

OSF | DIGITAL

QuickStart **D2C**

Quick Start Commerce Solution for selling Direct to Consumer

Empowering consumer goods brands' transition
from B2B to DTC business model in just 2 weeks



WHY SHOULD YOU CARE ABOUT DEVELOPING YOUR OWN ECOMMERCE WEBSITE?

The Direct-to-Consumer (D2C) strategy is **fast becoming a popular route** for consumer goods brands to enter the **online market directly** — instead of through a middle-man entity. Among the **benefits of going direct to consumer** are eliminating the barrier between the producer and the consumer, giving the producer greater control over its brand, reputation, marketing, and sales tactics and having the possibility to directly engage, and learn from their customers.



If you are thinking about adopting a D2C strategy and **want to go to market quickly** there's no better solution than our **Quick Start D2C for Salesforce Commerce Cloud** package which will help you launch online with your own direct-to-consumer ecommerce store **in just 2 weeks**.

WHAT'S IN IT FOR YOU?

Solution Benefits

Quick Start Direct to Consumer helps consumer goods companies to:

1

Open a new revenue and distribution channel to sell directly to consumers

2

Move inventory faster through their own ecommerce website

3

Greater control over their brand, reputation, marketing, and sales tactics

4

Eliminate the barrier between their brand and the consumer

5

Directly engage and learn from their customers and build stronger brand engagement and loyalty



HOW DO YOU GET STARTED?

Quick Start Direct to Consumer



QuickStart D2C

LAUNCH A DIRECT TO CONSUMER ONLINE SHOP IN JUST 2 WEEKS

OSF Digital's **Quick Start Direct to Consumer** is an out-of-the-box commerce solution for **Salesforce Commerce Cloud**, designed specifically for brands that are selling durable and non-durable consumer goods through distributors, such as **food products, packaged goods, clothing, beverages, automobiles, and electronics**, and want to sell directly to their consumers.

This innovative solution, developed by OSF Digital and powered by **Salesforce Commerce Cloud**, will help brands to open a new revenue and distribution channel by **quickly launching a direct-to-consumer ecommerce website in just 2 weeks**.

Solution Overview

SOLUTION FEATURES

- ✓ Social Sign IN
- ✓ Basic Customer Journeys
- ✓ Cart and Checkout
- ✓ Flat File Sync (Catalog, Price List, Orders, etc.)
- ✓ Payments
- ✓ Taxes
- ✓ Tagging Plan Build In
- ✓ Commerce Ready Theme
- ✓ Responsive Templates

STOREFRONT AS A SERVICE

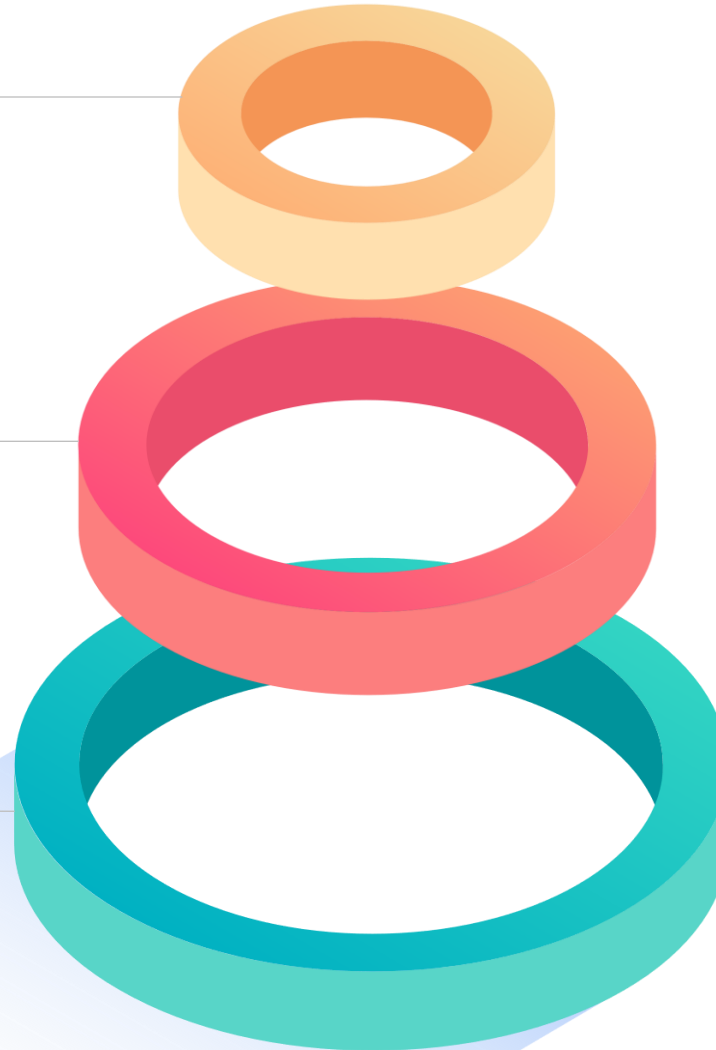
3 MONTHS











- ✓ Shop Improvement (New assets, template updates)
- ✓ Content and Merchandising updates
- ✓ Digital Ads Management
- ✓ Products, Inventory and Promotion maintenance
- ✓ Order Monitoring and Support


SOLUTION INSTALL

2 WEEKS

- ✓ Preparation workshop
- ✓ UI Theme setup
- ✓ Promotions and associated assets
- ✓ Product Catalog setup
- ✓ Order Management Process setup
- ✓ Analytics, Payments, Taxes, Shipping Methods setup



 Wishlist	 Einstein /AI
 Product Bundles	 Product Options
 Large Catalogs (SKU's)	 Content Scheduling
 Product Sets	 URL Redirects
 Search Suggestions	 100+ OOTB Promotions


FEATURES

WHY CHOOSE QUICK START DIRECT TO CONSUMER TO BUILD YOUR ONLINE SHOP?

Launch a DTC online shop in just 2 weeks



GO TO MARKET QUICKLY

Move from offline to online and start selling directly to consumers **in just 2 weeks**.

OPEN A NEW CHANNEL

Increase sales by launching a **direct-to-consumer ecommerce** platform and creating a new revenue and distribution channel.

SELL DIRECT TO CONSUMER

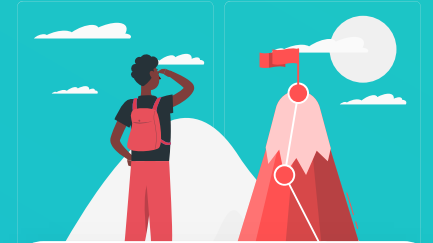
Sell your **products directly to your customers** quickly, by transitioning to a DTC ecommerce platform.

ADAPT TO CONSUMER NEEDS

Sell **online** – where customers are shopping right now, and better manage your **inventory, demand, and order fluctuations**.

STAY AHEAD OF THE COMPETITION

Capture **market share** and **gain competitive advantage** over companies that sell through offline channels only.



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THANK YOU!

Schedule a Live Demo:
contact@osf.digital

