

Why Ecommerce Needs More Marketing

Josh Walter
BrandJump





Josh Walter
CEO



Ecommerce is Different...and Complicated



Retailer
control



Competition



Complexity



Strategizing Retail Partnerships



Where your products
should be sold



Branded or unbranded
products



Prospecting strategy

Brand Position



What differentiates your brand?

What adjectives would you use to describe it?

Who is your ideal customer?

Merchandising Products Online

Product page = salesperson on the floor

Join Our Trade Program

WINTER DESIGN SALE | HELLER SALE

2MODERN

What can we help you find?

TRADE LOGIN

NEW

FURNITURE

LIGHTING

OUTDOOR

KIDS & BABY

RUGS

DECOR

KITCHEN & TABLE

TRENDS

SALE

FURNITURE / BEDROOM FURNITURE / DRESSERS

BDI

Linq 6 Drawer Dresser

\$3,499.00

Login to view Trade pricing

FINISH:

\$3,499.00

1

MAKE A SELECTION

Ships via: Complimentary Inside Delivery & Package Removal

BDI Freight Fee: \$350.00

Shipping Time: Please make a selection.

Shop with Confidence: 30 Day Returns

SKU: Make a selection

Quick Ship

Light Assembly

Inside Delivery

Warranty Included

DETAILS

SPECIFICATIONS

SHIPPING & RETURNS

Description

Crafted from sturdy metal and rich wood with a modern design, the Linq 6-Drawer Dresser by BDI is a stylish and practical choice for any home. Its secure interlocking drawer system allows only one drawer at a time to be opened, providing extra safety for children while the six drawers glide smoothly and shut softly with a gentle push.

Highlights

Concealed hardware smoothly glides drawers open and self-close with a simple push.

Equipped with wall anchor safety straps and anti-tip kit

Merchandising Products Online

Brand stores can tell
the story

WIN YOUR CART (a \$2,500 value) | Enter by 3 a.m. ET Feb. 12 →

Free Design Services | Trade Program


Search

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NewFurnitureDecorOutdoorLightingRugsBeddingBathKitchenDining & EntertainingBrandsSale

Browse By Brand / Hubbardton Forge



PERIGOLD PRESENTS




HUBBARDTON FORGE

Follow this Brand

★★★★☆ 4.7

As they celebrate their 50th year, their core remains the same. Original designs. Manufactured by hand. In Vermont. One at a time. Design - Technology - Sustainability. Lighting Made Here.




Reliable American Makers

Hubbardton Forge is dedicated to high-quality craftsmanship and a belief in the importance of tradition. For more than 45 years, its artisans have handcrafted each product one at a time, right here in Vermont.


Shop Now

Shop by Collection




Chrysalis

The Chrysalis was imagined as a rough piece of coal becoming a precious diamond.




Cityscape

Illuminates each nook, replicating the soft glow you'd see from a city skyline.



Ardesia

The Ardesia is hallmarked by a staggered arrangement of smoky black slate.



Henry

A collection of steampunk-style lighting fixtures offers something for everyone.

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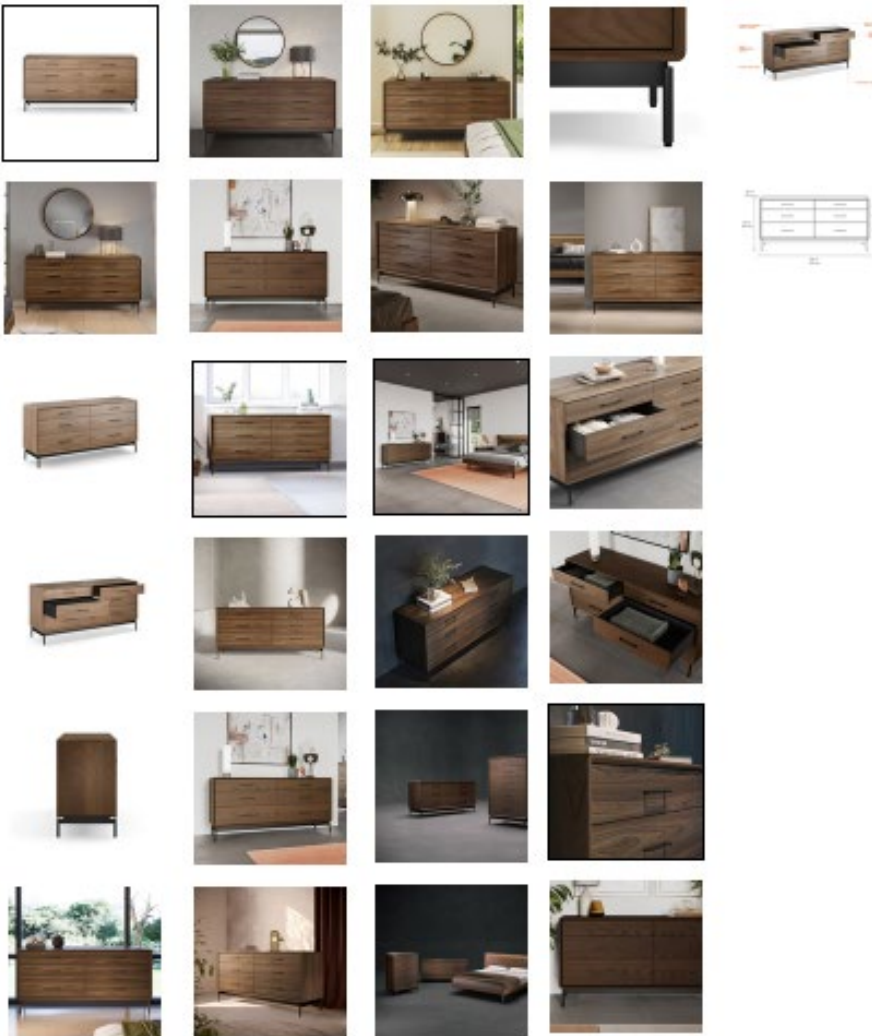
2025



