

Sales from Day One: Step-by-Step Launch Strategy from Manufacturer Arkadi Khachaturian

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Abstract

The article examines the problem of small and medium-sized manufacturing enterprises entering highly competitive digital trading platforms. The purpose of the study is to develop and substantiate a step-by-step strategy aimed at achieving commercial results from the first days after launch. The objectives include analyzing the theoretical aspects of e-commerce for manufacturers, forming a three-phase launch model, and verifying it based on a practical case. The paper proposes a sequential model consisting of a preparatory stage, an execution stage, and a post-launch optimization stage. The article analyzes the experience of a Russian manufacturer of auto accessories, which in 2024 successfully launched on a large marketplace, receiving orders on the first day. The results of the study are of practical value for manufacturing entrepreneurs seeking effective integration into the e-commerce ecosystem and can be used to develop marketing strategies when diversifying distribution channels.

Keywords: e-Commerce; Digital Marketplace; Product Launch Strategy; Small and Medium-Sized Businesses; Manufacturer; Sales Management; Digital Marketing

1. Introduction

Digital transformation of the economy has fundamentally changed the landscape of retail, providing manufacturers with direct access to the end consumer through online marketplaces. These platforms eliminate geographic barriers and shorten the supply chain, but create a new competitive environment with a high level of information noise. For many manufacturing enterprises, historically focused on operational processes rather than digital marketing, entering such platforms becomes a serious challenge. The relevance of this study is determined by the growing need for manufacturers to master new sales channels and the acute shortage of systematized, practically applicable models for a successful launch. The purpose of this article is to develop and analyze a step-by-step launch strategy that allows a manufacturing enterprise to achieve sales from the first day of presence on a digital trading platform.

1.1. Theoretical Context of Manufacturers Entering the Online Market

The transition of a manufacturer to a Direct-to-Consumer (D2C) model through digital platforms requires a fundamental shift from a production-oriented to a market-oriented business model. Modern research in digital marketing emphasizes that success in the online environment depends not so much on the quality of the product itself, but on the company's ability to effectively manage information and build trustful relationships with consumers [2].

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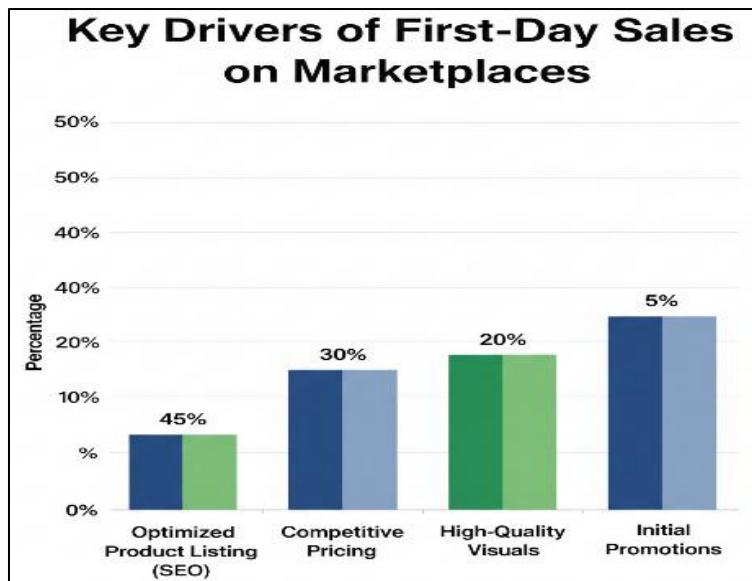


Figure 1 Key drivers of first-day sales on marketplaces

Large marketplaces operate as multi-sided platforms, where success is determined by network effects: the more buyers, the more attractive the platform is for sellers, and vice versa [1]. For a new seller, this means the need to overcome the “cold start” — a period without sales, reviews, or ratings, which makes their listings invisible to both the platform’s algorithms and buyers. Overcoming this barrier requires a comprehensive strategy aimed at artificially stimulating initial interest and trust. Concepts from e-commerce indicate that consumer trust in the online environment is formed based on the quality of the provided information, visual content, and the presence of social proof, such as reviews [3].

1.2. Three-Phase Model of Strategic Marketplace Launch

- A systematized approach to launching products on a digital platform can be presented as three sequential phases. Each phase addresses specific tasks aimed at minimizing the risks of a “cold start.”

1.2.1. *Phase 1: Preparatory Work (Pre-Launch)*

At this stage, the foundation for future success is laid. It includes three main directions. The first is analytical work: selecting from the manufacturer’s entire assortment the most promising products for the online channel based on demand, competition, and profitability analysis. The second is digital content creation: professional photo and video shooting of products, development of infographics, writing detailed SEO-optimized descriptions and specifications. High-quality content directly affects conversion and trust formation [3]. The third is logistics and pricing: calculating the optimal retail price considering platform commissions and logistics costs, as well as preparing the initial stock of products in the warehouse.

1.2.2. *Phase 2: Launch Execution*

This stage begins with the direct publication of product listings on the platform. The central task here is to ensure maximum visibility of the listings in the first days. This is achieved by using the marketplace’s internal advertising tools to promote new products. A properly configured advertising campaign allows compensating for the lack of organic traffic and obtaining the first orders. At the same time, competitor pricing offers are monitored and the company’s own pricing policy is adjusted promptly.

1.2.3. *Phase 3: Post-Launch Acceleration*

After receiving the first orders, the strategy moves into the phase of consolidation and growth. The main focus is on working with feedback: encouraging buyers to leave reviews, which are a crucial form of social proof. At the same time, the first data on sales, clicks, and conversions are analyzed to optimize advertising campaigns and, if necessary, product listing content. Successful completion of this phase creates a positive cycle: sales generate reviews, reviews increase trust and ratings, which in turn stimulate further sales and improve positions in the platform’s organic search results.



Figure 2 3-Phase strategy for a marketplace launch

2. Analysis of a Practical Case

A practical confirmation of the effectiveness of the described model is the experience of a Russian manufacturer of automotive accessories. The company, established in 2010 and having an assortment of more than 100 products, launched its store on one of Russia's leading marketplaces in May 2024. The result was sales recorded on the first day of operation.

Analyzing the company's actions allows them to be aligned with the three-phase model.

At the preparatory stage, the company, having a wide assortment, had the opportunity to select products for the launch with the best combination of demand and competition. Many years of manufacturing experience allowed the creation of comprehensive descriptions highlighting the unique characteristics of the products.

At the execution stage, achieving sales on the first day most likely indicates the use of paid promotion tools to overcome the invisibility barrier, which is a central element of the second phase.

A successful launch automatically triggers the third phase — accumulation of ratings and reviews, which forms the foundation for long-term organic sales growth. Thus, the company's practical result is not accidental, but the consequence of a carefully built sequence of actions that fully fits into the proposed strategic model.

Thus, the entry of a manufacturing enterprise into digital trading platforms is a complex process requiring careful planning and a strategic approach. The presented three-phase model — preparation, execution, optimization — allows this process to be systematized and minimizes the risks associated with the absence of initial sales. As the examined case shows, it is precisely the comprehensive preliminary work with the product, content, and pricing, combined with active promotion at the time of launch, that allows achieving immediate commercial results.

For successful integration into modern online commerce, manufacturers need to transform their approach, supplementing manufacturing expertise with skills in digital marketing, analytics, and customer experience management. The proposed model is universal and can be adapted for various product categories and manufacturing enterprises seeking to enter new sales markets.

Compliance with ethical standards

Disclosure of conflict of interest

There are no conflicts of interest related to this publication.

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