



15 Actions To Make Your Trade Marketing Team More Strategic

BY

MIKE ANTHONY

ENGAGE CONSULTANTS



More and more sales and marketing leaders are telling me that they need their trade marketing team to be more strategic.

Weirdly, most of the people who work in trade marketing feel the same. They complain to me about being so busy with tactical stuff that they don't get a chance to be strategic. Or they don't get an invite to the strategy meeting.

So how do you make Trade Marketing more strategic?

BY

MIKE ANTHONY : ENGAGE CONSULTANTS

What Do We Mean By Strategic Trade Marketing?

The first step to creating a more strategic trade marketing team is to be clear on what is meant by strategic trade marketing. Check out our definition of [strategic trade marketing](#) to get you started!

The trade marketing team's strategic activity must fit with the strategies and plans of the consumer marketing team, and of the sales team.

At engage, we work within the [Total Marketing Framework](#) which is designed to deliver marketing strategies which integrate and support the company's goals by winning with consumers, shoppers, and with retailers.

Fit With The Rest Of The Company's Strategic Process

Set Meaningful Goals For Your Trade Marketing Team

Make sure your goals are SMART (Specific, Measurable, Ambitious, Realistic and Time-bound).

Make sure you only have a few goals. Two or three strategic goals is probably enough. If you have a dozen, then they are probably not very good, or, even if they are good – they aren't going to get done.

Prioritize Ruthlessly

If nothing is de-prioritized, then nothing is really prioritized either!

Deciding that there are some shoppers, channels, activities or retailers that will not focus on, is key to enabling your trade marketing team to focus time and resources on what is important.

There will be mission creep. There will also be short term needs that don't fit with your strategic goals. By challenging anything that is 'off strategy' however, we open up the opportunity to identify alternative courses of action that might be 'on strategy' (or less off-strategy than the original plan!)

Challenge Anything That Doesn't Seem To Be Designed To Meet Those Goals

Create A List Of What You And Your Trade Marketing Team Will Stop Doing, Or Will Do Less

If we want our team to focus on more important tasks, we need to resolve what they will do about the 'urgent' tasks that are already filling up their days.

Your trade marketing team will need to stop doing some things, do less of some things, and take different approaches to others.

Recognize That
Your Trade
Marketing Team
Will Still Need To
Be Tactical

You can't just stop doing all of the stuff you did before that you now deem tactical and off-strategy.

Treat this like a journey – becoming more strategic each year, scoring small wins, then bigger wins, as the business grows to see the benefits of a new approach.

Communicating continually within your trade marketing team is critical.

They will have new demands of other teams on clarity of what this means and why it is beneficial. Sell the vision, sell the benefits, and make sure you get support from your boss to help you through the pain of transition.

Communicate

Build Capability

Whenever you ask someone to do something new, there is a chance that they will need support in being able to do this.

Whatever your approach to [building capability in your trade marketing team](#), please make sure you clearly assess your team against their new requirements.

Focus (Targeting And Segmentation)

In our definition of strategic trade marketing, we called for trade marketing teams to be shopper-led.

What is important is to be able to clarify who are the target shoppers – those that are key to driving longer term brand growth – and to focus on these.

The purpose of the team must be to drive profitable growth, so without a clear understanding of the profit impact of activity, how can we be sure that we are on track.

In addition, demonstrating an [improvement in RoI is the best way](#), in my experience, to convince your bosses to give you more resources for team, research and activity.

Think Return On Investment



Think Shopper -
Always

Each time you see a proposal for an activity ask these questions:

- Which [shoppers is it targeting?](#)
- How will their behavior change in the short and long-term as a result?
- How does this fit with our strategic objectives.
- What is the Return on Investment

POWERFUL CONSUMER AND SHOPPER INSIGHTS
TRAINING – THE ONLY PROGRAM GLOBALLY
THAT ACTUALLY DELIVERS BETTER CAPABILITY
AND REAL INSIGHTS YOU CAN ACTIVATE
TOMORROW – [CHECK HERE FOR DETAILS](#)



BY
MIKE ANTHONY : ENGAGE CONSULTANTS

Think Retailer

Most trade marketing activity won't get off the ground unless the retailer buys in. This is not the same as 'rolling over' and giving in to the retailer's every demand, but it does mean that we need to consider carefully the implications of our strategies on retailers, and position them effectively to maximize the chance of success.

There is an important part of being strategic, and that is thinking. Thinking is unfortunately from a business point of view, rather unfashionable and frowned upon: too many bosses mix up activity and achievement.

So if you want your team to be more strategic, give them time to think.

Give People (Including Yourself) Time To Think

Get Out Of Your World

A big part of being strategic is seeing the world from a different point of view, and actively considering what that might mean for you and your business.

Read more (share this blog and encourage them to subscribe would be a good start!), meet people from other companies, talk to people in other functions, and get out to stores to see what is actually going on.



If you are inspired to take your trade marketing team to the next level, or need help building the capability of your team to do this, please [get in touch](#) for a commitment-free chat. I'm sure we can help!

BY
MIKE ANTHONY : ENGAGE CONSULTANTS