

ankorstore



Brand success guide

The manual to help your
business thrive.





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Introduction

Welcome to Ankorstore's Brand Success Guide – the ultimate resource for helping you grow your business on our platform.

Our mission is to rewild retail by enabling independent retailers and brands like yours to thrive.

The key to achieving this is to empower your brand by showing you how to optimise our platform and set yourself up for long-lasting success.

In the following pages, you'll discover how to reach your full potential on Ankorstore – from setting up an attractive shop and communicating with your customers to making the most of our platform's tools and features.

Are you ready to thrive? Let's start your Ankorstore journey.



Brand Ranking System

The performance of your shop, the sales you make and your customer experience all contribute to your [ranking and visibility on Ankorstore](#). These factors are measured over a series of months and not on individual orders.

**We rank brands based
on 2 key factors:**



You can learn more
about our [brand ranking system](#)
[here](#).

Grow your brand with the virtuous circle

What is a virtuous circle?

The virtuous circle is a loop of actions brands take where the results allow the loop to be repeated with ever-increasing results. Getting to know each stage of the circle will help you present your brand in the best way possible and boost your sales on Ankorstore, creating one ongoing motion of success.

Launch your virtuous circle

- Offer a Best Price Guarantee
- Upload your full wholesale catalogue
- Use high-quality imagery
- Engaging storytelling
- SEO optimised product names and descriptions

Create an attractive shop

Generate sales

Brand success

Offer a great customer experience

- Invite your existing network
- Launch marketing and CRM campaigns
- Post on social media
- Offer personalised discounts
- Send personalised communications
- Use our Referral offer
- Keep stock levels updated

- Accept orders quickly
- Share tracking links as soon as possible
- Ship on time
- Ship perfectly with no damages or missing items
- Ask for feedback and gain positive reviews



5 pillars of success

1

Make an
attractive offer

2

Set up
your shop

3

Prepare brand
marketing &
communications

4

Offer
excellent
operations

5

Make the most
of Ankorstore



1

Make an attractive offer



In this section we'll explore the ways in which you can provide **an offer** that's **competitive**, **profitable** and will **boost your conversion rate**.

- Prices and margins
- Discounts as a sales tool
- Catalogue completeness
- How to manage your catalogue
- Collections

Your brand offering

Prices & Margins

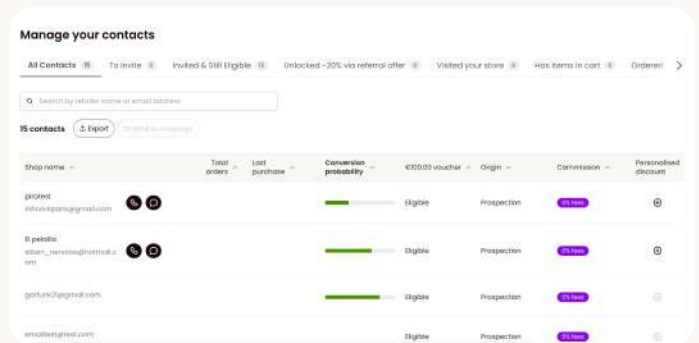
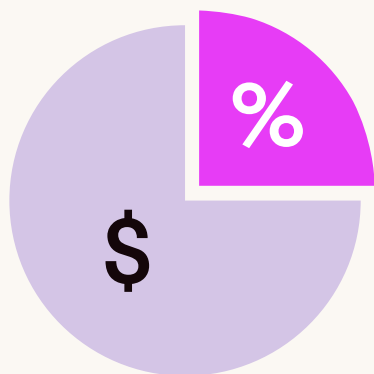
What is a margin, and how do I ensure it's reasonable?

Profit margin is the difference between what you sell a product for and how much it cost you.

On Ankorstore, we automatically calculate your overall margin by taking an average of your product margins.

Our tips

- Set the same prices across all your wholesale channels.
- Set a reasonable margin so that retailers can set their own margin that enables them to grow their business.
- Activate your 'Best Price Guarantee' badge and get more exposure on our platform. Find out more [here](#).



Add specific discounts for individual clients using the 'Personalised discounts' feature in your account. Find out more [here](#).

Use discounts as a sales tool

Did you know that adding a discount can double your sales?

You can offer **personalised discounts** or apply **individual discounts** to your products, as well as participate in special Ankorstore events by adding an additional discount to your shop. Keep an eye out for the next opportunity to boost your sales.

Adding discounts:

- Attracts new customers.
- Increases your average basket.
- Encourages repeat orders.

Another way to shift leftover seasonal stock is to create a discounted collection. Collections are curated groupings of products that make it easier for customers to find what they're looking for.

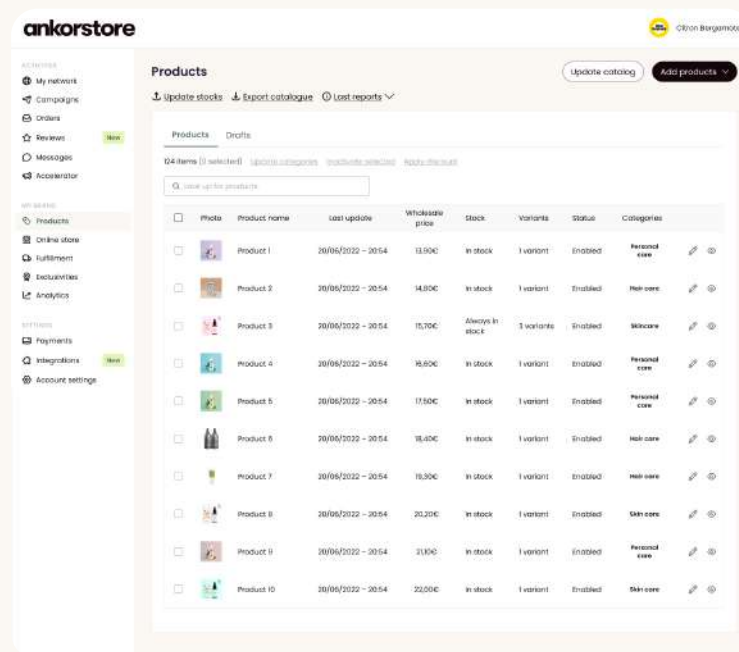
Your brand offering

Catalogue completeness

What is a **complete catalogue**?

A complete catalogue means that **all your available wholesale products are in your online shop**, including size and colour variations.

Uploading your entire catalogue to Ankorstore will encourage cross-selling, which increases your average basket value, boosts your sales and improves your Ankorstore ranking.



How to **manage** your catalogue:

- Upload products in bulk.
- Make sure you add all product variations.
- Schedule routine catalogue updates to ensure your catalogue remains current.

[!\[\]\(3211b5d1d968fc1665909b34f9f16010_img.jpg\) **Learn more**](#)



Did you know?

Brands with a complete online catalogue generate **4x more sales** than brands without.

