

# Increase Profits on Your Supermarket's Promotions Plan Infographic

only 5%

of promotional plans have clear objectives and know their ROI

50%

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

## Promotions



are not a blunt tool to drive volume

Know the

# R.O.I

£ of your plans



Clear objectives?

Evaluate **simply**,  
gain insights **quickly**



## Target

- New shoppers or
- Existing shoppers spending more or
- Existing shoppers buying more frequently



Do you know what  
mechanics drive what  
behaviours?

Traffic Building = **Money Off**

Transaction Building = **Multi Buy**

Shopper Reward = **Extra Free**



Avoid Promotions  
eating promotions -  
cannibalisation



Have you considered  
no promotions?



Do you  
know these?



Optimal Frequency  
of events



Optimal Duration  
of events

Use the  
**P.R.O. Tool**  
to better forecast

**"Failure to plan is preparing to fail"**

# NO

same promotions  
year on year

Achieve benefits for all 3



Supermarket



Supplier



Shopper

**Lost Shoppers,**  
drive penetration with  
**£ off**

**Target shopper  
groups and  
measure**



get a **positive**  
net effect  
across the  
**whole**  
category

Traffic Building Mechanics  
i.e. Save 50p

Transaction Building Mechanics  
i.e. 2 for £3

Reward Loyalty & Improve Awareness  
i.e. Extra Free

**Increased penetration, whilst maintaining frequency of purchase**



CURRENT BUYERS



MORE BUYERS

## Planning for promotions

# MBM

Read the post: [Increase Profits on Your Supermarket's Promotions Plan](#)

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 them more profitable wins.

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

