

Influencer Marketing & Logistics - Why You Need a WMS

Shipping and logistics for companies that rely on influencer marketing and social media to sell D2C.



THE PROBLEM

Companies that have found success selling their products by using social media and influencers have a unique business problem. Their order volume can explode in seconds after a prominent figure shares their post or uses their product. This can be prepared for and calculated, but it can also be unexpected.

These types of businesses need to feel confident their WMS and internal operations can handle these spikes in volume without slowing down. They also need a WMS that can provide the flexibility to quickly shift operations when necessary to accommodate demand, as well as measure noteworthy KPIs to help predict trends.



THE SOLUTION

Omnichannel Order Management

InfoPlus connects to all your sales channels and automatically feeds inventory levels to those sites in real-time.

High Volume Clients

InfoPlus currently handles multiple high-volume clients and ships an average of 70 million parcels per year while still growing.

Flexible Fulfillment Options

Create limitless unique fulfillment methods to handle the variation in order patterns you expect to receive. Easily change the fulfillment method based on the types and volume of orders currently in process.

KPIs, METRICS, & REPORTING

D2C companies that experience inconsistent or unexpected order volume rely heavily on metrics to help inform possible trends and outcomes.

Custom Reports provide a constant pulse on your most important metrics, such as:

- Average receipts (per user, per client, per day, etc.)
- Inventory (allocation, adjustments, relocations, counts, etc.)
- Orders (quantity, top shipped items, averages by day/week/month)
- Alerts (low stock, shopping cart connection, order confirmations, etc.)

Customize and automate user reports to get sent directly to your inbox.



BENEFITS

1. Proven Experience in e-Commerce Vertical
2. Processing Capabilities to Handle Capacity
3. User-Friendly Software with Guided Implementation
4. Designed with Customizability in Mind
5. Includes AI Tools for Predicting Trends, Workload, and Labor Management

PREP YOUR INVENTORY

Let's say you have an influencer promoting your brand next week for a new product drop.

Using **Distribution Date** in Infoplus, users can receive in product but not yet make it available for orders until the specified date in the future.

This allows you to bring the inventory in and get your warehouse and employees ready for the product drop while not actively selling it on your e-Commerce sites.

FULFILLMET & INVENTORY ACCURACY

Stop paying for mistakes. Infoplus has built-in quality control checks to reduce errors and increase efficiency to make both you and your customers happy.

TESTIMONIAL

"Infoplus is always willing and ready to make it work for us. They are as committed to our business' success as we are."

BEN B.
SA Gear