Your brand offering

Catalogue completeness

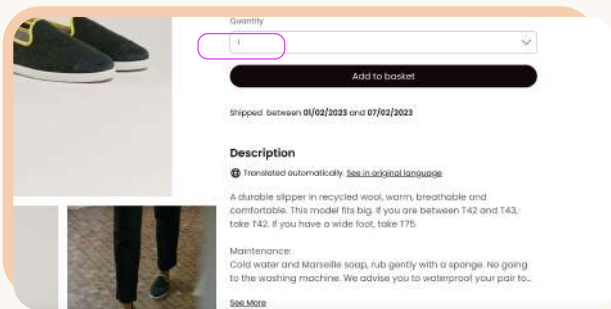
Newly added stock will be featured on your product page

Keep your stock up to date

Make sure no more than 10% of your catalogue is ever out of stock.

Top tip:

- Update your stock levels after each order.



Schedule routine stock updates by setting notifications in your calendar.

Create engagement with new products.

Top tips:

- Update your catalogue every time a new product arrives.
- Add new items as soon as they become available instead of waiting for the whole range to arrive.
- Ensure your bestsellers are always available on Ankorstore.
- Don't wait more than six months before uploading new products.



Did you know?

Integrating your [Shopify](#) or [WooCommerce](#) store with [Ankorstore](#) lets you easily manage your orders from one place.

Collections

Collections are **curated groupings of themed or seasonal products** within your online catalogue.

Collections make it easy for retailers to find and purchase the products they need, enhancing their shopping experience. This encourages cross-selling, which, in turn, helps you boost your sales. Your customers can select individual products from a collection or order an entire collection at once.

Top 5 tips for optimising your collections:

1

Choose a searchable title and an appealing cover picture.

2

Put time and effort into writing your description.

3

Pick products with a good sell-through rate.

4

Pick products that are usually in stock.

5

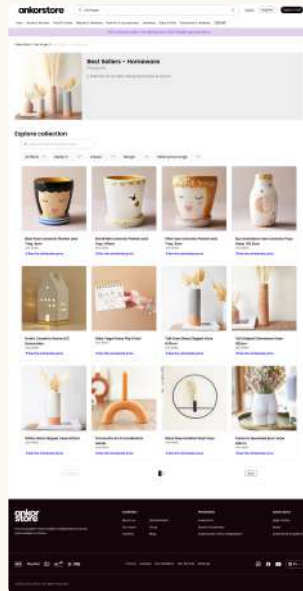
Set the right price for your collection.

Your brand offering

Collections

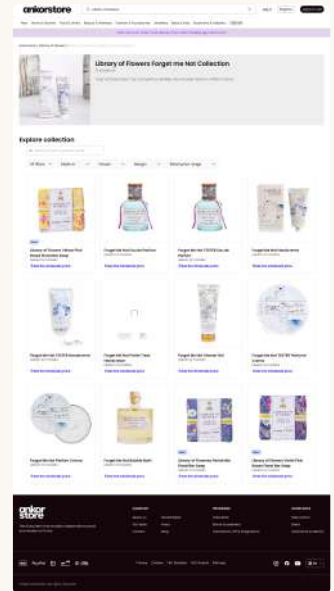
Bestsellers

Encourage new retailers to shop with confidence.



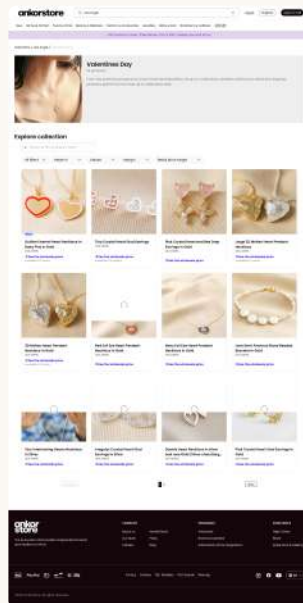
New arrivals

Invite regular customers to discover a new range of products.



Seasonal

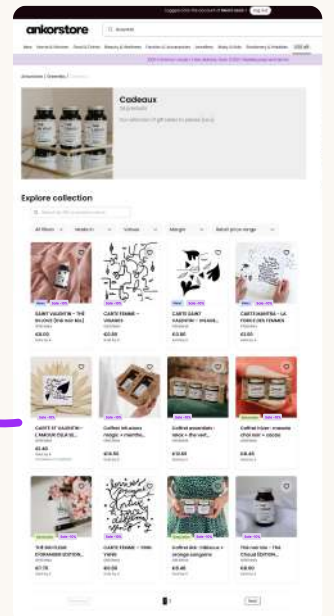
Help to maintain replenishment and repeat orders.



Special deals

Increase your average order value and boost customer engagement.

Sale -10%



Did you know?

Creating an 'On sale' collection helps you move old stock by having all your discounted products in one place.

Your brand offering

Making an attractive offer checklist

Prices and margins

- ☐ Set the same prices across all your wholesale channels.
- ☐ Activate your 'Best Price Guarantee' badge.
- ☐ Set a reasonable margin.
- ☐ Stay competitive by comparing your margin to other brands.
- ☐ Use discounts as a sales tool.
- ☐ Participate in special Ankorstore events.

Catalogue completeness

- ☐ Make sure your entire catalogue is uploaded to Ankorstore.
- ☐ Upload products in bulk.
- ☐ Make sure to add all product variations like size and colour.
- ☐ Schedule routine catalogue updates to ensure your catalogue remains current.
- ☐ Make sure no more than 10% of your catalogue is ever out of stock.
- ☐ Update your stock levels after each order.
- ☐ Update your catalogue every time a new product arrives.
- ☐ Add new items as soon as they become available instead of waiting for the whole range to arrive.
- ☐ Ensure your bestsellers are always available on Ankorstore.
- ☐ Don't wait more than six months before uploading new products.
- ☐ Schedule routine stock updates by setting notifications in your calendar.
- ☐ Integrate your Shopify or WooCommerce store with Ankorstore.

Collections

- ☐ Choose a searchable title and an appealing cover picture.
- ☐ Put time and effort into writing your description.
- ☐ Pick products with a good sell-through rate.
- ☐ Pick products that are usually in stock.
- ☐ Set the right price for your collection.
- ☐ Create an 'On sale' collection to help you move old stock.

2

Set up your shop



In this section, we'll show you [how to make a positive impression](#) by showcasing your stock in the best possible way so you can [maximise sales and thrive as a business](#).

- Main banner image
- Your brand story
- The importance of good imagery
- Brand image
- Product imagery
- Image quality standards
- Descriptions
- Visual merchandising



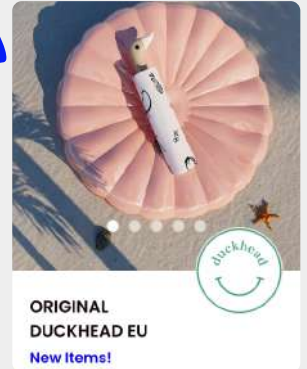
Your shop image

Your online window display

Your Ankorstore brand page is your online shopfront.



Quick view



Write an engaging brand story

Your brand story should be compelling and engaging in order to attract retailers and improve your selling chances. Convey your unique selling proposition to your audience in your own words and in order of importance.

It must be a minimum of 300 characters, although we recommend approximately 800 characters.

Mention the areas in which you operate.

List your main points of sale.

Include your social media handles.

Customers want to know:

- When and where your brand was founded.
- Your origin story.
- What inspired you to launch this brand?
- Your manufacturing process.
- What makes your brand unique?
- Your brand values.
- Certificates, awards and press coverage.

How does **your shop look?**

Go to the 'Store page' section in your account and click 'See my store' to view how it looks to retailers.



