



eCommerce/DTC Canvas



Key Partnerships

Partnerships can become an essential part of the strategy for eCommerce/DTC brands.

DTC Only

- Digital Agency Partnerships
- Content Partnerships
- Distribution Partnerships
- Sourcing Partnerships

Omnichannel

- Wholesale Distributors
- Logistics Partnerships

Key Resources

Brand, People, Customer Relationships

- Brand synonymous with quality/trust in the category is essential
- Key people in org. drive outsized value
- Maintain good relationships with top customers

Key Activities

Manage Costs, Retain Customers

- Managing costs across sourcing, distribution, marketing, etc.
- Ensure a significant % of customers are Repeat Customers
 - incentivize repeat buying

Value Proposition

Sell high-quality goods in various categories to consumers without a physical retail store

On-demand ordering (24/7) and rapid delivery to consumers' home for most products

Returns available on most goods - can buy and try

Curation, search, and price comparison is better than most retail storefronts



Customer Relationships

Good CX, Managing Reviews

- Customers require a good CX (Customer Experience) from end-to-end
- Reviews can make or break brands in this market

Channels

Social Media, Customer Support

- Customers will reach out on social media to voice problems
- Many brands have live customer support during business hours

Customer Segments

Target Segments

- Ideally, most eCommerce and DTC companies are looking for segments where they can earn a high AOV (Average Order Value) and see a high % become Repeat Customers

Demographics

- Certain demographics are easier to target on certain marketing channels. Need to understand different Customer Cohorts and how to reach them

Cost Structure

Sales and Marketing - deals with CAC and the associated costs of acquiring/retaining customers across channels

***Inventory** - inventory management/cost will differ by brand

Staff, Space, Platform - there are the typical costs of paying staff, acquiring some form of warehouse space for distribution, and the platform costs for Shopify, etc.

Revenue Streams

Sale of Goods: Gross Margin earned between sale price and production/sourcing cost (Landed Cost) + other related costs

***Omnichannel:** many brands will have an omni-channel strategy where they sell both DTC and via wholesale (higher volume, lower margin) to diversify their revenue streams