

RETAIL MARKETING STRATEGY

Delivering shopper delight

CONSTANT BERKHOUT



Retail Marketing Strategy Delivering Shopper Delight

David Eshun Yawson, Fred A. Yamoah



Retail Marketing Strategy Delivering Shopper Delight:

Retail Marketing Strategy Constant Berkhout, 2015-11-03 Basing shopper marketing strategy on customer insights is what differentiates market leading retail brands from weaker competitors Many retail organizations lack business development and strategic departments that collect experiences set benchmarks and create models and manuals Retail Marketing Strategy makes the information available to drive new ways of thinking and make retail practice more agile for everyone Outlining the five key capabilities required for retail excellence namely in store execution organizational development fact driven decision making multi channel operations and understanding customers Retail Marketing Strategy answers some of the most difficult questions in retail including how to innovate to develop new ways to interact with customers across multiple channels and how to replicate online success stories from other sectors Practical steps are put forward for collating and interpreting the data generated in shopper activity helping to make sense of trends and build effective strategy Guidance is based throughout on neuromarketing research providing a clear framework for building in experiential elements such as scent or music into the retail environment to really engage with consumers on an emotional level If you are a marketing branding or supply chain professional working in retail seeking straightforward and research driven techniques for building lasting customer loyalty or you are responsible for driving retail strategy in your organization let Retail Marketing Strategy be your guide Contemporary Retail Marketing in Emerging Economies David Eshun Yawson, Fred A. Yamoah, 2022-10-11 This book highlights the development of retail marketing in developing economies and presents this sector as a major area of growth and business opportunity With a special focus on supermarket chains the authors show that the advancement of technology and infrastructure means that there are now increased electronic capabilities for data collection giving retailers more opportunities to pursue micro and macro marketing strategies The authors explain the evolution of this new era of marketing and the associated impact on all stakeholders especially consumers Taking the example of Ghana which is considered a leader among African nations in the use of loyalty cards the authors are able to set a benchmark for other emerging countries especially those that are experiencing similar trends The book is a valuable resource for students researchers and foreign companies wishing to expand their knowledge of the marketing strategies employed by emerging economies in Sub Saharan Africa **The Retail Innovation Toolkit** Constant Berkhout, 2021-04-22 HOW TO design an enjoyable and or efficient shopper experience adapt your retail format to new societal trends while keeping the retail brand differentiating energise supplier retailer relationships and face the challenges ahead in an open and a collaborative way Retail is going through tremendous change as a result of new types of competitors and ever higher consumer expectations An abundance of products media and data has become available Digitisation and the demand for an inclusive and a sustainable society call for new ways of defining the future together Everyone needs to be mobilised and the category level holds the right meeting point for suppliers and retailers The Retail Innovation Toolkit offers

practical tools and case studies on the way forward so that professionals on both retail and supplier sides can start addressing category challenges immediately The 42 tools help professionals to analyse grow innovate and even reinvent categories in a fun and a quick manner The Category Management concept is refreshed by integrating tools from Experience Design and Product Innovation to create a new set of innovation skills and mobilise collaboration within and among retailer and supplier organisations This is an excellent toolkit with practical approaches to growing the category and reinventing the retail game

Strategic Shopper Marketing Georg August Krentzel, 2020-06-07 Strategic Shopper Marketing provides a uniquely strategic perspective on the anything anywhere anytime retail revolution Following the principles set out by leading global consultant Georg August Krentzel a practitioner can connect shopper marketing principles with strategic concerns aligning it with other disciplines like marketing sales and distribution to connect their route to purchase with their route to market Providing professionals with a theoretically well founded understanding of shopper marketing the book charts the history and development of shopper marketing and describes the newest developments and changes in the marketplace that impact how shoppers need to be activated to generate profitable sales and loyalty The book presents a guideline with examples and numerous illustrations to develop successful shopper marketing strategies across different sales channels Focused on practice but with solid theoretical foundations practical insights and methodologies and enriched with examples this book is ideal for marketing practitioners at strategic levels looking to integrate shopper marketing principles into their organization as well as for those less experienced practitioners learning the principles and those in marketing education