Your shop image

Good imagery

Choosing photos that make an impact.

Using quality photography is essential for any wholesale business. When retailers can't physically see or feel your products, your images need to sell for you. Good imagery doesn't just support sales but builds your brand's reputation as a whole.

Brand photography

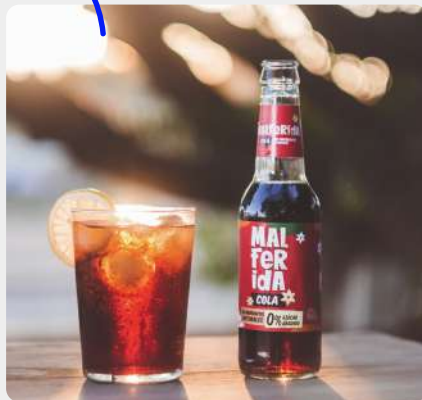
Images that represent the essence of your brand.

Aim for:

- An inspiring image that aligns with your company culture.
- A photo that describes your brand without retailers having to read your brand story.
- Showcasing the product that best represents your brand.

Avoid:

- Using collages.
- Including your logo or watermark.



High-quality images

Products with high-quality, clear photos show higher conversion rates.



Product photography

Images that, when combined, tell the story of a product.

Aim for:

- Images that accurately represent the product.
- Images that highlight your product's USPs (appealing features or characteristics that distinguish it from products of a similar nature).
- Images that provide context.

Avoid:

- Floating images on a white background.
- Flash reflection that interferes with the product's colour and texture.



Your brand image

Be consistent

Ensure your brand page on the Ankorstore platform has the same look, feel and quality as your official website.

Celebrate uniqueness

What makes you special? High-quality close-ups of a product's features and finishing can help to close the sale.



Aim to inspire

Show the essence of your brand with an inspiring image that attracts customers and encourages engagement.

Showcase your products

Use accurate and descriptive imagery that showcases your products in the best light.

Where to use your brand image?

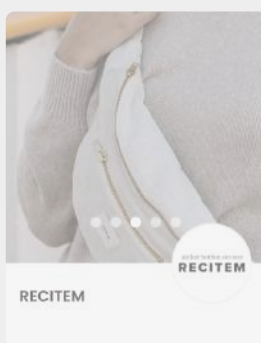
Your brand tile

Your square preview image should showcase your bestsellers. This image will appear in our catalogue and must reflect your identity without including your logo or text.

Your catalogue [quick view](#) shows your brand tile and the first four products in your catalogue.



Quick view



Your shop image

Product imagery

Your product shots are the next best thing to a customer looking at and touching your product in person, so make sure your photography selection tells its full story.

We recommend using a minimum of four photos for optimal conversion.



Simple product shot



Product in situ for size reference



Product from all angles



Product packshot



Close-up of detail



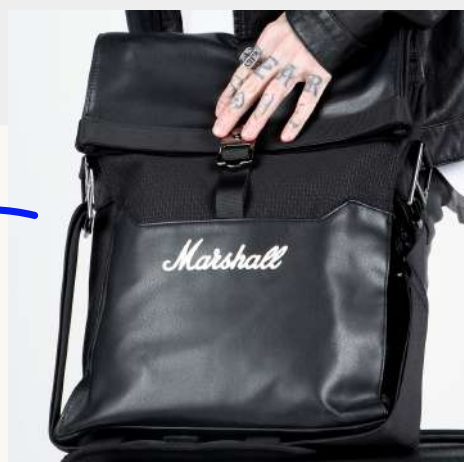
Inspirational lifestyle shot

Landscape image

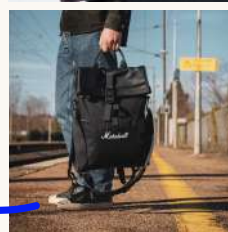
Format:
1000x1000- max
6000x6000px

Resolution:
10MB

Product in situ for size reference



Inspirational lifestyle shot



Simple product shot



Important detail shot

Your shop image

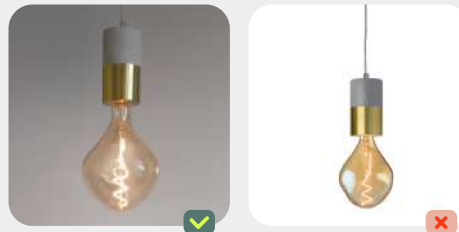
Image quality standards

Adhere to these guidelines for increased impact and brand legitimacy.



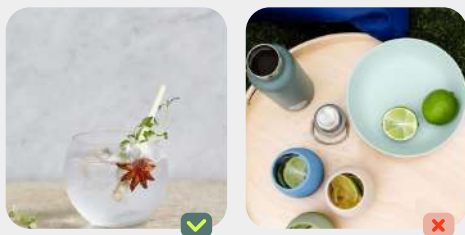
Resolution

Make sure all images are high-res enough and not pixelated.



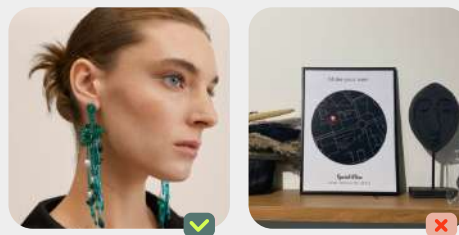
Lighting

Use optimal lighting that showcases your product without distorting the clarity or colour.



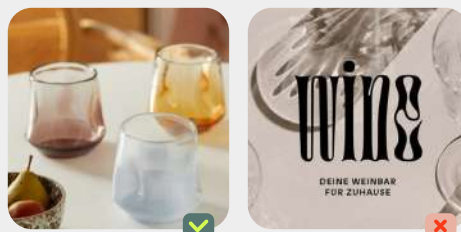
Angles

Choose the best angle from which to showcase your product.



Centred product

Think about how to dress the photo so that your product is the star.



No logos

Don't include logos on product imagery.

Your shop image



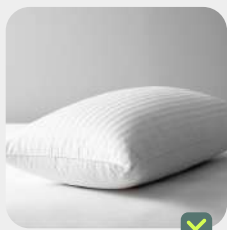
Single images

Do not use collages or compilations.



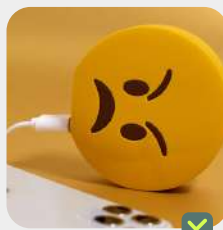
Context

Feature your product in the correct context.



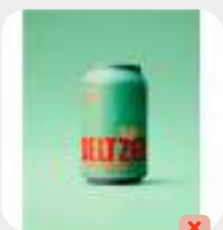
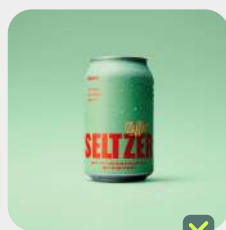
No floating products

Place your products on a surface.



Cropping and resizing

If your original image has a different format, crop or resize accordingly.



No margins

Don't use images with margins or borders.



Please note that we don't accept photos with a white background.

Your shop image

Descriptions

Well-written product descriptions enable your customers to make an informed buying decision and help you sell your products.

Bestseller tag

Only 10% of your products should be tagged as bestsellers.

★ **Bestseller**

Titles

Give your products clear and detailed names to make it easier for potential customers to find the products they're looking for.

