



**Beware of Shopper
Marketing
Shortcuts – They
aren't real!**



Apparently, men and women are remarkably similar when it comes to shopping. That means that we can take a one-size-fits-all approach to how we market to shoppers. Really? If that were true, that would be amazing right? Our lives would be so simple!

Shopper marketing isn't simple. Winning with shoppers in stores, be they online or offline, isn't simple. You can't just take a shopper marketing shortcut to a plan by reading some generic survey.

A shopper marketing shortcut to wasted money and missed opportunities. Just because there are similarities – that doesn't mean we can treat them the same. It doesn't mean we can just apply a generic marketing approach.

Shopper Marketing Shortcuts: **Some shoppers are similar to others**

Clearly, after all, there are similarities in the way we drive, walk, eat, breathe. Why wouldn't there be similarities in the way we shop? And that is a legitimate shopper marketing shortcut. While everyone is different, there are often similarities.

The factors highlighted in the article don't seem particularly surprising. Apparently, both men and women trade off quality and price when making a purchase decision.

Hmmm. Apparently, they are all equally likely to use a surprise offer. It appears that the 'surprise offer' is about the only surprise here! And so there is the rub. So what? Just because something is true doesn't make it powerful. It doesn't make it an insight.



All shoppers are different

Marketing is about understanding what makes people different. It's about working out who we are targeting, working out what makes them different, and talking to that.

It is clear that shoppers are not all the same. All that this report shows is that potentially gender isn't a particularly valuable segmentation. Are you saying that I can treat shoppers all the same? Surely not?



One-size marketing doesn't fit all

As the article goes on, “Brands must up their mobile selling strategy to sell to more men and women. This means maintaining a significant presence on Amazon, offering loyalty rewards people prefer like virtual prepaid rewards, consistently delivering best-in-market prices most often derived from rebates, and capturing more return payouts by driving spend-back with offers attached to virtual prepaid rewards.”

So let's make it clear.

No

Brands Shouldn't Necessarily Do That.

Brands shouldn't take a one-size fits all approach to their marketing. People are different. Maybe there are big similarities between men and women, but there are differences too. 17% of men don't care about loyalty programs. 25% of both genders wouldn't use their surprise offer. Not everyone buys everything on Amazon.



What most shoppers do isn't important

What 'most shoppers' do is irrelevant, unless you are targeting market shares that require you to win with 'most shoppers'. If your market share is 5 percent, you can grow your business by 20 percent by influencing only one percent of the market.

That means you could conceivably ignore 94% of the market (100 minus the 5% you have already and the 1% you need to grow). What if the 6% you need don't use Amazon? What if they don't like loyalty programs? What if they don't care about price? What if?



Generic target marketing is ineffective and inefficient

If we follow generic rules of marketing we waste money. We spend money on channels that are irrelevant to our shoppers. We discount when our shoppers would have happily paid full price. We list our brands in stores that they don't go to, or on sites they don't visit (or don't visit for your category).



Time to be more targeted in our shopper marketing

It is time to stop taking shortcuts. It is time for shopper marketers to start thinking carefully about who their target shopper is. Think about them as shoppers, not just as consumers. Understand their shopping missions, what they are looking for, and the triggers, enablers and barriers that exist for them.

Understand how your target shoppers make purchase decisions. That is how we engage shoppers, delight shoppers, and win with shoppers. It's how we deliver growth that is profitable and sustainable.



Supercharge your shopper plans now

Anyone can pump money into distribution on whichever platform is popular. Anyone can push their brand on social media. Anyone can run discounts, deals and offers.

What is going to set you apart from the crowd? **Putting some marketing back into your shopper activities!**





But here is a legitimate shopper marketing shortcut. If you spend a little time working out who your target is and understanding them – everything you do will be more effective.

And here is another legitimate shopper marketing shortcut. You don't need to work it all out for yourself.

If you want to supercharge your shopper marketing in 2023 [please get in touch](#). We have solutions to fit every budget – and we can definitely help your business drive sustainable, profitable growth. We've done it again and again with some of the world's leading brands. I know we can do it with you.

[Get in touch now.](#)