A Bíblia do Varejo Constant Berkhout, 2020-08-13 O varejo vem passando por uma verdadeira revolução Com a popularização da internet desde o início dos anos 2000 lojistas de diversos segmentos têm experimentado um duplo desafio a sobrevivência e a prosperidade Com a maioria crescente dos consumidores cada vez mais plugados em seus smartphones acessando redes sociais e comprando por meio de aplicativos e sites de e-commerce em qualquer parte do planeta a missão de manter de pé uma operação de varejo tradicional com loja física tornou-se uma prova de fogo nesse cenário que Constant Berkhout em A Bíblia do Varejo nos brinda com sua visão estratégica conhecimento e experiência em varejo trazendo estratégias de marketing e vendas que contribuem para a prosperidade do negócio e não apenas para a sua sobrevivência Berkhout concentra sua abordagem desse novo varejo na figura do shopper aquela pessoa que de fato efetua a compra no ponto de venda Com base em inúmeras pesquisas científicas sobre comportamento do consumidor e estudos de caso reais ele nos conduz pelos intrincados mecanismos que operam na mente do consumidor e apresenta técnicas que varejistas de todos os segmentos podem implementar para fixar e evitar que saiam de seus estabelecimentos de negócios abandonando Ao longo do livro o autor apresenta e analisa o impacto de diversas técnicas de varejo como o uso de aromas e música ambiente a polêmica de precificação a escolha do mix de produtos mais adequado a implementação de cartões fidelidade operacionais híbridos online e offline o uso de nudges a aplicação do big data ao varejo o lançamento de marcas próprias o uso de self checkouts a gestão por

categorías o trade marketing e o shopper marketing Berkhout conseguiu reunir em uma única obra várias frentes de atuação para que empresas varejistas de todos os portes e segmentos sejam capazes de colocar seus ensinamentos em prática Com a leitura de A Bíblia do Varejo você ficará por dentro do que há de mais atual sobre o tema e ter muito mais condições de prosperar em meio à revolução do varejo

Shopper Marketing Estrategias de Mercado Georg August Krentzel, 2018-06-28 El Omnishopper de anywhere anytime está revolucionando el retail y como compramos En paralelo los mercados se están acelerando los shoppers son más exigentes la competencia se está endureciendo se está innovando e incorporando nuevos participantes al sector Para asegurar un marketing más focalizado a estos cambios las compañías están invirtiendo más recursos donde se toman las decisiones de compra en el SHOPPER MARKETING Buena parte de los presupuestos del marketing tradicional se están dirigiendo hacia el shopper marketing un trend que está tomando mucha importancia en las compañías del sector tanto en Europa como Latinoamérica El Shopper Marketing es algo sumamente importante para todas las compañías se trata de vender sus productos o servicios para generar ingresos y ganancias ese es el tema clave del libro la visión estratégica de shopper marketing la necesidad de coherencia entre la estrategia comercial y la conexión entre la ruta a la compra y la del mercado En el libro se explica porque el Shopper Marketing ha surgido como una temática muy importante cual es la verdadera dimensión de la influencia del Shopper Marketing estratégico y como unir la ruta de la compra con la del mercado El libro aborda la visión de los mercados europeos y suramericanos abarcando los canales digitales y tradicionales de comercialización El libro pretende ser una guía para ayudar al profesional a desarrollar una ruta a la compra y conectarla con la ruta al mercado para su target Shopper y marcas El libro contiene numerosos ejemplos y gráficos de casos reales para ilustrar las explicaciones teóricas Shopper Marketing ofrece una mirada amplia sobre la economía política los valores sociales y la tecnología que influyen en los distintos segmentos para conformar el comprador omnicanal Con un recorrido detallado del proceso de compra del cliente o customer journey variando según segmentos y tipos de productos nos ayuda a comprender la conversión de clientes en compradores Es sin dudas un valioso aporte a la comprensión de los procesos necesarios en mercados que están cambiando aceleradamente Profesor Guillermo D Andrea Director del CLEMER Centro de Liderazgo en Mercados y Retail IAE Business School Universidad Austral Argentina Profesor invitado de IESE Business School Babson College y Darden School of Business Research Director de The Coca Cola Retailing Research Council Latin America 2002 2011

