

## Chapter 1 : Trade Show Marketing | What is Trade Show Marketing?

*A non-trade invoice is a document, another type of invoice, issued for those transactions that are not directly related to the company's operations or production. As we are all aware, invoices are given when there is a direct exchange of mutual agreement for a purchase of product or taking advantage of a particular service.*

Find schools offering marketing programs Some of the major trade shows held today feature performances from famous musicians, impressive multimedia booths, exclusive private parties, and the energy and excitement of a Hollywood premier. A trade show offers a chance for an entire industry to show off how relevant and vital they are. Despite all the excitement, trade shows are fundamentally about conducting business. Companies attend trade shows so that they can generate new sales leads, close big deals, and deal directly with others in their industry See also B2B Marketing. These industry-wide gatherings offer a unique opportunity to make a persuasive, in-person sales pitch that will linger in the minds of prospective clients for months. What is Trade Show Marketing? Typically, trade shows take place in a convention center or large ballroom and feature participants from every area of the industry involved. For instance, a trade show for the apparel industry will feature companies who sell fabric, others who sell machinery, and still more who sell clothes directly to the consumer. With so many potential clients gathered in the same room, trade shows present incredible marketing opportunities. They give companies the chance to connect with the customers who are most interested in what the company offers. Most companies set up booths featuring video displays, printed signs, promotional materials, and informed sales reps to highlight what is exemplary and appealing about the company. Representatives will give speeches, demonstrations, hold contests, and other promotions to try and capture the attention of trade show attendees. Many companies will rent out hotel suites and stock them with food and drinks to give attendees a break from the mania of the trade show floor, giving companies chances to market to them one on one. Bologna Motor Show – Automotive industry trade show in Italy, 1,, attendees in ComicMarket – Comics industry trade show in Japan, , attendees in IFA – Consumer electronics trade show in Germany, , in Interpack – Moving industry trade show in Germany, , attendees in There is one major disadvantage associated with trade show marketing: Companies will plan for months and spend potentially huge amounts of money preparing for a trade show that might only last three or four days. If they make a miscalculation, there is no way to fix it once the trade show starts. Trade shows offer companies one shot to get things right. Companies with large booths will often set up a business theater as one of their attractions. Business theaters allow sales reps to give sustained sales pitches to customers who have expressed an explicit interest in what the company has to offer. Briefing zones – Similar to a business theater but on a smaller scale, briefing zones are small areas at the front of a booth where attendees are welcomed, given a brief overview of the company, and told about all the exciting things they will find inside the booth. This is a way of generating interest and framing the experience that is to come. Booth activities – One easy way to capture the interest of attendees is to offer fun booth activities like games, interactive kiosks, and prizes. The best booth activities will emphasize sales points while also entertaining guests. Booth tour – Offering guided tours of a trade show booth gives companies the chance to highlight the most appealing features and make a quick, direct impression on attendees. Self guided tours – Some booths take a hands off approach and make it easy for attendees to interact with products and promotions at their own pace. Trade shows can be high pressure sales environments. A company that takes a more casual approach and lets the products speak for themselves can be a refreshing antidote to the rest of the trade show. Who Employs Trade Show Marketing? Everyone from video game makers to the food service industry holds a regular trade show. Some of these shows are directed at the individual consumer, while others target potential business clients. The size of the show depends largely on the appeal of the products being offered. For example, the video game industry conference, E3, had over 45, industry professionals attend in according to Joystiq. Since trade shows are sized to the industry they represent, they offer many opportunities for companies both large and small to market themselves. A trade show for beverage makers might feature a booth from a smaller soda company next to a booth from Coca Cola. Trade shows level the playing field by giving any marketer with the means to attend a