Developing Digital Assets

Assume you only have imagery

Developing Digital Assets



Developing Digital Assets

Go beyond
photography



Retain your quality
+ brand standards

Developing Digital Assets



Retail Advertising + Marketing

Pay to play



72-Hour Clearout

6 Colors, 5 Sizes

Destefano Essence Mirror

By Willa Arlo™ Interiors

27" x 27", Gold

★★★★☆ (416)

\$107.99 ~~\$315.00~~

FREE 3-Day Delivery

Get it by Thu, Feb 13

Sponsored

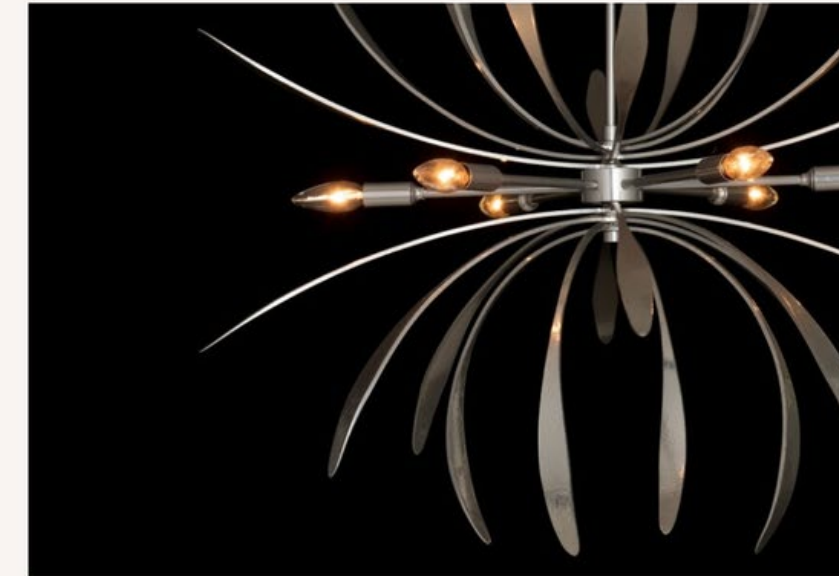
 [Add to Cart](#)

Retail Advertising + Marketing

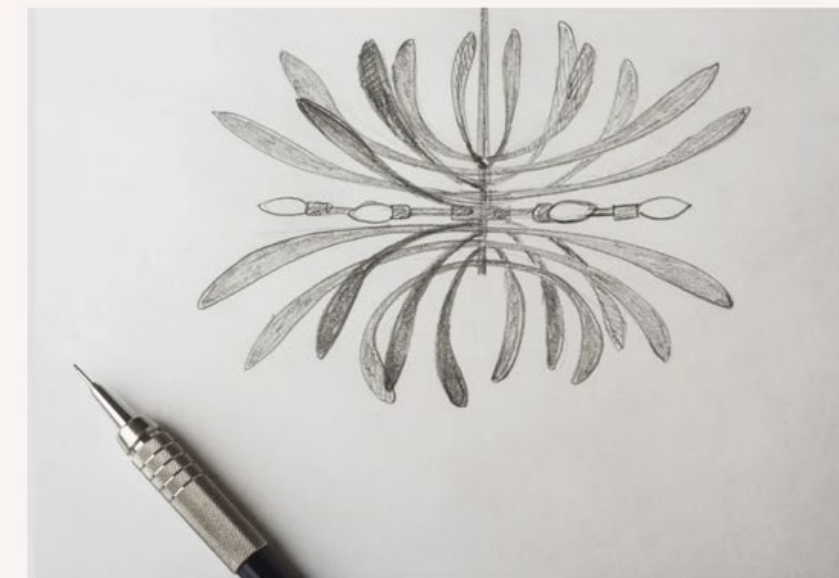
Storytelling

Behind the Design of Hubbardton Forge's Dahlia Collection

Home → The Designs → Behind the Design of Hubbardton Forge's Dahlia Collection



Redolent of a flower in full bloom, the [Dahlia Chandelier](#) is a feat of design ingenuity that embodies the idea of functional art. Designed by Paul Marr Hilliard for Hubbardton Forge, the Dahlia is dynamic in its form, with hand-forged petals flaring outward around a central ring of bulbs. Now a best-seller for its combination of industrial materials and sculptural elegance, the Dahlia embodies Hubbardton Forge's commitment to craftsmanship, sustainability and unbridled creativity.




An early design sketch of the Dahlia Chandelier

"The dual role of a piece being functional and aesthetically captivating at the same time can be challenging, but very rewarding especially considering that the idea usually starts with something as simple as a pencil sketch," says designer Paul Marr Hilliard of the process behind the Dahlia. "When the design retains the original visual

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Reaching the Online Trade Customer

Why Ecommerce Needs More Marketing

2025

Reaching the Online Trade Customer



Training the retailer's
sales team



Selling via trade - only
website

Championing a Stellar Customer Experience

Meeting customers' lead time expectations

Providing accurate information



Working with the Sales Team

Provide context

Lead with curiosity

Emphasize collaboration,
not intrusion

Remind them of shared
goals





Marketing x Ecommerce



Strategizing Retail
Partnerships



Brand Position



Merchandising
Products Online



Developing Digital
Assets



Retail Advertising
+ Marketing



Reaching the Online
Trade Customer



Championing a
Stellar Customer
Experience

Thank you!



Josh Walter
BrandJump