Assortment and Merchandising Strategy Constant Berkhout, 2019-05-15 Demonstrating how retailers can tap into shoppers needs for variety without increasing complexity and stress this innovative book combines cutting edge research with hands on practical frameworks Experts in the retail sector have long been convinced that small assortments are more appealing to shoppers than large selections of products in other words less is more However the human brain has an innate need for variety Addressing this challenge Constant Berkhout offers practical merchandising guidelines both for stores and online retailers Indeed studies show that it is not the actual size of assortment that drives traffic to online stores

but the perception of assortment variety The author illustrates how decisions around assortment and visual merchandising must be made in conjunction with each other rather than separately and provides a step by step plan to do so Grounded on shopper needs emotions and behaviours that apply to both online and brick and mortar stores this book integrates assortment and merchandise thinking and takes a human and shopper perspective With practical frameworks that can easily be implemented in real life situations along with examples from a number of retail sectors Assortment and Merchandising Strategy provides a deeper and much needed understanding of how shoppers process information and the strategies that retailers must adopt in order to satisfy and retain their customers Selling Sexy Lauren Sherman,Chantal

Fernandez,2024-10-08 The story of how Victoria s Secret skyrocketed from a tiny chain of boutiques to a retail phenomenon with more than 8 billion in annual sales at its peak all while defining an impossible beauty standard for generations of American women before the brand s tight grip on the industry finally slipped Victoria s Secret is one of the most influential and polarizing brands to ever infiltrate the psyche of the American consumer Almost right at its start in the late 1970s the company developed a cult following for its glamorous catalogs Back then shoppers had few alternatives to the stodgy department stores that sold most of the nation s intimate apparel By 1982 the founders of Victoria s Secret avoided bankruptcy by selling to Les Wexner the fast fashion pioneer behind the Limited whose empire of mall brands would go on to dominate American retail for forty years Wexner turned Victoria s Secret into a multibillion dollar business and the brand s cultural influence soared thanks to its airbrushed advertisements and annual televised fashion show which drew millions of viewers each year Its supermodel spokeswomen the sweet but sultry Angels personified a new American beauty standard But as our definition of beauty expanded Victoria s Secret failed to evolve and reached a crisis point Meanwhile Wexner became increasingly known for his complicated relationship with sex trafficker Jeffrey Epstein his former financial adviser and confidant Selling Sexy expertly draws from sources within Victoria s Secret and across the industry to examine the unprecedented rise of one of the most innovative brands in retail history a brand that today under new ownership is desperately trying to seduce shoppers again Your Smart Retail Market Strategy Book Ho Eng Wah,2017-01-20 The

objectives of this book are To share what are the excitements and challenges facing in the retailing industry To create different strategies by using the right retail format strategy to meet the specific target market segment How retailers able to create a competitive advantage edge over competitors in order to achieve sustainable growth in revenue and profit in the longer term for the organization Successful SMART Retailing How to define your SPECIFIC target market segment to MEET your customers needs and wants in order to create a competitive ADVANTAGE edge to achieve sustainable financial performance RESULTS by utilizing the current TECHNOLOGICAL advancement and implementing of ENTREPRENEURSHIP mindset Plunkett's Retail Industry Almanac Jack W. Plunkett,2008-12 A market research guide to the retail industry a tool for strategic planning competitive intelligence employment searches or financial research It contains trends statistical tables

and an industry glossary It includes one page profiles of retail industry firms companies and organizations It also includes addresses and phone numbers

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