chance to participate. That startup soda maker cannot compete with Coke through TV advertising, but on the trade show floor, they have an equal opportunity to connect with attendees. Trade shows are a great opportunity for a company to show off new and exciting products. Giving customers the chance to see and use a new product makes a powerful impression. The chart below, based on data from MarketingSherpa, illustrates how marketing departments in specific industries use their advertising budgets. Companies that offer specific products like software and machinery invest heavily in trade shows. Companies that offer more diffuse products like business services invest less in trade shows. Any company hoping to market successfully needs to know where their product will make the strongest impression. Trade show marketing relies on getting it right the first time. All elements of the marketing strategy must be carefully researched and designed before the trade show begins. The first step of any trade show marketing plan is to identify the show that will be attended. All marketing efforts have to follow from this initial choice. Consider a maker of a new mp3 player. They could choose to go to a consumer electronics trade show, or another one focused on the recording industry. Each offers unique challenges and opportunities, so the company must find out how many people will attend, what sort of audience this is, and which competitors they will be facing. After a show is selected, the company must tailor specific goals for that trade show. These goals can range from selling a specific number of products, to generating buzz around a new product offering. These goals must be clearly spelled out because they will affect every other part of the marketing strategy. A company trying to generate buzz might focus on putting together a flashy trade show booth, while a sales focus might lead a company to set up personal meetings with clients at the trade show. With clear goals in mind, the company then begins designing their specific marketing materials. Successful trade show marketing relies on creating interest before the show, making a strong impression at the show, and following up on those leads to generate sales after the show. Each of these stages will require a different marketing strategy that should be clearly identified in the general plan. The marketing plan also needs to cover the logistics of attending the show, since trade shows often involve using large staffs and bulky advertising materials. Companies need to identify who will attend the show, how they will transport all their equipment, who will set it up, and how it will be used once the show ends. The final step is to evaluate the success of the marketing strategy. The company should reference the goals they established at the start of the plan to develop clear metrics for success or failure. Metrics can range from the number of people that visited the booth, to the number of people that gave out contact information, to the number of promotional items given away. Careers in Trade Show Marketing Sales Representative Sales representatives serve as the public face of a company at a trade show. They are on site to answer questions, demonstrate products, run promotions, and facilitate orders.

### Chapter 2 : Non-Traded REIT

*Non trade receivables are amounts due for payment to an entity other than its normal customer invoices for merchandise shipped or services performed. Examples of non trade receivables are amounts owed to a company by its employees for loans or wage advances, tax refunds owed to it by taxing.*

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.

*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.*

Prehistory[ edit ] Trade originated with human communication in prehistoric times. Trading was the main facility of prehistoric people, who bartered goods and services from each other before the innovation of modern-day currency. Peter Watson dates the history of long-distance commerce from circa , years ago. Apart from traditional self-sufficiency , trading became a principal facility of prehistoric people, who bartered what they had for goods and services from each other. The caduceus has been used today as the symbol of commerce [11] with which Mercury has traditionally been associated. Trade is believed to have taken place throughout much of recorded human history. There is evidence of the exchange of obsidian and flint during the stone age. Trade in obsidian is believed to have taken place in Guinea from 17, BCE. Materials used for creating jewelry were traded with Egypt since BCE. Long-range trade routes first appeared in the 3rd millennium BCE, when Sumerians in Mesopotamia traded with the Harappan civilization of the Indus Valley. The Phoenicians were noted sea traders, traveling across the Mediterranean Sea , and as far north as Britain for sources of tin to manufacture bronze. For this purpose they established trade colonies the Greeks called emporia. Roman commerce allowed its empire to flourish and endure. The latter Roman Republic and the Pax Romana of the Roman empire produced a stable and secure transportation network that enabled the shipment of trade goods without fear of significant piracy , as Rome had become the sole effective sea power in the Mediterranean with the conquest of Egypt and the near east. Free trade between states was stifled by the need for strict internal controls via taxation to maintain security within the treasury of the sovereign, which nevertheless enabled the maintenance of a modicum of civility within the structures of functional community life. Some trade did occur in the west. For instance, Radhanites were a medieval guild or group the precise meaning of the word is lost to history of Jewish merchants who traded between the Christians in Europe and the Muslims of the Near East. It had a fixed worth of 8, cacao seeds, which were also used as currency. There is evidence of established maritime trade with the cultures of northwestern South America and the Caribbean.

