

BUSINESS GUIDE

## Giving Companies a Complete D2C Brand in a Box

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



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Read Time: 7 minutes

# Giving Companies a Complete D2C Brand in a Box

## How Companies Can Use Shopify Plus, Klaviyo 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 excellent products and service, and works to earn customer loyalty. These are all imperatives for direct-to-consumer (D2C) companies seeking to grow their ecommerce operations.

Already on an upswing pre-COVID-19, D2C sales spiked when the global pandemic forced companies to shut down their physical locations. In need of both essentials and non-essentials, customers turned to the web. This movement online was so strong that it increased year-over-year US ecommerce sales by 14.2% in 2021 over 2020, with ecommerce representing 13.2% of all US retail sales that year.

The result? Many D2C companies are now retooling their ecommerce marketing strategies to position themselves for continued success.

This business guide explores the key challenges that D2C companies face and explains how the combination of a popular ecommerce platform, cloud Enterprise Resource Planning (ERP) solution, and cloud commerce marketing automation platform can help companies increase their email click-through rates, polish their online brands, and improve overall profitability.

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## CHAPTER 1

# Winning the Ecommerce Game

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As the acronym implies, D2C companies sell their products directly to end users in a marketplace where standing out has always been difficult. With the massive uptick in sales driven by COVID-19, and the number of companies now vying for online consumers, grabbing attention has become even tougher.

Add the huge advertising budgets and time-tested ecommerce strategies of companies like Amazon, Walmart and Target to the mix, and the odds that someone will be led right to your virtual store when keying “men’s jogging pants” or “affordable laptop computer” into Google are pretty much nil.

For every customer who 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 to cultivate those leads and turn them into buyers.

By integrating the Shopify ecommerce platform and Klaviyo’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, the SCG team helps companies assemble a complete picture of every customer, and then act on that information to build stronger, longer-lasting relationships.



## Joining the Marketplace

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With its industry-leading 33% market share among ecommerce platform providers, Shopify allows companies to get their websites set up quickly for much less than it would cost to hire a developer to create one from scratch. The site provides four pricing tiers 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.”

Shopify’s enterprise platform, Shopify Plus, gives D2C companies higher-level tools and more features, including lower transaction fees and capabilities for international commerce. Shopify Plus also helps small to midsize companies compete against the likes of Amazon and Walmart.

“With Shopify, you’re not part of a big marketplace,” said Seibert. “You’re selling direct to the consumer.”

That not only allows you to establish relationships and stronger bonds with those buyers via email marketing, social media and other platforms, it also supports accurate buyer targeting and tracking. This, in turn, helps firms measure the lifetime value of their customers—something that’s unattainable when selling only through a huge marketplace like Amazon or using a basic, separate email marketing system.



## CHAPTER 3

# A Single Digital Ecosystem

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Working with Shopify Plus users, the SCG team helps D2C companies replace their disparate, basic email service providers with Klaviyo, a cloud-based commerce marketing automation platform. Klaviyo is more robust than Mailchimp, Sendlane, Get Response, Dotdigital or Listrak and integrates directly with NetSuite cloud ERP to create an integrated technology ecosystem for D2C sellers.

These point-and-click or one-click-install platforms may offer baseline functionality, but they can't measure data quality or track the completeness of the data that customers provide. They also lack Klaviyo's

transactional emailing capabilities and the ability to customize elements of the email templates quickly and easily.

For example, one Klaviyo 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. "Klaviyo provides these workflows as preconfigured templates that help growing and mid-market companies to get up and running quickly."



## CHAPTER 4

# Here's the Winning Combination

SCG was one of the first North American partners for the Shopify platform as well as a Shopify Plus Partner Agency and a NetSuite and Klaviyo Solution Provider Partner. Seibert said it typically takes his company about 30 days to get Klaviyo up and running. The implementations incorporate the Klaviyo Marketing Platform, email automation platform, SMS connector, and, for larger customers, the company's new enterprise offering.

Because Klaviyo One unlocks all of an enterprise's customer data, businesses can create rich, personalized experiences with best-in-class email and SMS. This helps bring customers back to their websites over and over again.

Once in place, Klaviyo provides customer marketing data, the ability to scale activity up or down as needed and the opportunity to upsell current customers by highlighting higher-end products and services. It also helps companies reach customers that may not have

engaged with their brands in a world where customer loyalty is becoming more and more important. Using Klaviyo and Shopify Plus, for instance, companies can keep their clients updated on order statuses with rich media, segmented emails and social marketing connectors.

To achieve click-through rates of 3.62%—significantly higher than industry norms—Klaviyo 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.



## Significant Positive Returns

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NetSuite is the perfect solution for D2C companies that want to maximize the ROI of their technology infrastructures.

“Once you have a robust email solution like Klaviyo 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-Klaviyo connection, you definitely see the returns at contract renewal time.”

Most NetSuite ERP users that are running Shopify and that want to leverage Klaviyo can start by working with a Klaviyo partner or their NetSuite account manager to get a demo and start the software acquisition process.

Companies also gain from the fact that both Klaviyo and NetSuite are under the same partnership structure with the SCG team.

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“With the SCG team NetSuite model, one of the main benefits customers get is ‘one throat to choke.’ This is an important consideration for many merchants because at contract renewal time, they have just one solution provider to work with: the SCG team.”

**Paul Seibert, President, Seibert Consulting Group**

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