Top tip:

Make sure your product name is a minimum of 20 characters long and use the following formula:

**[Product type] +
[characteristic 1] +
[characteristic 2] +
[your internal SKU name
(not code) if different]**

Fragrance Sticks Objets d'Amsterdam - 250 ml

Marie-Stella-Maris

€x.xx [Report higher price](#)

MSRP: €xx.xx / Sold by x

Quantity ①

x

Add to basket €xx.xx

Description

Our iconic No.12 Objets d'Amsterdam fragrance sticks are designed to enrich any interior. The luxury fragrance sticks No.12 Objets d'Amsterdam 250 ml spread a fine, sparkling scent. With fragrance notes of green tea, citrus accords and sage. Non-stop. Up to 3-4 months.

Product descriptions

A product's description should be detailed enough to communicate everything your retailers might need to know before making a purchase.

Top tip:

Include at least **five bullet points** and **300+ characters** of product attributes, benefits or technical details like:

- Product's catalogue reference.
- Weight/size.
- Materials/ingredients.
- Functions.
- Where it's made.
- Care instructions.
- Packaging details.
- Fitting details.
- Minimum quantity etc.

Categorisation and tags

Make sure your products are categorised and tagged correctly.

Animal free

Contains alcohol

Made in the Netherlands

Use title case when formatting product names

This means only capitalising the first word of the title, except in the case of proper nouns. Find more tips on writing the best product titles and descriptions [here](#).

Optimise your shop

Qualitative product pages

Attract new customers by enabling them to shop the way they want.



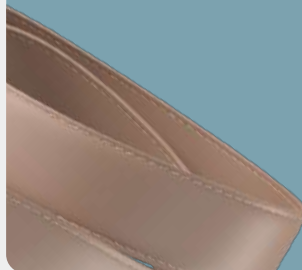
Search by product

The more products you have, the more visible your brand will be.



Search by keywords

Incorporate SEO into your product titles and descriptions to help retailers find your products.



Search by filter

Add relevant tags such as 'Handmade' or 'Sustainable' to improve filter searches. Retailers love to shop locally, which is why this filter is used twice as much as the others. Ensure your correct location is displayed so you don't miss out on sales.



Did you know?

60% of the discovery purchases on Ankorstore (retailers buying from a new brand) are made using filters.

Your shop image

Visual merchandising

Is your online catalogue organised optimally?

When done well, visual merchandising displays your products in a way that attracts your target audience and, ultimately, increases sales.

Organise your products in the following order:

1

Seasonal

2

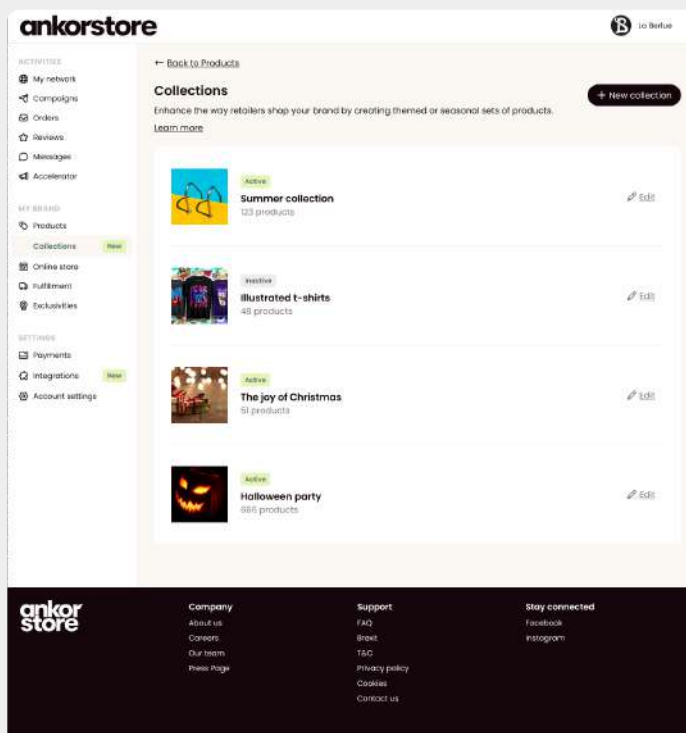
Bestsellers

3

Your remaining stock

Top tip:

Our [catalogue merchandising tool](#) makes it easy to add, rearrange and order your inventory from the 'Products' section of your Ankorstore account.



Your shop image

Set up your **shop checklist**

An inspiring brand banner

- ☐ Choose an inspiring hi-res image (min. 1600x400px).
- ☐ Showcase your bestsellers.
- ☐ Ensure it's consistent with your shop and your brand image.

An engaging brand description

- ☐ A minimum of 300 characters, but we recommend approx. 800 characters.
- ☐ Mention your main points of sale, brand values, and product offering.
- ☐ Tell the story of when, where and how your brand started.
- ☐ Include your social channels and the areas in which you operate.

Product imagery

- ☐ Use a minimum of four photos that accurately represent the product.
- ☐ Choose images that highlight your product's USPs.
- ☐ Adhere to Ankorstore's image quality standards.
- ☐ Show an image of your product in its packaging.

Product titles and descriptions

- ☐ Give your products clear and detailed names.
- ☐ Use the recommended formula when naming products.
- ☐ Incorporate SEO into your product titles and descriptions.
- ☐ Categorise products correctly and add relevant tags to improve filter searches.
- ☐ Product titles should be a minimum of 20 characters, and use the following formula: [Product type] + [characteristic 1] + [characteristic 2] + [your internal SKU name (not code) if different].
- ☐ Have at least 5 bullet points of product attributes, benefits and technical details in your product description.

Visual merchandising

- ☐ Display your products in our recommended order.
- ☐ Use our catalogue merchandising tool to add, rearrange and order your inventory.



3

Prepare brand marketing & communications



In this section, we'll share **how to boost your traffic by using marketing campaigns** and how to let your network enjoy **Ankorstore's unique benefits.**

- How to communicate with your retailers
- Discover the 'My network' tool
- How to engage with your audience
- Brand Marketing & Communications checklist



Your brand communications

How to communicate with your retailers

An open and responsive line of communication with your retailers is key to building brand trust and increasing your success. When you use the Ankorstore platform, you'll find a variety of tools designed to help you keep in touch with your client base.

Send direct messages

Use the 'Messages' tool in your account to contact your retailers.

Reply within 24 hours

The orange notification icon in the 'Messages' section of your account indicates a new message.

Use CRM communications

Use the 'Campaigns' tool in your account to send emails. You can customise our email templates or create your own.

Update on order status

Send a message to let a retailer know the status of their order.

Include a little treat

Use our flyer templates to share a discount code or include product samples in your order shipment.

Solve issues

Deal with issues directly or refer retailers to our [Help Centre](#).

Train your Sales team

Promote your Ankorstore brand page so that new customers can benefit from our unique buying conditions and offers.

Your brand communications

Learn with us

Convert your leads by including Ankorstore's benefits in your sales pitch.



You and your Sales team can use our resources below:

[Sign up to our webinars](#)

[Use the Ankorstore Toolbox](#)

[Watch our video tutorials](#)

Your brand communications

My network

Leverage your network to launch your virtuous circle
and set your brand up for success.

