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8 Steps to optimizing in-store investment

How best to plan shopper marketing activity

BY

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The role of shopper marketing is to **disrupt shopper behavior.** This is critical to <u>shopper marketing</u> success: if the shopper doesn't behave differently, it is unlikely that our results will change.

WE ALSO KNOW THAT A <u>HUGE AMOUNT OF IN-STORE INVESTMENT IS WASTED.</u>

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How to tune your shopper marketing activity to have the best chances of changing shopper behavior in a way that works for you and your brand?

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1. Who is the target shopper?

In any marketing situation, we are not interested in everyone. We are interested in a specific group of shoppers – our target shoppers. These shoppers are the ones that are critical to us achieving our objectives.

2. What is the current in-store behavior of the target shopper?

Where do they shop, where in the store do they go? What do they look at, what do they notice? What do they touch, smell, read?

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3. What will happen if I do nothing (and will that help me hit my objectives?)

Are we happy with their current behavior? Are they, for example, buying our brand? Are they buying enough? And most critically, if they don't change their behavior, will we hit our targets? If not, we either need a new target shopper, or we need to change their behavior!

4. What do I really want the shopper to do in-store?

Are we trying to get shoppers who have never tried the category to try it? Are we trying to get competitor shoppers to try our brand? Infrequent shoppers to buy more frequently? Or a shopper who usually buys one pack, to buy two? A clear and focused understanding of who the target shopper is, and what is their current behavior, is key to this step.

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5. Is there any evidence that the shopper might be prepared to do that?

What do we know that suggests that the shopper might do this? On the contrary, is there any evidence to suggest that the desired behavior is a stretch? What we're looking for here is enough evidence to suggest that the behavioral change is at least credible.

6. What activities are most likely to encourage the desired behavior in the target shopper?

We can use previous activity evaluations and any shopper research we may have to support this. If you don't have either, then it is time to start evaluating activities! But, if you genuinely don't have much data, then go with your gut! What makes sense? What feels right? And then – evaluate

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7. Will those activities have a negative impact on other shoppers?

Is it going to have a negative effect on other shoppers who currently buy our brand? Is it going to have a negative impact on brand perception? Will it have a negative impact on the overall category sales, in which case our retail chums are unlikely to be happy

8. How much will this activity cost, and am I likely to get a return on investment from this activity?

We need to calculate how much the activity will cost; calculate the incremental profit that it will deliver, and that will enable us to ensure we are likely to deliver a positive return on investment.

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At the heart of all of this is the need to build a better understanding of shoppers. If you haven't started your **shopper research** journey yet comment below and I'll send you a copy of our e-book on the subject!

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