

Investing with trade spend and marketing spend to drive sales

You need to invest to get your product off the shelf and into the shopping cart. There are many options to consider. Consumer buying every product in every category will respond differently to the investments you make.

Trade spend

Dollars you invest with your customers to drive sales

In store special-reduce your selling price to retailer for a limited time to reduce the retail.

Loyalty program (Air Miles/PC Optimum etc.)-Purchase miles or points to offer incentives to consumers at the point of purchase.

Ads-Discount your product for a place in the weekly flyer and off shelf displays.

Themes-Off shelf displays drive incremental sales and the discount might be less than what is expected for an ad.

Demos-Sample your products in store when it is safe to do so.

Flags/signage-Most retailers will have a program where you can purchase signage on the shelf with your own creative.

Pop up shop-Create your own store outside their store when it is safe to do so. A bigger version of the demo where you might be able to sell product.

Store staff promotion-People working in store can sell product. You need to educate them and convert them into advocates for your products.

Recipes on the shelf-Consumers are always looking for ideas to use your products.

Cooking classes-Many stores offer cooking classes and this can be a great opportunity to provide ingredients and/or expertise when it is safe to do so.

Trade shows-We are in the virtual world right now but there are still many industry trade shows happening.

Collaborate with other vendors-Working with complimentary products can be a win/win.

Marketing spend

Dollars you invest to reach consumers directly

Neck tags / Stickers-Change your product on the shelf without a discount. This can also be an opportunity to reinforce a point of differentiation or offer value like recipes.

Publications-Communicate with your target market and provide recipes, testimonials or other brand building strategies.

Television/radio-Always the possibility to get some free public relations if you have a good news story. They still reach a lot of people and can be very powerful as PR or paid.

Community events-Sponsor events and find opportunities to get your product in the hands of your target market when it is safe to do so.

Cooking classes-You can collaborate with chefs or even offer your own programs. This can be a great opportunity to build relationships with your target market.

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Google ads-Reach your target market online with the right messages to build your brand and drive sales.

Social media-So many possibilities with your own posts, paid ads and shared content. Find the right platform for your target market and remember it is a two way conversation.

Online community-Build your own online community where you can communicate directly with them. This can be an email list or within an established social media platform like Facebook or Instagram.