

## Chapter 1 : Marketing /Trade Marketing Management Trainee (Congo & Democratic Republic of the Congo)

*The function could develop deeper specialization in the trade space: focusing more on marketing to the trade, rather than marketing in the trade. This would, without doubt, enhance the impact of many sales teams around the world.*

Unaided recall is a marketing technique to determine how well a consumer remembers an advertisement without any external help such as clues, or visuals. Unaided recall is a part of marketing research technique which is used to gauge the effectiveness of a brand when respondents are questioned about it without giving any clues. In unaided recall, a team of test audience is shown an advertisement and then quizzed about the brand. The effectiveness is gauged by the response that the tester gets from the respondents participating in the experiment. Usually, the questions asked in unaided recall are more open-ended. For example, the moderator may ask the respondents to recall information about specific set of mobile phones which are known to have long battery life. Another example could be, "Please tell me name of all smartphones which have a finger print scanner," If the respondents recognize your brand and lists out features which are specific to your brand it means that your marketing efforts are yielding results, which simply means that the marketing campaign is doing exactly what it should have done. Unaided recall is slightly different from aided recall. Aided Recall is a tool to measure the effectiveness of the brand and its recall among the consumers when they are given cues. Trade marketing is a wider marketing discipline that aims to increase demand with supply chain partners such as wholesalers, retailers, or at the distributor level, rather than just at the customer level. Trade Marketing is also called B2B marketing or business-to-business marketing. All the promotional activities are aimed at increasing the demand of the product among the various supply chain partners. By doing so, a manufacturer attempts to ensure the consistent supply and availability of the product to the end consumer. Incentives are given to the intermediaries for effective promotion of the product at their end. Various forms of promotion at the retailer end include activities such as - ensuring prominent display of the product, branded merchandise, more shelf space, and even word of mouth also does the trick. Trade marketing plays an effective part in sustainable brand development. To be more effective, market gurus have point out seven areas where the manufacturer should focus more for trade marketing to be effective. For effective trade marketing, manufacturer should focus on a Promotion schedule which could include time of sale , b Do lot of cross promotion of your own items, c Promotions should always be around a theme Christmas, New Year, festivals etc. Target market is the end consumer to which the company wants to sell its end products too. Target marketing involves breaking down the entire market into various segments and planning marketing strategies accordingly for each segment to increase the market share. In simple words, not all products can be consumed by all customers and each product has a different set of consumers who want to purchase the product. In order to attract a particular segment of the market, the company at times, modifies the product accordingly. Creating the target market involves conceptualizing the product, understanding the need of the product in a market, studying its target audience etc. Target marketing would revolve around deploying marketing techniques for a particular segment of markets which could be key to attract new customers, expand business opportunities across geographies and expand distribution network to widen the reach. There are various steps involved in defining the target market. The first is to understand the problem of a customer whom you are addressing. Once it is done, the customers can be identified who are interested in that product. For example, you make water purifiers " so you address the problem of contaminated water quality. We know that farm houses do not have a regular water connection and the water they get from underground is hard. So, there is a wide opportunity for water-purifier makers to enter into this segment and tap the market. The next step is to understand your customer according to the region, income level, etc. Always think about the market, know your competition and the pricing of the product. It will help you in creating a benchmark. There are two important features, which the company should always consider before it decides to capture a separate market segment. First is the attractiveness of the segment, which means that it has less competition, high margin business etc.

## Chapter 2 : What Is Trade Marketing?

*Trade marketing is a small branch of B2B marketing that aims to increase demand with supply chain partners. Typically it is known as the process of manufacturers marketing to future wholesalers, retailers, and distributors.*

Most promotions are ineffective and fail to encourage new shopper trials – the primary goal of every promotion. While rewarding loyal shoppers to make repeat purchases can prove beneficial, new shopper engagement is the key to growing brand sales. More importantly, effective promotions help retailers compete more effectively by driving shopper traffic into their stores and away from their competition. This is the greatest bargaining chip any brand can offer a retailer. Savvy brands leverage their ability to drive retailer sales when they negotiate with retailers for premium shelf space, incremental merchandising opportunities, etc. Here are eight strategies to help you maximize your trade marketing.

**Creativity** Most companies repeat promotions annually in addition to copying competitor promotions. Companies that have creative strategies typically have greater success growing sustained sales. Effective promotions encourage incremental and impulse purchases. Co-promote within the brand and with complimentary items such as chips and dip when possible. The ultimate goal is to increase consumer purchases after the promotion ends. This occurs when new customers become committed loyal shoppers.