Discover the 'My network' tool

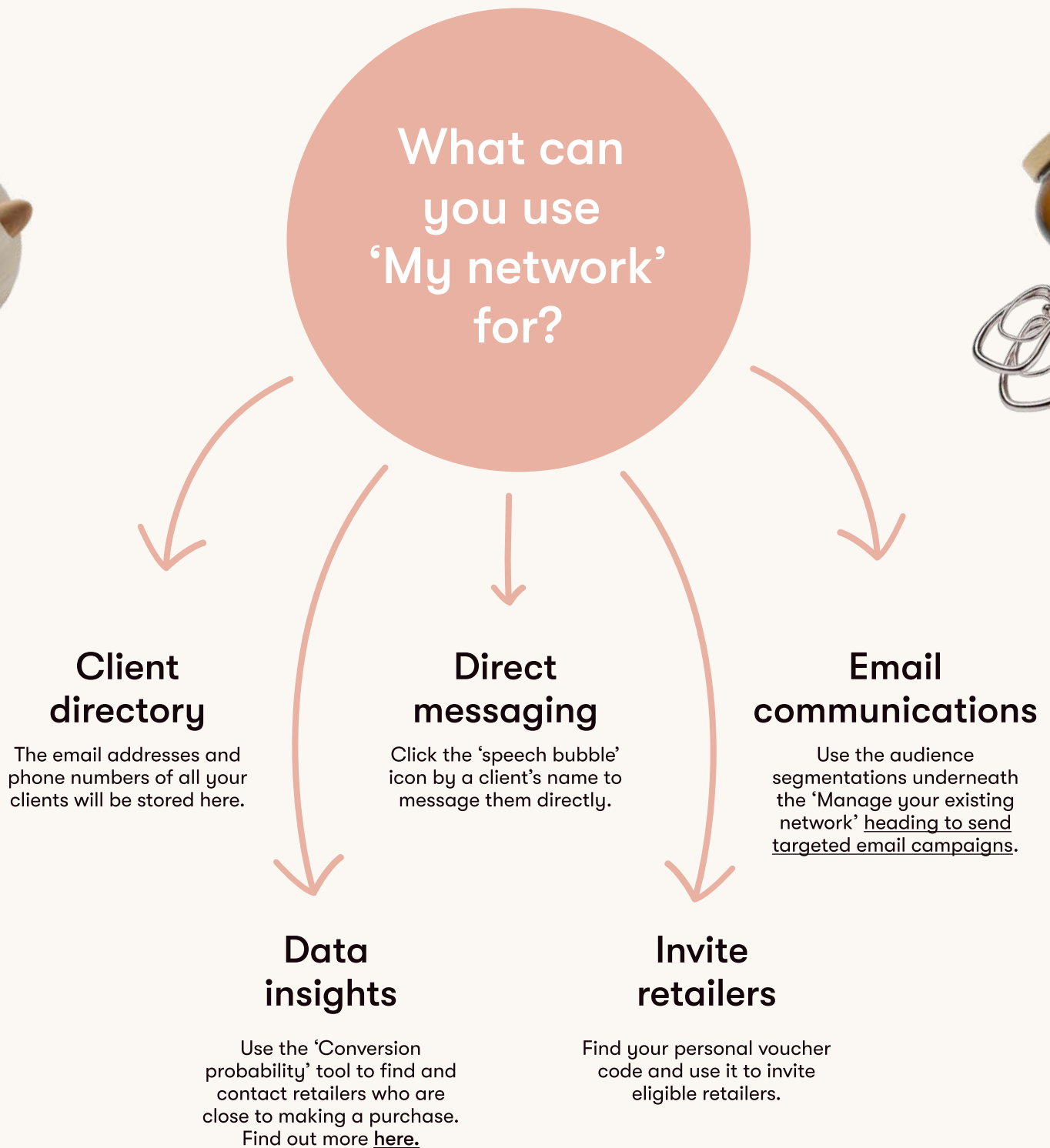


What is
'My network'?

This is the section in your
Ankorstore account where you
can **manage, interact and
invite your wholesale contacts
to our platform.**

Your brand communications

My network

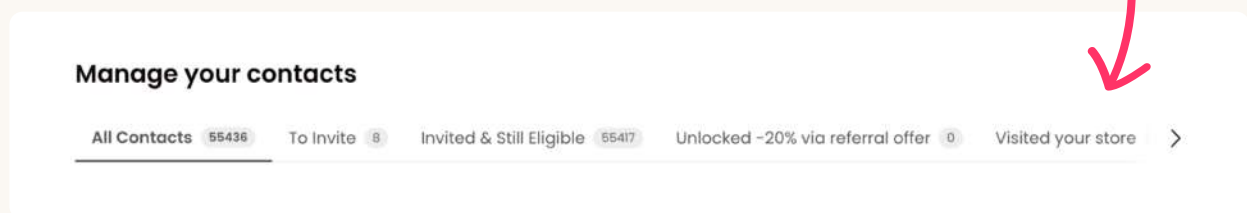


Your brand communications

Audience engagement

How to engage with your audience

Use the audience segments under 'Manage your contacts' to personalise messaging according to the stage the retailer is at in the buying journey.



Email message examples for audience segments

To invite

'Join Ankorstore for free and get a discount on your first order using this voucher code.'

Invited and still eligible

'You still have time to use your Referral offer voucher on your first order.'

Visited your store

'Thanks for visiting our brand store. Is there anything we can help you with?'

Unlocked -20% via Referral offer

'How was your first order with us? Don't forget you now get 20% off your next order.'

Has items in cart

'We noticed you have items from our brand in your basket. Are there any questions we can answer before you make a purchase?'

Ordered

'Thank you for your recent purchase. Here's the status of your order.'

Audience engagement



Our **top tips** for successful email campaigns

1

Tuesdays, Wednesday and Thursdays are the best days of the week to send emails.

2

Send at 10-11am or 1-2pm for higher open rates.

3

Personalised subject lines increase email open rates by 2x.

4

Keep email messaging short and impactful.

5

Be clear about the offer or products you're promoting.

6

Be mindful when using colloquial language or emojis if it's appropriate for your audience.

7

Two channels are better than one - follow up an email with a personal message or phone call.



Your brand communications

Generate sales

How to use marketing tools to increase orders

Ankorstore Referral offer

You can use our Referral offer to invite your existing customers or new leads to Ankorstore. Find out more [here](#).

- Go to 'My network' to find your unique Referral offer code.
- Invite clients using the 'Campaigns' tool in your account and share your unique Referral offer code. See who's eligible to use the Referral offer [here](#).
- Your retailers will get a discount on their first order with you and 20% off on all further Ankorstore orders for 60 days.

Prospecting new clients

We offer a variety of marketing tools to help you promote your brand on Ankorstore and find new clients.

- Add the [Ankorstore widget](#) to your website to generate inbound traffic.
 - Promote your Referral offer using our [flyer templates](#).
 - Read our [tradeshow guide](#) to prepare for your next event.
- Use the 'Prepared orders' feature to take orders directly from clients. Market your brand using our [social media templates](#).

Your brand communications

Brand Marketing & Communications **checklist**

Open and responsive communication with retailers

- ☐ Train your Sales team about the benefits of Ankorstore.
- ☐ Use the 'Messages' tool in your account to send direct messages.
- ☐ Check for new notifications and respond within 24 hours.
- ☐ Update retailers regularly on the status of their orders.

