

ELEVATING YOUR BRAND FROM A PRODUCT TO A WAY OF LIFE





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Whether it's a sustainably sourced beauty product, healthy, convenient snack or an ethically-minded fashion label, an innovative, meticulously designed product, in and of itself, is not enough to succeed in today's hyper-competitive market. Success relies on more than the product you're selling—it's about enhancing the consumer's way of life.

It's no secret that buying habits, customer expectations and the path to purchase have been reimagined by today's consumer. They crave a personal connection with brands, seeking out those which support a characteristic or belief they see in themselves. A brand then becomes a personal extension of its consumers. So how do you create an aspirational brand worthy of following?

Stay focused on what you do best

- Focus your time, energy and money on what you do best—innovative, meticulously designed product.
- Every image, every word, every product must be reflective of the lifestyle you create.
- Keep your finger on the pulse of the market's ever-changing desire—today's consumer is loyal to the image not the brand.
- Don't let employees get bogged down—endless workarounds and manual processes kill creativity.

- Understand your core strengths and seek strategic partnerships to outsource the rest—for some it might be creative design or marketing, others accounting and financials.

Optimize the customer experience

- Understand the type of experiences your customers crave, as well as the people, places and things that motivate and inspire them.
 - Reinforce your brand lifestyle at every customer touchpoint.
 - Capitalize on the fact that consumers make the majority of their purchases in-store. They want to see it, touch it, feel it and try it on—seize this opportunity!
 - Make it easy to do business anywhere. If you can't bring the customer to the store, bring the store to the customer.
 - Empower your associates to represent the lifestyle and add value to the customer experience.
 - Ensure all selling channels have a single consistent voice and message—from Instagram to your ecommerce site, to the pop-up shop to your brick and mortar.
- ## Build an engaged community
- Your brand is only as strong as the employees who run it. Every associate is an ambassador, from CEO to stock clerk. Empower them to represent!

“We have real-time visibility into the business and customer, and we have the ability to focus on what we do best—making great clothes.”

Kelly Milazzo, VP of Operations, Toad&Co

- Foster and leverage influencers to promote the lifestyle. Ensure you are engaging across the social media spectrum.
- Encourage customer feedback and make customers feel they are a part of your brand. Give them the voice to influence the brand’s direction.
- Use event-oriented promotions to entice and create excitement.

These recommendations reflect on the successes of today’s hot brands. The best companies are imagining, designing, building and promoting the lifestyles that their customers want to live. They are engaging with those consumers across a wide variety of influencer and selling channels. And they are taking their brands to their customers, where ever they are. So, whether it’s a Times Square six-week pop-up, a corporate lobby fashion show or a social ‘meet the designers’ session, customers reward a unique community experiences with greater wallet share.

The key is in the execution of these strategies. The best laid plans are for naught if the customer experience falls flat due to out-of-stocks or delayed shipments or uninformed store associates. Successful brands also have to invest in the technology necessary to engage with their customers whether it’s across social media or ecommerce, mobile apps or in-store experiences. They need to be nimble and open to new ways of doing business and to quickly adapt to changing market conditions. Too often companies are hindered by their business platforms and held back by an inability to change.

But you can’t transform a business overnight. Trying to do too much, too fast can lead to broken business processes, poor customer satisfaction, low employee retention rates and decreased returns on investment. Bite small and chew fast is our advice. Establishing a solid foundation is the key to your future and sustained growth.

Thousands of consumer product brands are leveraging NetSuite to solve the unique challenges associated with their businesses. NetSuite is making significant investments in the fashion and apparel, health and beauty, and food and beverage industries; each industry has a NetSuite team dedicated to the success of that segment—from product development and sales and marketing to implementation, account management and customer success.

By joining this global community of like-businesses, your brand will be leveraging the power of hundreds of companies as well. With NetSuite’s industry leading practices, you won’t need to reinvent the wheel all by yourselves. Together with our design partners, we’ve identified industry specific nuances, features and functionality critical to perform at top efficiency. These requirements drive our product development and market-specific whole-product offers.

From pre-revenue to multinational, multi-channel expansion, IPO to market disruption, consumer product brands continue to achieve tremendous value and return on investment by running their business with NetSuite. Delivering your business platform is what we do best so you can do what you do best.

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