**Purpose** Every promotion should have a well-defined and understood purpose. Design promotions around opportunities to build your brand such as important causes Earth Day, back-to-school, etc and product demos. Category leaders should instead schedule deep promotions when category buying is low.

**Consistent brand messaging** Most promotions fail to connect with the shoppers. Communicate a consistent message across all marketing vehicles by integrating sales strategies through different mediums including and especially social media.

**Plan ahead** Be prepared to support the promotion by having additional product on hand. Use category management principles to accurately predict consumer takeaway and to identify the ultimate promotion price point. Out-of-stocks are a huge problem for some brands. Never miss a sale due to poor planning on your part. Also, a few cents off in either direction can dramatically affect consumer take away. Account for all costs including deductions, retailer fees, scan down rate, bill back, missed sales due to out-of-stocks, off-invoice rebates, menu fees, fixed costs, forward buys and miscellaneous costs when evaluating promotion effectiveness. Include retail, distributor, broker, and supplier execution in your evaluation.

**Promotion schedule** Some companies have very predictable promotion schedules that train customers to purchase their brand only when they are on sale. Build your strategy around their promotional efforts to maximize every opportunity to invite their shoppers to try your brand.

**Efficient trade fund management** This can be one of the most difficult areas to effectively manage due to the complexity of differing retailer programs and systems. Identify and adopt systems that allow you to effectively manage trade spending, cash flow across simultaneous promotions at multiple retailers, promotion reconciliation, deductions, and promotion analysis and inventory movement throughout the supply chain. Integrate your system with retailer and market data to maximize your results.

**Pay on scan** Promotions can be set up a lot of different ways. The most effective way to manage promotions and improve your ROI is to pay for what shoppers purchase. The way this works is to set up promotions that reimburse retailers for items scanned through their registers. This is far better than paying a lump sum and taking a chance that the retailer may not help you drive sales at every location.

## Chapter 3 : Business and Management Journals | List of Management Journals Online

*Introduction to Trade Marketing. Although sometimes confused with strategic Sales planning, Trade Marketing is actually a marketing discipline that relates to increasing demand with supply chain partners, such as distributors, wholesalers and retailers, rather than at the consumer level.*

So what is the strategic role of Trade Marketing? Do we need a more strategic Trade Marketing function? Before we go any further, I suppose it is important to address this key question. My answer to this question is, well, yes and no. It is a strategic role that, in our experience, can certainly be covered by Trade Marketing. This strategic role does not necessarily need to be covered by Trade Marketing, but assuming that there is a desire to create a more strategic Trade Marketing role – here is the outline of what that role could be. This requires an integrated path that connects consumer marketing efforts to the relationships and investments made with retail customers see below. The first step focuses on consumer priorities. In every organization, decisions in this space are owned, unsurprisingly, by the consumer marketing team. Therefore, that leaves three steps in the middle: The role of Trade Marketing should cover some or all of these steps. That depend a little on which steps are covered by other functions. If there is a shopper marketing team, they may well be already addressing the understanding of shopper behavior. But if as in many cases there is no formal shopper marketing function, then there is a clear role for the Trade Marketing function to take on. That role is to take clear consumption opportunities identified by the consumer marketing team, and to use these to frame up an understanding of who is the target shopper. A more strategic trade marketing team can work with insight colleagues to create a much better understanding of how these target shoppers behave: This information can then be used to fuel the next step of the process. Understanding where target shoppers can be found, and critically, where they can be influenced, helps a strategic Trade Marketing team to prioritize channels: Convenience stores might be a priority for one brand, but not another. Discount chains might be high value when it comes to driving consumption frequency but lousy for driving penetration amongst young consumers. The next part of the role of a strategic trade marketing team would be to define the shopper marketing mix for each of those priority channels. The shopper marketing mix is a blend of activities that will, based on the understanding of shoppers that we have, be most effective in encouraging the target shopper to behave in the way that we want them to. Trade Marketing teams should therefore identify the ideal mix of activities: What are the key messages and media that are most likely to sway these shoppers? What is the appropriate pack and price mix, and what role might promotions play? This, finally, guides investment with customers. Investment should be focused on the identified activities as these are most likely to produce the desired shopping behavior and therefore fuel the consumption growth our marketing team is aiming for. The decision on a role for Trade Marketing is not one that can be taken unilaterally by Trade Marketing, or even by sales. It needs to be something that works for the entire business and is bought into by everyone. A change in the role of Trade Marketing will impact other functions, most notably consumer marketing and customer management teams. It is critical that these parties are engaged, and see the value that this new way of working will create. Trade Marketing will simply not succeed without the support of other functions. By defining a new, value-adding role for Trade Marketing you have taken the first steps towards transforming the function and the business. You have identified not only what trade marketing will do, but how it will work with others, how it adds value to other functions and the business in total. Part of the role of a strategic Trade Marketing function is to develop channel strategy. This is becoming more and more important as channels and shoppers become more dynamic.

