

D2C for B2B

DISCOVER WHY EMBRACING CONSUMER STRATEGIES MAKES SENSE FOR YOUR B2B SOFTWARE BUSINESS

We're all familiar with B2B, B2C, and D2C. D2C (DTC) is an under-appreciated segment for B2B Software companies.

D2C is direct-to-consumer and refers to a direct-to-customer marketing strategy. It's one of the most common strategies for retailers and eCommerce businesses, but B2B software companies are starting to use D2C marketing strategies with excellent results especially as part of a *market development growth strategy*.

If you view your B2B target personas as consumers, it begins to reframe how you sell to them.

Post-pandemic work practices and the emergence of BYOA (Bring Your Own App) fuel the case for Digital D2C sales as a solid investment with ROIs exceeding 300%. In the process of considering D2C, there is usually a complex set of internal systems needing integration, including:

- License Provisioning
- Subscription management and contract renewals

- Billing and payments
- Accounting and Finance
- Sales CRM and price books
- Marketing Automation
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The key to successfully implementing D2C is to ensure, as part of the Systems Integration, the identification of all stakeholders and the processes that consider their risks, dependencies, and assumptions.

One of the significant stakeholders central to success is the CIO and the IT resources. CIOs invest a lot of time and effort in creating and curating the IT architecture and ensuring it can support the business. This architecture and its maintenance is under constant budgetary pressure so understanding how to integrate with it and reduce costs is key to every Systems Integration.

Project Management of the Systems Integration requires careful planning and adequate resourcing to define:

1. Requirement and process definitions
 2. Stakeholder identification and communication
 3. Deliverables and associated milestones
 4. Schedules and resource planning
 5. Risk, assumptions and dependency identification and tracking
 6. Testing processes and scripts
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