

Shattering the 5 Biggest D2C Myths



Myth 1 – We Don't Need A D2C Business



“We're a B2B company with excellent retail partners, so we don't need a D2C business”



“Consumers are increasingly looking beyond retailers to buy their preferred brands. Including of course buying directly from the manufacturer.”

 <https://www.chrisdunnconsulting.co.uk/shattering-5-biggest-d2c-myths>

Myth 2 – D2C Was Just A Pandemic Fallback



“DTC may have worked during the pandemic but things are getting back to normal now”



“Whilst it is true that the pandemic is receding – at least for now, the “old normal” will never return. The dramatic rise in D2C sales is not a passing fad but an irreversible revolution in retail.”

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Myth 3 – D2C Is For Digital Natives



“D2C is for digitally native, online-only companies not for established consumer brands like ours”



“Digitally native challenger brands may have set the pace in D2C but all brands from niche to global stand to benefit from direct-to-consumer sales”

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Myth 4 – D2C Cannibalizes Our B2B Business



“We're concerned that DTC initiatives will create channel conflict with retailers and cannibalize our B2B business”



“You can build a D2C channel and grow your total sales without compromising your core B2B business if you follow the right strategy”

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Myth 5 – D2C Is An Easy Add-On



“D2C is an easy add-on that we’ll start when we’re good and ready”



“Building a D2C channel requires different skillsets and mindsets compared with B2B. Companies that underestimate the challenges of D2C are doomed to fail”

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Download your **FREE GUIDE** to direct to consumer sales

Discover:

- 1 The key benefits of D2C
- 2 If D2C is right for your business
- 3 How to conduct a cost-benefit analysis
- 4 Different ways to sell and fulfil orders
- 5 How to manage channel conflict

*Plus, you'll get 4 examples of
manufacturers with great D2C strategies*

