

SALSIFY | eBook

3 Essential GTM Strategies for Fast and Agile Retail

How the Time-to-Market Rules Have Changed for Brands

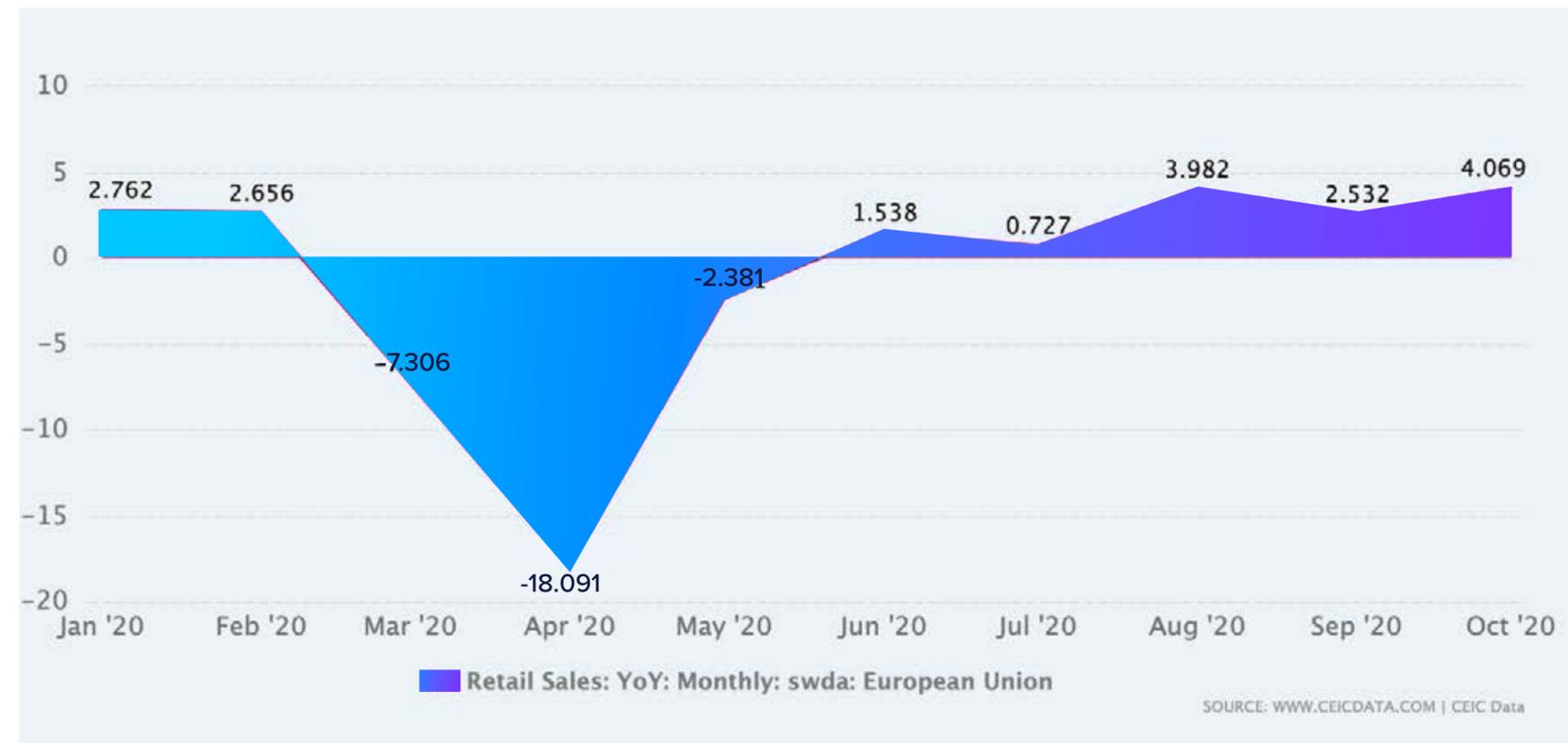
The Rise of Digitally Native Brands

There has been a growth of direct-to-consumer (D2C) and digitally native vertical brands (DNVB) in the ecommerce world disrupting traditional retail shopping. Ecommerce has dominated 2020 across global markets, and this trend will likely **continue after the pandemic has ended** and some level of normalcy has returned. There has been a **swath of European brands finding success with the D2C model**, and it's time for others to catch up if they wish to compete.

