

How to navigate the digital platform and build online brand credibility

An Online Guide by Founder and CEO of Elixseri, Alicia Schweiger

It's Never Too Late but Be Prepared

"It's funny, women tend to start a bit later than men because we feel like we need to know everything before we start"

Stay Ahead of the Curve

"Because it is such a competitive industry, a lot of the new brands moving into this industry don't last. You have to be competitive and stay fresh out there. You have to find the new influencers or micro-influencers that you could work with so as to always stay on top of people's minds."

Generate Lots of Content

"We have to generate content in 3 different languages because we are in Switzerland"

Direct Communication with Customers Builds Customer Relationship and Loyalty

"When we are online, we have direct relationship with the customer. With direct communication, not only do you build loyalty because they feel attached to you, but you also know what to anticipate and how to help people better, so that when it comes to a marketing campaign, you have better experience with your customer"

"The people that are buying from us usually stay. We never had a product return ever and our loyal customer return rates are between 35% to 40%, which is really high for my business, that focuses on newness. One of the reasons we had no product return is because we can help customers use the products and we can only do that when we had a direct conversation with them"

Leverage on the Perks of the Online Platform

"With only 5 products in our assortment, we would not be able to finance our own shop. That's for later."

"The advantage with online is that you can be pretty fast. If I see a trend happening on the Instagram, I can react very quickly whereas in a store it will take me a month or two to roll that out"

Know your Business and Tailor to it; Every Business is different

"Because we are pretty high price point and a luxury brand, we have to have a physical presence so people get reassurance when they see us"

Explore your Options and Compare the Alternatives

“For me, to run a Freelancer campaign, it is going to cost me pretty much the same amount as if I were to put a girl in a promotion at Jemoli for 5 days”

Get your Financing Right

“In any business, the challenge is financing. When you start a business, whether it is online or any business, you go from solving one problem to the next, which is the fun part. The hardest part is the financing and to juggle and make sure you have enough products and inventories and still do that Facebook campaign that you want to do”

Take it Step by Step. Start Small, Test the Market and Grow

“There is a lot to be said with starting small and growing. You really need to test to see what work.”

Be Flexible, Reactive & Adaptive to Customers’ Changing Needs

Every 6 months or so, the industry changes. What work 6 months ago might not work now so you have to change. You have to be very flexible and reactive and watch what other people are doing and see what’s happening, check with your customers and see what they like. That way you can work smarter”

Estimate Twice the Amount of Time

“You should always estimate that what you want to achieve is going to take twice as long as you think it is going to take.”

Move Fast Yet Be Patient

“There is no such things as an overnight success. You need to put in the time in and be patient. It is important to as a founder to try to move fast and have a sense of urgency but at the same time you can’t think that you are a failure just because it is not going as fast as you want”

Position Yourself as an Expert to Gain Credibility

“As we have a very specific niche, we do a lot of effort educating...you want to position yourself as some kind of expert in some focus area to solidify your reputation”

The content above is provided by Founder and CEO of Elixseri, Alicia Schweiger. She has 30 years of experience in the beauty industry in companies like YSL and La Prairie. She has also founded a digital beauty project, Omniglam.