

Marketing directly to the consumer

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, discuss the perks and uses of direct-to-consumer marketing.



Is your business struggling to turn quick growth into a sustainable business? Can Direct To Consumer (DTC) marketing work if you simplify the value chain and can you build a sustainable business?

Working with established retailers definitely has its perks – but if you’re focused on building a strong brand, you don’t need to rely on retailers at all. If you’d rather go it alone, direct-to-consumer (DTC) marketing provides a strong path forward.

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