“Digitally native brands are voracious competitors since online is their primary channel,” says Nick Easen for **Raconteur**. Established brands must consider elevating their ecommerce strategy to compete or else they risk losing market share without the speed and agility required to compete in an age of modern commerce.

A Second Lockdown Threatens Retail, Again

In April 2020, as much of the world entered its first lockdown due to the pandemic, retail sales plummeted. At its worst, retail sales declined over 18% year-over-year, with March and May of 2020 also experiencing declines compared to 2019. As much of Europe enters a second lockdown, retail trade groups fear that enabling omnichannel shopping capabilities, such as curbside and online, will not make up lost ground from closures. But ecommerce and production operations in some countries are better suited now than before the first shutdown. With increased ecommerce competition and reemerging threats to retail, successful commerce brands must accelerate time to market to win on the digital shelf. Three go-to-market (GTM) strategies can bypass the obstacles to digital success. They include breaking down siloed product content, reacting to shifting markets and consumers, and access to performance insights.



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1. Breaking Down Product Content Silos

Brands need to gather data in a centralised location or have a process to unite the data across silos. If brands succeed, they can offer omnichannel experiences through a multichannel approach to their revenue. Marketing, selling, and serving customers in an integrated customer journey, enabling product discovery on any channel, can buoy their brand through a crisis.

“Brands of all sizes that prioritised their investments in building integrated omnichannel infrastructures are now reaping rewards and leaving competitors in the proverbial dust as they ride technology to the heart of consumers’ wallets,” says [Phil Kafarakis for Forbes](#).

The product experiences across channels must be integrated. It’s not uncommon to find mixed messaging and inconsistent experiences across channels for the same brands.

2. Managing Shifts in Consumer Behaviours and Markets

Ecommerce is rising and the lines between in-person and digital commerce are blurring. Consumer behaviours and frequent shifts in the market underline the need for a consistent, connected multichannel approach to adapt faster to the [future of shopping](#). Brands must react quickly as changes in behaviours and markets arise.

Everyone in the organisation must react to these changes. Marketers, salespeople, customer support representatives, and anyone customer-facing must shift their line of thinking, communication, and operations to account for changing patterns. Brands must pursue a holistic approach — forget the web experience, the mobile experience, the tablet experience, the smartwatch experience — a seamless, omnichannel experience that customers can use wherever, whenever they desire.



3. Gaining Insights Into Successes and Failures

Retailers need to adjust their approach quickly to satisfy customers based on both online and offline performance. With blurred lines between online and offline, holistic metrics must be employed to successfully gain a clear understanding of performance. Metrics such as digital, market share, and net promoter scores are increasingly emphasised to understand successes and failures.

Another important aspect of data and insights is the timeliness of the data. Don't work off yesterday's news — commerce is changing rapidly and retailers need up-to-the-minute insights to make sure their programmes meet maximum impact.

Meeting These New GTM Rules

Product experience management (PXM) is the best way to employ these strategies. PXM enables retailers to manage product content in one centralised location and activate it across channels quickly. It also enables retailers to focus on their strengths when partnering with software companies that can help them thrive and become [more agile on the digital shelf](#).

PXM can enable brands to focus on their core competencies — product development, marketing, and merchandising. Ensure your brand is better positioned to engage shoppers with the best product experiences and optimise your content from a central repository for discovery and conversion. Through PXM, your brand can speed up your time to market while enhancing the digital experiences catered to each of your customers.

See Salsify in action, get in touch with a Salsify representative today.

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