## Chapter 4 : The Science of Trade Marketing – Issue 1: Introduction and Strategy

*Trade marketing and shopper marketing. There are a lot of similarities between trade marketing and shopper marketing too. For instance, you'd probably use the same language to market to a retailer as you would to a shopper.*

Most promotions are ineffective and fail to encourage new shopper trials – the primary goal of every promotion. While rewarding loyal shoppers to make repeat purchases can prove beneficial, new shopper engagement is the key to growing brand sales. More importantly, effective promotions help retailers compete more effectively by driving shopper traffic into their stores and away from their competition. This is the greatest bargaining chip any brand can offer a retailer. Digital strategies level the playing field for small brands and provide a substantial competitive advantage. Savvy brands leverage their ability to drive retailer sales when they negotiate with retailers for premium shelf space, incremental merchandising opportunities, etc. Read the rest of the article on Whole Foods Magazine 1. Creativity Most promotions lack creativity. Brands tend to repeat prior promotions or mimic competitor promotions. Companies that have creative strategies typically have greater success growing sustained sales. Effective promotions encourage incremental and impulse purchases. Co-promote within the brand and with complimentary items when possible to maximize your ROI. Even better, digital strategies allow brands to drive consumer engagement. Promotions that align with the retailers digital strategy help exponentially drive awareness and traffic to both the retailer and the brand. The ultimate goal is to increase consumer purchases after the promotion ends. Digital strategies are very effective in measuring shopper engagement. Purpose Every promotion should have a well-defined and understood purpose that aligns with your customers. Design promotions around opportunities to build your brand such as important causes Earth Day, back-to-school, etc and product demos. We live in a digitally connected world – shoppers expect transparency and authenticity. Shoppers today research brands online while standing in front of the product. Leverage your digital strategy to enhance and amplify promotions that are retailer specific. Account for all costs including deductions, digital strategies, retailer fees, scan down rate, bill back, missed sales due to out-of-stocks, off-invoice rebates, menu fees, fixed costs, forward buys and miscellaneous costs when evaluating promotion effectiveness. Include retail, distributor, broker, and supplier execution in your evaluation. Promotion schedule Some companies have very predictable promotion schedules that train customers to purchase their brand only when they are on sale. A more effective way to reward existing shoppers is with digital strategies that provide exclusive incentives and coupons. Build your strategy around their promotional efforts to maximize every opportunity to invite their shoppers to try your brand.

## Chapter 5 : The Difference Between Trade Marketing & Shopper Marketing

*Trade marketing is a discipline of marketing that relates to increasing the demand at wholesaler, retailer, or distributor level rather than at the consumer level. However, there is a need to continue with Big Brand Management strategies to sustain the need at the consumer end.*

We better get this answered before we go any further. While it has similar processes, Trade Marketing is distinct from Brand Marketing in a very important way. Trade Marketing is focused on marketing to your supply chain rather than to consumers. Quite simply, it is how you market your products and services to the customer base that will enable access to the end consumers that your Brand team is trying to attract.

**Importance of a Trade Strategy** In far too many companies, the Trade Strategy consists of hiring some salespeople and letting them run around trying to sell to any customers or prospects that will take an appointment. If your resources are unlimited, by all means flounder about. For those of us with a budget, however, it is best to formulate a strategy. There are several important components to an effective Trade Strategy including Trade Communications, Trade Events, Trade Programs and Trade Coverage. I call it the most important because it involves the bulk of the resource time for your entire sales structure. With that much at stake, you better make an attempt to get it right.