Utilise the benefits of the 'My network' tool

- ☐ Use the 'My network' tool as a client directory.
- ☐ Create email campaigns using the audience segments list.
- ☐ Use the 'Conversion probability' tool to reach out to clients.

Send engaging emails

- ☐ Schedules emails to send on Tuesdays, Wednesdays or Thursdays between 10-11am or 1-2pm.
- ☐ Use personalisation in the subject line.
- ☐ Keep emails short and impactful.
- ☐ Target your email sends using our messaging examples.



4

Offer excellent operations



In this section, we'll run through **the easiest way to take direct orders from your clients**, how to monitor your brand performance, shipping best practices and shipping guidelines for orders between the EU and the UK.

- How to use our 'Prepared orders' feature
- Orders and shipping guidelines
- Monitor your brand performance
- Shipping between the EU and the UK
- Discover Ankorstore Fufilment
- Holiday checklist

Your orders & shipments

Easily get first orders with our 'Prepared orders' feature

Take orders in-person, over the phone, via email or WhatsApp with our 'Prepared orders' feature. You'll send your client a link to a pre-populated basket and all they need to do is check out.

Learn more'. There is a search bar 'Search by retailer name, or email'. Below the search bar are tabs: 'All' (with a count of 1), 'Drafts', 'Pending' (with a count of 1), and 'Confirmed'. A table shows one order with columns: Shop, Date, Number, Amount, Products, Status, and Link sharing. The order is for 'BIODELICE saribiodelice@gmail.com' on '06/09/2022' for '€0.00' with '1' product, status 'Pending'. The 'Link sharing' column has a 'Copy' button highlighted with a yellow box."/>

Prepared orders + Prepare an order

Take orders directly from your retailers and send them a prepopulated cart. All they need to do is check out. [Learn more](#)

Search by retailer name, or email

All **1** Drafts Pending **1** Confirmed

Shop	Date	Number	Amount	Products	Status	Link sharing
BIODELICE saribiodelice@gmail.com	06/09/2022	-	€0.00	1	Pending	Copy

How does it work?

1

Go to the 'Orders' section in your Ankorstore account and click on 'Prepared orders'.

2

Click the '+ Prepare an order' button to create a new order.

3

Find the retailer you want to create an order for or click 'Add a new customer'.

4

Select the requested products or SKUs in the required quantities.

5

Send the pre-populated basket to the retailer or save as a draft.

6

Once sent, the retailer will receive a notification via email inviting them to check out.

The benefits of 'Prepared orders'



Did you know?

Brands who use the 'Prepared orders' feature have a higher average order value than brands who don't.

This feature is great to use at **tradeshows or any event** where you want to take orders on the spot.



Don't forget

We offer **0% commission** on all new retailers who join Ankorstore using your Referral offer voucher. When sending a prepared order, share your unique voucher with the retailer to benefit from this. The voucher code can be found in the 'My network' section of your account.

Your orders & shipments

Provide a first-class shipping service

Increase the reputation of your brand and reorders by providing the best shipping experience for your clients.

How does it work?

Ship on time

You should aim to ship 95% of orders on time and adhere to your shipping promise.

Ship with 0 defects

Confirm orders as soon as possible, check the order before shipping and aim to have 98% of your orders accepted.

Show you are reliable

Respond to queries in less than 24 hours and ask for feedback after a retailer has made a purchase to gain positive reviews.



Your orders & shipments

Your shipping checklist

- ☐ Set up a daily reminder to check your Ankorstore emails and orders.
- ☐ Ensure your shipping promise accurately reflects your real shipping time.
- ☐ Confirm orders within 24 hours.
- ☐ Use the Daily Order Management Digest to find out which orders need to be handled quickly.
- ☐ Double check the order is correct when packing it (right product, size, model, quantity).
- ☐ Add a tracking number to reduce risk of orders being lost, ease payments and increase retailer satisfaction.
- ☐ Confirm the order has been shipped as soon as it's been sent.
- ☐ Review all information for shipping between the EU and the UK and for shipping alcohol.
- ☐ Respond to any queries from retailers within 24 hours.
- ☐ Ask for feedback from retailers after they've received their purchases.

Follow our packaging guidelines

1. Choose a package with adapted dimensions to fit your items.
2. Use individual protection for fragile items.
3. Centre the products in the box and don't leave any empty spaces.
4. Ensure labels are clearly visible and affixed to the parcel.

Learn more about our packaging guidelines [here](#).

Your orders & shipments

Monitor your brand performance

Use the 'Analytics' dashboard in your Ankorstore account to monitor the performance on your brand and customer satisfaction levels. You can use the 'Analytics' dashboard to inform your business decisions with real-time data.

What's the benefit of the 'Analytics' dashboard?

- Monitor your revenue and order numbers.
- See the percentage of orders you've shipped on time and without issue.
- See your growth over time and understand your performance based on previous time periods.
- Get an overview of the customer experience you offer.
- See sales trends over time periods.



Ankorstore follows and encourages excellent operational performance

In case of repeat bad performance, you'll be notified to rectify the situation and Ankorstore reserves the right to temporarily suspend a brand at any time.

[Find out more here.](#)

Top tip

Consistency is key to a good performance. Use the Ankorstore Fulfilment service* and we'll take care of storing and shipping your orders for you.

[Find out more here.](#)

**Currently only available in France.*

Your orders & shipments

Shipping between the EU and the UK

At Ankorstore, we want to make it easy for retailers everywhere to find and purchase from your brand. Follow our checklist to avoid any issues or delays with cross-border shipments.

1

Add your EORI number in your Ankorstore account under 'Settings' to avoid your order getting stuck at Customs.

2

Complete the 'Made in' field when uploading your product catalogue. This declares the origin of the products and any products originating from the EU or the UK are exempt from tariffs and quotas. For help updating this, contact our Brand Support team [here](#).

3

Add either the HS code (if based in the UK) or the TARIC code (if based in the EU) to products in your catalogue. To do this, log in to your Ankorstore account, go to 'Products', select the relevant products and add the code.

4

Print 3 copies of the pro-forma invoice and provide a signature on each copy you print.

Inside the package for the receiver.

Attached to the outside of the package with shipping label.

Give to the driver for their records.

5

If shipping with your own carrier, please select the incoterm 'DAP' or 'DDU'.

Find out more about shipping between the EU and the UK [here](#).

Your orders & shipments

Ankorstore Fulfilment: We take care of your logistics

We currently offer a fulfilment service to brands based in France, with more countries coming soon.

What is our fulfilment service?

You trust us with your stock and we take care of any orders placed for your brand on Ankorstore. We look after your inventory, order preparation and shipping.

What are the benefits?

Save time

Our teams will manage storage, preparation, shipping and customer service on your behalf.

Gain satisfied and loyal customers

Orders via Ankorstore Fulfilment are delivered between 1-2 working days for domestic and 2-4 working days for Europe.

Competitive rates

100% variable and non-binding pricing, we only charge for the storage space used and orders prepared.



Want to know more?

Register for an appointment [here](#).

Your orders & shipments

Prepare for your holidays

Pre-holiday checklist

Going on holiday? Use our handy checklist to keep your brand running smoothly whilst you're away.

