead to lower engagement rates and a loss of potential customers. For example, if a DTC brand's website is not mobile-friendly, potential customers may have difficulty navigating the site, leading to frustration and a higher bounce rate.

Not offering enough value to customers:

Customers are bombarded with marketing messages every day, and if your message doesn't offer enough value, they are likely to ignore it. It's crucial to focus on providing value to your audience rather than just selling your product. For example, if a DTC brand's marketing message is solely focused on promoting its product without highlighting its unique value proposition or benefits to the customer, potential customers may not be interested in engaging with the brand.

Not having a clear brand identity:

A company must have a clear brand identity in order to do their business. If the company is not sure about the products which they want to sell and there is some

confusion among the products, it can lead to failure of the organization. For example, if a DTC brand has a confusing or inconsistent brand identity, potential customers may not understand what the brand stands for or what its values are, leading to a lack of trust and a lower conversion rate.

Why do you say these strategies failed do you have data

Instead, the points I mentioned are common mistakes that DTC brands make in their digital marketing strategies, which can lead to lower engagement rates, lower conversion rates, and ultimately, failure to achieve their business goals.

While there may be some data or case studies that demonstrate the negative impact of these mistakes, the points I mentioned are based on general observations and best practices in the industry. It's important to note that each brand's situation is unique, and what may work for one brand may not work for another. Therefore, it's essential to conduct thorough research and testing to determine the most effective digital marketing strategies for a particular DTC brand.

Data or case study to illustrate
Overreliance on social media:
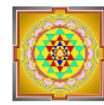
According to a HubSpot report, natural reach on Facebook has decreased by 52% since 2016. As a result, DTC manufacturers who rely entirely on Facebook to reach their target market can also wage war to achieve their advertising objectives. To reach their target market, DTC manufacturers should diversify their advertising channels and employ various structures such as email, search engines, and influencer advertising.

Neglecting the importance of customer reviews:

A BrightLocal study discovered that 82% of customers research online reviews before making a purchase. Furthermore, 52% of customers stated that positive feedback makes them more likely to purchase from a DTC brand. DTC companies that disregard the importance of customer feedback risk losing capable customers who rely on feedback to make informed purchasing decisions.

Ignoring the importance of mobile optimization:

According to a Google document, 53% of mobile customers will abandon a website if it takes longer than 3 seconds to load. Furthermore, 61% of customers will not return to a mobile website that they had difficulty accessing. This means that DTC manufacturers who ignore cellular optimisation risk losing ability clients and having a higher jump rate.

## Not offering enough value to customers:

According to an Accenture survey, 51% of customers expect businesses to anticipate their needs and make appropriate recommendations before making contact. DTC companies that do not provide sufficient value to their clients risk losing capability clients who are looking for customised and relevant experiences.

Not having a clear brand identity:

According to a study conducted by Lucidpress, consistent logo presentation throughout all platforms can increase sales by up to 23%. As a result, DTC manufacturers who don't have a clean emblem identification risk losing capability clients who are concerned about what the emblem stands for or what its values are.

Conclusion

The data and case studies provide evidence of the negative impact of these mistakes, it's important to note that each brand's situation is unique, and what may work for one brand may not work for another. Therefore, it's essential to conduct thorough research and testing to determine the most effective digital marketing strategies for a particular brand.

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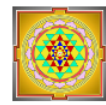
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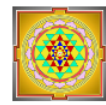
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