**Components of Your Strategy** When people hear strategy they start thinking about an elaborate scheme that will be the silver bullet their organization uses to slay the competition. There are no silver bullets and the simpler your strategy is the better. The more complex your strategy gets the more difficult it becomes to understand, communicate and implement. Pick a simple strategy and stick with it. With that said, here are the basic components of a simple Trade Strategy. It is a list of attributes rather than a list of actual customers or prospects. It would include things like the geography, channel, type e. It would include options such as a specific selling methodology or step-by-step process for making a call. In effect, this is a prioritization or ranking of customer attributes that are most important to you. Actually, it is pretty easy to develop a Trade Strategy. The difficulty lies in both implementing it and in keeping the entire organization aligned with it. At this point, you would want to document your strategy and communicate it to key stakeholders. From here you would move on to the next step in your Trade Marketing planning, Customer Census.

## Chapter 6 : Trade marketing strategies and examples: The BEST secrets for

*A trade marketing manager is usually responsible for local market brand development within a channel. This is done across a variety of marketing strategies including product launches, public relations and communications efforts, setting up displays and designing loyalty programmes.*

It seems sensible to kick off this resource with a definition of trade marketing. Broadly speaking, trade marketing is a form of B2B marketing. Normally, the objective of a trade marketing campaign is to sell products to companies who can then go on to sell those items to their customers. Who uses trade marketing and how? Manufacturers use trade marketing. Basically, the whole process works like this: For a product to be sold in a shop, the retailer first needs to purchase the item from somewhere. Retailers will buy products either directly from a manufacturer, or via a wholesaler or distributor. The retailer will then sell those products to the public. Manufacturers need trade marketing methods to try and create demand for a product with retailers, wholesalers and distributors. In a perfect world, everyone in a sales chain will make money. Okay, but what are wholesalers and distributors? Wholesalers and distributors act as middlemen; they essentially connect manufacturers to retailers. They buy products from manufacturers in bulk and sell them on to retailers. The sole aim for both wholesalers and distributors is to sell products, but distributors can offer additional services. They tend to offer more of an end-to-end service for manufacturers, by managing client relationships and orders. Distributors will generally be much more proactive with a product. For instance, part of their role might be to seek out potential sales opportunities in a market. Why do manufacturers need trade marketing? Or let me phrase this question another way: Why must a product be marketed before it reaches the consumer? Well, if my previous definition was any good, then the answer should be obvious. The retailer is in the position of power. And they know it [as does the rest of the supply chain]. Trade marketing is the difference between a retailer choosing one product to sell over another [regardless of whether that retailer is sourcing that product from in the supply chain]. You see, unfortunately, manufacturers will always face a couple of BIG challenges no matter what happens. The first is competition. Retailers need to believe in a product in order to sell it, so marketing makes all the difference. The second is space. Logistically speaking, bricks and mortar shops only have a finite number of items that they can sell. The margins are fine because retailers can only pick so many products at any one time. Trade marketing helps manufacturers make their product more appealing to retailers, wholesalers and distributors. I mean, looking at it from the perspective of either a retailer, wholesaler or distributor, why should one item take precedence over another? Why will one product make more money than another? Retailers, wholesalers and distributors ALL need to be convinced or a manufacturer is likely to go under. A clever trade marketing strategy can be the difference between a product being a success or not. Put simply, trade marketing can transform a manufacturing business with a dream into a profitable operation. How did trade marketing become so important? However, the concept of trade marketing really became relevant and important in the s. Previously, a manufacturer held a very strong negotiating position, but during that decade, the balance of power shifted considerably. Retailers [and consumers] now called all the shots. Trade marketing has been around for a while. Over 25 years, in fact. The need for trade marketing became more apparent when fast moving consumer goods companies [FMCGs] became concerned about several critical business issues. Media fragmentation As technology advanced apace throughout the decade, the big business challenge was how to reach an increasingly dispersed audience. Traditionally, companies were always able to communicate with a huge audience via a small number of [easily manageable] channels. Times were changing and this was becoming more difficult. The popularity of category management In the s, businesses began to group multiple products into ranges, rather than treat them as individual items. We might be talking about toothpaste, toothbrushes and dental floss, but equally, we might also have to consider deodorants, toilet paper and nail scissors. The advent of category use in a retail environment caused 2 issues. Firstly, it completely changed a number of relationships. Negotiations between manufacturers and supply chain partners hinged on the turnover of the entire category in question [not just the sales of individual products]. Manufacturers had to justify how their products could help a retailer grow a