Prepare your Ankorstore shop for your absence

- ☐ Ensure that your entire catalogue is live and that your stock is up to date.
- ☐ Double-check that the prices listed on your Ankorstore shop align with those on your other wholesale channels.
- ☐ Adjust shipping time in your boutique.

Move your seasonal stock

- ☐ Use leftover stock to create packs.
- ☐ Set up promotions at product level or do a flash sale to sell a higher quantity of items.
- ☐ Before leaving, send a campaign in 'My Network' or with your own CRM.

Prepare for your return

- ☐ Check the retail calendar to see what events are coming up in the next quarter.
- ☐ Start prepping offers and setting up a communication plan.
- ☐ Share your action plan with your team members so they can continue in your absence.

Your orders & shipments

Prepare for your holidays

Schedule automatics campaigns

- ☐ Prepare emails and schedule them in your CRM.
- ☐ Create and auto-schedule social posts using a social media tool like Later.
- ☐ Include a link to [Ankorstore's Customer Service](#) in your automatic message so we can take care of any order issues in your absence.

Communicate with your retailers

- ☐ Prepare a friendly out of office message that includes your customer support and
- ☐ Ankorstore Customer Service options.
- ☐ Inform them of the expected shipping delay for orders.
- ☐ Follow up and encourage retailers to make an order before you leave.

Your orders & shipments

Operational excellence checklist

Offer the best order and shipping service

- ☐ Use the 'Prepared orders' feature to take direct orders.
- ☐ Confirm orders within 24 hours.
- ☐ Complete your shipping checklist before sending any order.
- ☐ Use our packing guidelines to ensure safe delivery.
- ☐ Discover Ankorstore Fulfilment for brands based in France.

Monitor your brand performance

- ☐ Use the 'Analytics' dashboard to see insights about your brand.
- ☐ Make informed business decisions using data.
- ☐ See your customer experience data and make relevant improvements.

Shipping between the EU and the UK

- ☐ Add your EORI number to your Ankorstore account.
- ☐ Complete the 'Made in' field when uploading your products.
- ☐ Add either the HS code (if based in the UK) or the TARIC code (if based in the EU) to products in your catalogue.
- ☐ Print 3 copies of the pro-forma invoice and provide a signature on each copy you print.
- ☐ Read [our FAQs](#) for more information.

Prepare for your holidays

- ☐ Check that your stock and prices are up to date.
- ☐ Adjust shipping times and provide tracking links to manage retailers' expectations.
- ☐ Move seasonal stock with flash sales or promotions.
Prepare for the next quarter and plan ahead.
- ☐ Encourage retailers to make an order before your holiday.
Schedule emails and social media posts to go out in your absence.
- ☐ Prepare a friendly out of office email and include a link to the Ankorstore Help Centre.



5



Make the most of Ankorstore



In this section, we'll [explore the benefits of selling your brand on our platform](#), how to generate sales and the additional services we can offer you.

- Ankorstore's platform and benefits
- Grow your network with our Referral Offer
- Double your database
- Find new clients
- Our services

Make the most of Ankorstore

Ankorstore's platform and benefits

We offer a variety of unique buying conditions and tools for brands and independent retailers on our platform. Our aim is to nurture and facilitate the special partnership between the two and see both flourish.

Referral
offer

Brand
Accelerator
Programme

Reorder
tools

Ankorstore
Fulfilment



Make the most of Ankorstore

Grow your network and boost conversion with our Referral Offer

Our Referral offer is a unique marketing tool that you can use to invite your prospects and existing wholesale customers to Ankorstore.

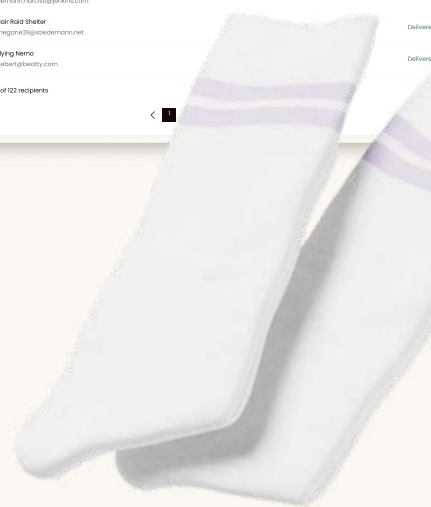
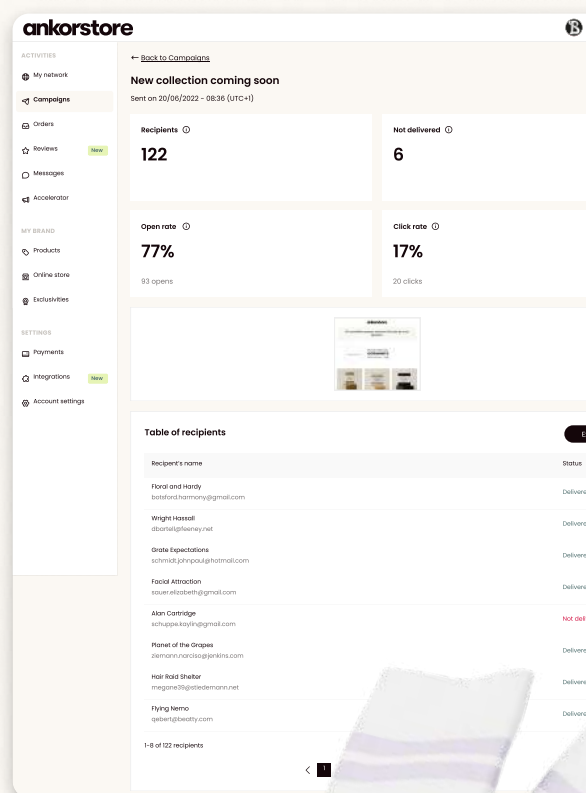
You can find out more [here](#)

How does it work?

1. Invite your wholesale contacts to shop on Ankorstore using the [‘Campaigns’ tool](#) in your account, sharing your [personal brand page](#) link or adding the [Ankorstore widget](#) to your website.

2. The retailers you invite will receive a unique Referral offer code which gives them a discount on their first order from you. They’ll also benefit from a 20% discount on all further Ankorstore orders for the next 60 days. This offer is only applicable to [new Ankorstore retailers only](#). (You can learn more about our [independent retailer eligibility](#) [here](#).)

3. Retailers can redeem the voucher on their first Ankorstore order with you by entering their unique Referral offer code at checkout.



Referral offer: What are the benefits for brands?



- Grow your wholesale network by giving new customers the incentive to buy from you on Ankorstore.

- Sell products to your customers at a discount, fully paid for by Ankorstore.



Where can I find my unique Referral offer code?

Finding your unique code is easy. Go to the 'My network' section of your Ankorstore account and you'll find it in the banner at the top of the page.



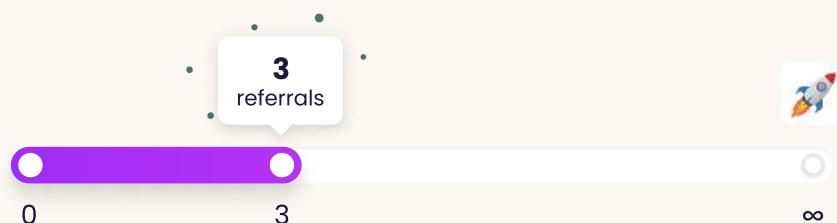
Make the most of Ankorstore

Double your database

Grow your network with our Brand Accelerator Programme, our initiative that rewards brands when they successfully refer retailers to Ankorstore.