Middle Ages[ edit ] During the Middle Ages, commerce developed in Europe by trading luxury goods at trade fairs. Wealth became converted into movable wealth or capital. Banking systems developed where money on account was transferred across national boundaries. Hand to hand markets became a feature of town life, and were regulated by town authorities. Western Europe established a complex and expansive trade network with cargo ships being the main workhorse for the movement of goods, Cogs and Hulks are two examples of such cargo ships. The English port city of Bristol traded with peoples from what is modern day Iceland, all along the western coast of France, and down to what is now Spain. During the Middle Ages, Central Asia was the economic center of the world. They were the main caravan merchants of Central Asia. From the 8th to the 11th century, the Vikings and Varangians traded as they sailed from and to Scandinavia. Vikings sailed to Western Europe, while Varangians to Russia. The Hanseatic League was an alliance of trading cities that maintained a trade monopoly over most of Northern Europe and the Baltic , between the 13th and 17th centuries. Prior to this, the flow of spice into Europe from India was controlled by Islamic powers, especially Egypt. The spice trade was of major economic importance and helped spur the Age of Discovery in Europe. Spices brought to Europe from the Eastern world were some of the most valuable commodities for their weight, sometimes rivaling gold. In the 16th century, the Seventeen Provinces were the centre of free trade, imposing no exchange controls , and advocating the free movement of goods. Trade in the East Indies was dominated by Portugal in the 16th century, the Dutch Republic in the 17th century, and the British in the 18th century. Danzig in the 17th century, a port of the Hanseatic League. It criticised Mercantilism , and argued that economic specialisation could benefit nations just as much as firms. Since the division of labour was restricted by the size of the market, he said that countries having access to larger markets would be able to divide labour more efficiently and thereby become more productive. Smith said that he considered all rationalisations of import and export controls "dupery", which hurt the trading nation as a whole for the

benefit of specific industries. In *Principles of Political Economy and Taxation* Ricardo advanced the doctrine still considered the most counterintuitive in economics: When an inefficient producer sends the merchandise it produces best to a country able to produce it more efficiently, both countries benefit. The ascendancy of free trade was primarily based on national advantage in the mid 19th century. John Stuart Mill proved that a country with monopoly pricing power on the international market could manipulate the terms of trade through maintaining tariffs, and that the response to this might be reciprocity in trade policy. Ricardo and others had suggested this earlier. This was taken as evidence against the universal doctrine of free trade, as it was believed that more of the economic surplus of trade would accrue to a country following reciprocal, rather than completely free, trade policies. This was followed within a few years by the infant industry scenario developed by Mill promoting the theory that government had the duty to protect young industries, although only for a time necessary for them to develop full capacity. This became the policy in many countries attempting to industrialise and out-compete English exporters. Milton Friedman later continued this vein of thought, showing that in a few circumstances tariffs might be beneficial to the host country; but never for the world at large. During this period, there was a great drop in trade and other economic indicators. The lack of free trade was considered by many as a principal cause of the depression causing stagnation and inflation. Also during the war, in 1944, 44 countries signed the Bretton Woods Agreement, intended to prevent national trade barriers, to avoid depressions. It set up rules and institutions to regulate the international political economy: These organisations became operational in 1945 after enough countries ratified the agreement. In 1947, 23 countries agreed to the General Agreement on Tariffs and Trade to promote free trade. Globalization Today, trade is merely a subset within a complex system of companies which try to maximize their profits by offering products and services to the market which consists both of individuals and other companies at the lowest production cost. A system of international trade has helped to develop the world economy but, in combination with bilateral or multilateral agreements to lower tariffs or to achieve free trade, has sometimes harmed third-world markets for local products.

**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.*

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 5 : What Is Trade Marketing?

*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.*

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 i. 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 6 : What is trade in? definition and meaning - calendrierdelascience.com

*Definition: 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.*

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 7 : McCormick's To Share Superior Recipe for Trade and Non-Trade Deductions Operations Succ**

*Non-trade cement is that which is sold by the manufacturer directly to the consumer. The dealer is bypassed. This is suitable for small scale manufacturers of cement as dealers may hold apprehensions regarding the sales volumes of such products because of lack of branding.*

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 8 : Trade marketing - Wikipedia

*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.*

### Chapter 9 : The Difference Between Trade Marketing & Shopper Marketing

*Trade spend is the marketing budget per product/brand used for consumer promotions, sometimes used to buy shelf space and positioning or rental of gondolas and locations inside the stores to improve visibility. Some brand owners look at the trade spend as expense, some others as investment.*