category, not just their brand. Secondly, by generalizing in this way, it became more important that a product stood out. So category management automatically increased the importance of brand marketing. Either way, you had to market your products better than your competition; there was no other option. Retail consolidation In the 70s, many corporate big wigs believed that the best growth strategy was to acquire or merge with existing stores. The 90s saw this trend grow. Opportunities for new products became more scarce. In addition, the reduction of retailers really cranked up the pressure for manufacturers. Gradually, massive retail chains assumed all the power and control. Therefore, manufacturers had to maintain good relationships with existing clients and do everything they could to stay in their good books. Trade marketing helped manufacturers level the playing field. They still have to contend with a busy audience with diverse agendas. They still have to cope with wholesalers and distributors that have diverse agendas. They still have to liaise with retailers in a position of power. And trade marketing is still the answer. Methods of trade marketing. There are lots of different trade marketing methods in use today. So many, in fact, that a manufacturer might be using a trade marketing strategy without realising it. Well, the sales figures can be used as marketing in itself. However, for other manufacturers, trade marketing might be more about building relationships at trade shows. For them, trade marketing is less about the shopper. As you can see, the two approaches are very different. Some are more traditional than others. Trade promotions Manufacturers need solid relationships with retailers, wholesalers and distributors. Strategic promotions and offer incentives can motivate clients and boost repurchase rates. The bottom line is: Trade magazines and websites Adverts and articles will bring more eyeballs onto your brand. Adverts may cost money, but you have to speculate to accumulate. Meanwhile, PR will give your business authenticity, trust and relevance. They want products that consumers will buy over the long term and that sort of customer loyalty only comes with smart branding. Relationships The aim of trade marketing is to create a win-win situation by achieving shared objectives. In other words, manufacturers want to sell their products, as do wholesalers, distributors and retailers. Manufacturers like to collaborate with supply chain partners in all sorts of ways. That could mean aligning shipping and inventory management systems to generate shared savings. Or swapping market research so that all parties can better understand consumer behaviour. Or maybe even partnering on advertising campaigns and sharing marketing collateral. Data is hugely important. Digital marketing Of course, trade marketers must move with the times. Many trade marketing strategies can be delivering online, just like digital marketing tactics for consumers. Trade marketers should keep in touch with their prospects via social media, email and content marketing. Research by Vanessa Fox , who is a former PR rep for Google, thinks that the top 3 targets for trade marketers are: As a trade marketer, you must find the balance between the ease and effectiveness that digital marketing brings, and the sincerity and power of a phone call or meeting. Retailers that are adopting digital marketing are seeing 2. Supply chain partners who work closely with manufacturers are able to create a more curated customer experience. These days, the customer experience is everything. Therefore, this kind of partnership subsequently allows all parties to reliably grow their revenues. Trade promotions Trade promotions operate in the same way as consumer promotions.

## Chapter 7 : Trade Marketing Manager Resume Samples | JobHero

*A trade marketing manager's objective is to develop marketing strategies that reach the target audience and oversee the operations of the trade marketing department. A trade marketing manager should have a strong marketing background, as well as experience in B2B negotiations.*