How does the programme work?

The more retailers you bring to Ankorstore, the more new buying retailers you get from Ankorstore.



1. You successfully invite three or more new retailers in a given month to Ankorstore using your Referral offer code.
2. We promote your brand on a dedicated section of our platform and offer all Ankorstore retailers a £50 voucher to spend on your products until you get the same number of new customers in.

How do brands bring a customer to Ankorstore?

You bring a customer to Ankorstore any time that you're responsible for a successful referral. That's when a current customer or prospect of yours that you've referred makes their first purchase on the platform using your Referral offer code. A referral is considered successful as soon as you approve the order in your Ankorstore account.

You can find out more about our Brand Accelerator Programme [here](#).

Make the most of Ankorstore

Grow your base



Our top tips for prospecting new clients

Setting up a new brand or want to grow your client base on Ankorstore? Get started with our top tips for prospecting new clients.

Participate in tradeshows

- Book a booth to showcase your brand to new clients all together. Prepare samples and print flyers including your Ankorstore Referral offer code.
- Want to start smaller? Attend a tradeshow for networking, hand out business cards and flyers.
- Do you research on tradeshows and attend a specific event that's relevant to your brand.
- Read our guide to tradeshows [here](#).

Support your Sales team

- Use the 'List' tool on Google Maps and bookmark the addresses of retailers to prospect.
- Give your Sales team training on the Ankorstore platform.
- Promote your Referral offer code via flyers, emails and direct invites.
- Follow up with your prospects by phone.

Generate inbound sales

- Add the [Ankorstore widget](#) or include a link in the footer on your website.
- Create gated content related to the interests of your audience and ask them to sign up with an email address to download it, creating a new database for you.

Harness the power of social media

- Announce the launch of your brand joining Ankorstore on social media.
- Ask your community to recommend retailers that they'd like to see your brand stocked in.
- Add a link to your Ankorstore brand page in your bio.
- Post regularly and showcase new or limited-edition products.
- Use our [social media templates](#) on your channels.

Make the most of Ankorstore

Increase reorders

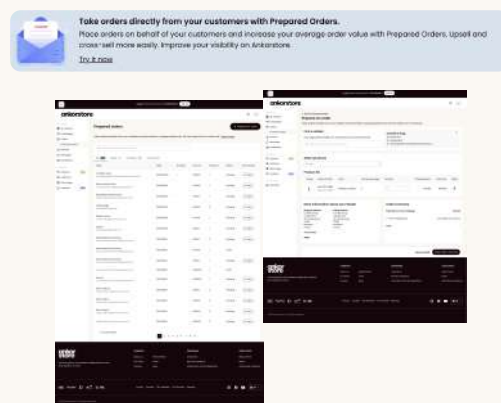
We provide the tools to make reorders easier

We know that brands like yours rely on reorders from loyal customers to keep your business running. On our platform, you'll find plenty of tools to help facilitate the reorder process.

Use our 'Prepared orders' feature

This feature helps you make the ordering process simple for your customers and increases your average order value.

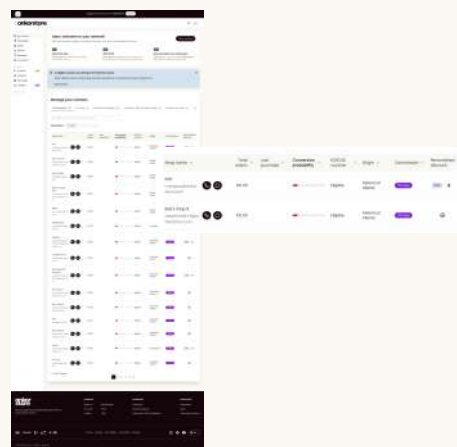
Find out more [here](#).



Offer retailers a personalised discount

Use our 'Personalised discounts' feature to encourage a client to purchase, reward a client for their loyalty or to provide the same perks as buying from your directly.

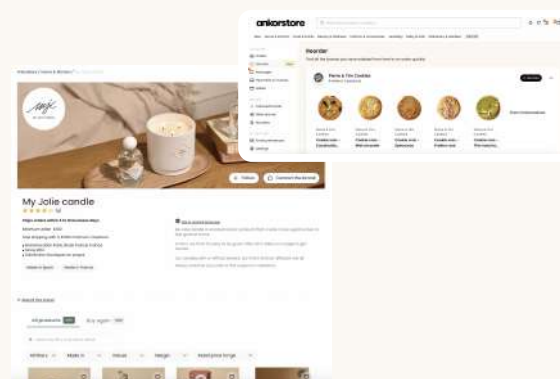
Find out more [here](#).



Reorder feature for retailers

Retailers can easily reorder their favourite products from your brand in one click by going to the 'Reorder' section of their account.

Find out more [here](#).





ankorstore

fulfilment

You trust us with your stock and we take care of any orders placed for your brand on Ankorstore. We'll look after your inventory, order preparation and shipping.



This service is currently only available to brands based in France. Register to find out more [here](#).

Make the most of Ankorstore

Making the most of **Ankorstore checklist**

Grow your network

- ☐ Invite retailers to Ankorstore using your Referral offer code.
- ☐ Bring more retailers to us and get more back with our Brand Accelerator Programme.
- ☐ Participate in tradeshows to meet new clients.
- ☐ Generate inbound sales with the Ankorstore widget.
- ☐ Utilise social media to promote your brand on Ankorstore.
- ☐ Give your Sales team training on the Ankorstore platform.

Increase reorders

- ☐ Use our 'Prepared orders' feature to send retailers a pre-populated cart.
- ☐ Offer retailers a personalised discount.
- ☐ Promote our 'Reorder' feature to your retailers.

Your Ankorstore journey

How to **thrive** on Ankorstore checklist

1. Create an attractive shop

- ☐ Treat your brand page like the storefront window of your shop.
- ☐ Write engaging product descriptions and brand storytelling.
- ☐ Use tags and SEO keywords to make products easily searchable.
- ☐ Merchandise your products to highlight your best items.
- ☐ Create collections with your bestsellers or discounted items to attract retailers.
- ☐ Ensure your prices align with your other wholesale channels.

2. Generate sales

- ☐ Invite retailers to join Ankorstore with your Referral offer code.
- ☐ Use our 'Prepared orders' feature to create pre-populated baskets.
- ☐ Use Ankorstore as your preferred B2B channel for quick business growth.
- ☐ Train your Sales team on the benefits of Ankorstore.
- ☐ Automate your workflow and connect using our API tools.
- ☐ Boost your visibility and engage your retailers with new product ranges.
- ☐ Help retailers get the best out of your brand by sending marketing communications.

3. Customer experience and operational excellence

- ☐ Understand our brand ranking system to get better visibility.
- ☐ Use the 'Analytics' dashboard to measure your performance.
- ☐ Offer an outstanding customer experience.
- ☐ Ship on time and with no issues.
- ☐ Keep in touch with your retailers and provide tracking details.
- ☐ Drive reorders and loyalty with Ankorstore's range of tools and benefits.