

WHITE PAPER

Giving Companies a Complete D2C Brand in a Box

How Companies Can Use Shopify Plus, Bronto and NetSuite to Create Winning Brands and Loyal Customers



ORACLE
NETSUITE





Grab a seat and enjoy.
Read Time: 4 minutes



Giving Companies a Complete D2C Brand in a Box

How Companies Can Use Shopify Plus, Bronto and NetSuite to Create Winning Brands and Loyal Customers

Staying power in a competitive market has always required a brand that stands out, delivers consistently and earns customer loyalty. In 2020, these are imperative for direct-to-consumer (D2C) companies seeking to grow their ecommerce operations.

Already on an upswing pre-COVID, D2C sales spiked when the global pandemic forced companies to shut down their physical locations, quarantines kept people at home and health concerns kept them out of public places. In need of both essentials and non-essentials, customers turned to the web.

This online movement was so strong that it [increased year-over-year U.S. ecommerce sales](#) in September by 43% to \$60.4 billion. With no immediate end in sight to either the pandemic or the growth in online sales, D2C companies are rethinking their ecommerce marketing strategies and trying to position themselves for success.

This white paper explores the key challenges that D2C companies face and shows how combining a popular ecommerce platform, cloud enterprise resource planning (ERP) and a cloud commerce

marketing automation platform can help companies increase their email click-through rates, polish their online brands and improve overall profitability.

Winning the Ecommerce Game

As the acronym implies, D2C companies sell their products directly to end users in a marketplace where “standing out” has become extremely difficult. With the massive uptick driven by COVID, and the number of companies now vying for consumers’ online, this task has become even more difficult.

Add the huge advertising budgets and time-tested ecommerce platforms of companies like Amazon, Walmart and Target to the mix, and the odds that someone will be led right to your front “virtual” door when keying in “men’s jogging pants” or “affordable laptop computer” into Google are pretty much nil. For every customer that does manage to find your website or online marketplace, many others will be lost if you don’t have a robust commerce marketing automation platform for cultivating those leads and turning them into closed transactions.

By integrating the Shopify ecommerce platform and Bronto's cloud-based marketing automation platform, the Seibert Consulting Group helps companies leverage a complete D2C brand-in-a-box that delivers a consistent experience from search to delivery. Working from a central platform, companies can assemble a complete picture of every customer, and then act on that information in order to build stronger, longer-lasting customer relationships.

Joining the Marketplace

With about 20% market share among ecommerce platform providers, Shopify allows companies to get their websites set up quickly for much less than it would cost a developer to create one from scratch. The site offers four different tiers of pricing, and is intuitive enough to allow users to start building their stores as soon as they log in. Shopify also offers high levels of security, search engine optimization (SEO) and analytics.

"Shopify didn't get to its spot as the number one ecommerce platform in North America by accident," said Paul Seibert, President at Seibert Consulting Group. "The platform is popular and widely used due to its feature set and reliability." As Shopify's enterprise platform, Shopify Plus provides D2C companies with higher-level tools and more features, including lower transaction fees and capabilities for international commerce.

Shopify Plus also helps small to mid-sized companies compete against the likes of Amazon and other large marketplaces. "With Shopify, you're not part of a big marketplace," said Seibert. "You're selling direct to the consumer." This not only allows you to establish relationships and stronger bonds with those buyers via email marketing, social media and other platforms, but it also supports accurate targeting and tracking of those buyers.



“If you want preconfigured templates and easy integration combined with the power and robustness of an automated email platform, then Shopify Plus-Bronto is definitely the winning combination. From there, once you add NetSuite to the mix, you have a complete D2C brand tech stack out of the box.” Paul Seibert, President, Seibert Consulting Group

This, in turn, helps firms measure the lifetime value of their customers—something that’s unattainable when they’re only selling through a huge marketplace like Amazon or using a basic, point email marketing system.

Moving on Up

Working with Shopify Plus users, Seibert Consulting Group helps these D2C companies replace their disparate, basic email service providers with Bronto, a cloud-based commerce marketing automation platform. More robust than Mailchimp, Sendlane, GetResponse, Dotdigital or Klaviyo, Bronto integrates directly with NetSuite cloud ERP to create a single technology ecosystem for D2C sellers.

Those point-and-click or one-click-install platforms all offer basic functionality, but they can’t measure data quality or track the completeness of the field sets that customers provide (i.e. the form data submitted). They also lack Bronto’s advanced segmentation capabilities and the ability to divide customers up into behavioral, transactional or demographic cohorts.

For example, one Bronto customer using transactional emails reported open rates up to 33 times higher than the rates associated with regular, non-segmented emails. “These advanced capabilities enable highly-targeted promotions and prospecting,” said Seibert, “and only Bronto provides these workflows as pre-configured templates that enable the small and mid-market companies to get up and running quickly.”

Making it Easy on Merchants

Bronto also offers a Jumpstart for Shopify/Shopify Plus option that delivers a comprehensive solution within 30 days. “Within that short period of time, a merchant can automate its email campaigns with Bronto’s drag and drop tools,” said Seibert, “and then enable engagement and revenue driving programs, including cart abandonment and sign-up campaigns.”

Once on the Bronto platform, companies can begin sending branded, transactional and segmented emails to their target audiences. The platform can be integrated directly into NetSuite ERP for robust financials, accounting and inventory management.

Here’s the Winning Combination

One of the first North American partners for the Shopify platform, and a NetSuite and Bronto Solution Provider Partner, Seibert Consulting Group typically takes about 30 days to implement Bronto. The implementations typically include both the Bronto Marketing Cloud, Bronto email automation platform and the Bronto Social Bridge social media connector.

Once in place, Bronto provides customer marketing data, with the ability to scale activity up or down as needed, and the opportunity to upsell current customers higher-end products and services. It also helps companies reach customers who may not have engaged with their brands in a world where customer loyalty is becoming more and more important. Using Bronto and Shopify Plus, for instance, companies can keep their clients updated

on order statuses with rich media, segmented emails and social marketing connectors.

With click-through rates significantly higher than industry norms, Bronto uses targeted, transactional emails to automatically segment responses for specific customer groups. For companies that aren't using email marketing or whose efforts in this area have been lackluster, adding a cloud-based commerce marketing automation platform to Shopify Plus can produce significant positive results.

In fact, Seibert sees the NetSuite ERP as the right solution for D2C companies that want to maximize the return on investment (ROI) of their technology infrastructure. "Once you have a robust email solution like Bronto in place, you need a proper ERP to serve as the system of record for customer data, unification of inventory and financials, and to power your Shopify Plus web store," said Seibert. "When you make the NetSuite ERP-Bronto connection, you definitely see the returns at contract renewal time."

By using Oracle for both ERP (NetSuite) and ESP (Bronto), companies can bundle the major functions from a single provider, giving those customers just "one throat to choke." Most NetSuite ERP users that are running Shopify—and that want to leverage Bronto—can start by working with a Bronto partner (or their existing NetSuite account manager) to get a demo and start the software acquisition process.

Companies also gain from the fact that both Bronto and NetSuite are under the same corporate umbrella. "With the NetSuite ERP model, one of the main benefits customers get is 'one throat to choke,'" said Seibert. "This is an important consideration for many merchants because at contract renewal time, they have just one solution provider to work with—NetSuite."





seibertconsulting.com



**ORACLE
NETSUITE**

www.netsuite.com



info@netsuite.com

877-638-7848