

Effective retail marketing

Maximizing the potential of retail marketing programs

CLICK HERE TO
CONTACT US



Effective retail marketing delivers results

- Focused activities that cut-through the noise
- Activities that drive better sales from your target shoppers
- Activities that build consumption in a sustainable and profitable way
- Integrated plans that deliver brand objectives better, faster and at less cost
- Planning efficiencies so the team is more productive in implementing retail activities
- Proposals that retail buyers are more likely to buy into
- Faster, more effective and efficient execution at retail
- Measurable improvement in ROI that could double the profitability of your brands

CLICK TO
LISTEN



“The results have been phenomenal”

General Manager CPG company



Optimal
learning
experience

- ✓ Global experts work with your team to identify opportunities and secure better results
- ✓ Understand and fill key capability gaps for sustainable profitable growth
- ✓ Tools which ensure better ROI
- ✓ Action plans which underpin execution and rapid sales growth



Toby Desforges



Patrick Fitzmaurice



Mike Anthony



Paige Berrigan



Dr Jane Fenner



Juan Manuel
Dominguez



Carlos Alfonso
Sotillo



David Glaze

Are poor results from retail activities holding you back? **Maximize returns** from your retail marketing programs.

Here's what some of our experts and clients are saying about **Effective Retail Marketing**



Toby Desforges



Patrick Fitzmaurice



Juan Manuel Dominguez

"The results have been phenomenal."

General Manager CPG company

"My Team got huge value from the program."

CEO Global Agency

"The blended approach of workshops, coaching & online learning has been very beneficial."

Key Accounts Manager CPG company

"The feedback was consistently excellent and the session achieved exactly what I hoped it would."

CEO CPG company

"We are really excited to roll this out globally."

Director Commercial Learning
Global CPG company

"I would definitely recommend this program to others."

Commercial Director CPG company

Effective retail marketing teaches teams to:



Integrate retail programs into the total marketing approach for brands



Efficiently approach planning, implementing and evaluating programs



Link in-store activities to the underlying consumption drivers that build your brand in the long term



Better understand and influence the shoppers in your customers' stores



Identify which shoppers to target and pin-point the right activities in the right stores



Set clear objectives for behavioural change amongst target shoppers



Target investment towards activities that are most likely to deliver the results you need



Map out who is important in the retailer's decision-making process and how to communicate with these players



Build better retail proposals that get buyer's support



Pre-and post-evaluate activities using accessible tools



Available in the USA, South America, UK and EU,
Asia Pacific and South Africa

LIMITED BOOKINGS AVAILABLE

CHOOSE one of our Effective Retail Marketing program options today and start maximizing your potential returns!

One-day Introduction to Effective Retail Marketing

An immersive and inspiring orientation into the key concepts and principles of effective retail marketing. Led by one of our global experts, this workshop is designed to:

- Stimulate a significant change in mindset towards investment in retail
- Secure team commitment to new ways of working which will drive better rates of return
- Identify key opportunities to focus on during the coming quarter

PLUS: Full access to the [ERM online course](#)

PLUS: 3 x follow up online coaching sessions

OR

Two-day Effective Retail Marketing Masterclass

A unique opportunity to work with one of our global experts to rewire the business' investment in retail marketing. This workshop is designed to:

- Inspire sales and marketing teams massively to improve returns from retail investment
- Quantify the scale of business opportunities the team could realise
- Determine and plan to overcome key internal barriers to improving performance
- Define customer engagement approaches to guarantee success
- Create a meaningful action plan to step-change performance

PLUS: Full access to the [ERM online course](#)

BOTH OPTIONS INCLUDE

Participant Engagement



Our experienced online **participant champion** will help with subject matter queries and participation through online engagement.

Online help and support



Our **learning journey assistant** will help with any logistics, scheduling and online platform user and team related queries .

CLICK HERE TO
CONTACT US