What is the difference between Trade Marketing and Shopper Marketing? The history of trade marketing Trade marketing has been with us for more than 25 years. Media fragmentation, retail consolidation and the growth of category management led many large FMCGs to conclude that greater support was needed in managing the trade. So trade marketing developed into a specialist function supporting marketing and sales, charged with the development and execution of point of purchase activities. Trade marketing today Today, almost all leading manufacturers have a trade marketing function in their business. But this fact alone does not mean that all businesses have a common understanding of trade marketing. But different companies seem to have different requirements of their trade marketers. Indeed there appear to be four common forms of trade marketing in operation globally, all with quite different roles and responsibilities. As a result, for many companies trade marketing is the sum of its activities. This is a bad idea! What is shopper marketing? Unlike trade marketing, shopper marketing is not an organizational function. It is a clearly defined business process with specific commercial outcomes. Shopper marketing is marketing; to shoppers: It is the process of defining and executing a marketing mix, the purpose of which is to change shopping behavior in order to drive the consumption of a brand. As a result, and unlike trade marketing, shopper marketing is not the sum of all the potential activities that could be applied to influence shoppers. Rather, the activities that are created are the product of the shopper marketing process itself. This is more than a semantic distinction – consumer goods companies need to market to shoppers more effectively now than at any time in the past. Why shopper marketing is important now Consumer goods brands face a barrage of competition, more so than at any other time in history, and the traditional mechanisms of above-the-line and below-the-line are faltering as communication becomes digital and mobile. At the same time retailers which have been growing and consolidating over the past 25 years now find that they need new business models to attract and retain shoppers. In this environment the ability to understand, target and change the behavior of specific shopper groups is as commercially important today as being able to market products to consumers and sell them to retailers. Those businesses that excel in integrating their efforts with consumers, shoppers and retailers find that internal decision making is faster and marketing investment decisions are easier. They also enjoy greater support from retailers, which leads to superior results. Where does this leave trade marketing? The creation shopper marketing puts the trade marketing function at a crossroads: The function could develop deeper specialization in the trade space: This would, without doubt, enhance the impact of many sales teams around the world. It would also require marketing teams to extend their purview to include shoppers. The function could remain largely in its existing space but focus more on effectively engineering trade investments. This again would require marketing to extend its remit. The function could take on accountability for the execution of the shopper marketing process. This would require it to build stronger capability in shopper research , shopper insights and strategic planning and would bring the function much closer to the consumer marketing function. It would also require the sales function to be much more focused on execution with customers. In any instance, the advent of shopper marketing is anything but the creation of a new name for trade marketing! Trade Marketing Chris Hoyt Whew! Too bad that you have to explain this in the first place. So many have missed the boat – are still clueless as to what a well planned, cross functional shopper-focused marketing approach could do for their brands, not to mention their key retailers and, of course, their shoppers! Hopefully, these folks will get off the train for a week or so and actually do the research they should have done to begin-with. As a result when it ends up in sales it is automatically defined as a sales thing. I have had to explain this distinction weekly with our clients and our retailers. One important piece of this for Brands is that it is critical for Retailers to KNOW that the Shopper Marketing and Trade funds are distinct, separate, and are used for the benefit of driving Business in store. The funds should be re-invested from failing marketing

techniques on the consumer marketing side. When I think about it, Shopper Marketing is a more personalized form of Consumer Marketing and is more closely related to that discipline and provides the bridge for Mobile as we move ahead All the Best! Hi Tom, thanks for a fabulously rich comment! You make so many good points: Best Toby Sam Davidson Still very unclear after reading this, thanks for trying though. Back more points and differences up with concrete examples. Revolutionary thinker in Shopper Marketing.

## Chapter 8 : Home - MT&M College

*Trade marketing is a discipline of marketing that relates to increasing the demand at wholesaler, retailer, or distributor level rather than at the consumer level. However, there is a need to continue with Brand Management strategies to sustain the need at the consumer end.*

The role of these entities is absolutely critical as they help in ensuring that the product is widely distributed and available for the end consumer. The key benefit of these entities is in ensuring that the distribution costs are lower for the manufacturer and simultaneously the products are available for the end consumer. The distributor and dealers operate on a base trade margin factored in the cost of the product by the manufacturer. The dealer could be a Retailer selling to end consumer directly, wholesaler selling to other retailers primarily or a modern retailer. This section needs expansion. You can help by adding to it. February Sales outlet[ edit ] Sales outlet means a retailer. A retailer is also one of the customers in trade marketing targets. Plans of trade marketing is targeting customers and shoppers. Sales outlets customers are a place that manufacturer can meet shoppers and consumers. February Methods of trade marketing[ edit ] Basic method of trade marketing is focusing on sales fundamentals, such as Distribution, Display, Promotion and Price. With data and knowledge of sales fundamentals, trade marketing develops market strategy aligned with brand strategy. In order to deliver sales volume and value, trade marketing support sales forces with well-designed fundamental enhancement plans. February Current trends in trade marketing[ edit ] Shopkeepers and retailers are becoming more and more profit margin oriented. A current trend in trade marketing is the focus on customer data. According to a research conducted by Deloitte in , digital experiences and interactions influence customer spending. Retailers focus their efforts into e-mail, mobile and social media marketing activities in order to deliver personalized consumer experiences. Therefore, marketers have to create comprehensive trade marketing strategies that will be based on customer data, aimed also at the delivery of personalized customer experiences which influence sales and purchasing behaviors. February Shopper marketing[ edit ] Shopper marketing may be included in trade marketing, therefore the shopper being another target for trade marketing managers, while it can also be considered as a separate discipline. Some of the activities to increase demand at shopper level include setting the right planogram, price announcements such as inserts, use of point of purchase materials, alternatively called promotional material. KPI Trade marketing[ edit ] active customer base - distribution, sales outlets which buy products of company middle order from a sales outlet share trade shelf regular presence of must stock right representation planograms.

## Chapter 9 : Trade Marketing Definition | Marketing Dictionary | MBA calendrierdelascience.com

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