Increase Profits on Your Supermarket's Promotions Plan Infographic



Target

New shoppers

Existing shoppers

Existing shoppers buying more frequently

spending more

of promotional plans have clear objectives and know their ROI

of promotional plans have no clear objectives and no idea of the ROI

Promotions



are not a blunt tool to drive volume

Know the

£ of your plans



Evaluate simply, gain insights quickly



Do you know what mechanics drive what behaviours?

Traffic Building = Money Off Transaction Building = Multi Buy Shopper Reward = Extra Free

Have you considered

no promotions?



Use your competitor intelligence and predict the future







Avoid Promotions eating promotions cannibalisation







Optimal Frequency

of events



get a positive net effect across the whole category

Failure to plan is preparing to fail

year on year

Supermarket (





Lost Shoppers, drive penetration with Target shopper groups and



Traffic Building Mechanics

Transaction Building Mechanics Reward Loyalty & Improve Awareness i.e. 2 for £3

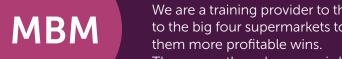
Planning for promotions

Increased penetration, whilst maintaining frequency of purchase



MORE BUYERS





We are a training provider to the UK grocery industry. We help suppliers to the big four supermarkets to develop the soft skills that will secure

The reason they choose us is because of our combination of relevant experience and unique training method - 'Sticky Learning ®'.









