

NO-FAIL MERCHANDISING STRATEGIES FOR 2020

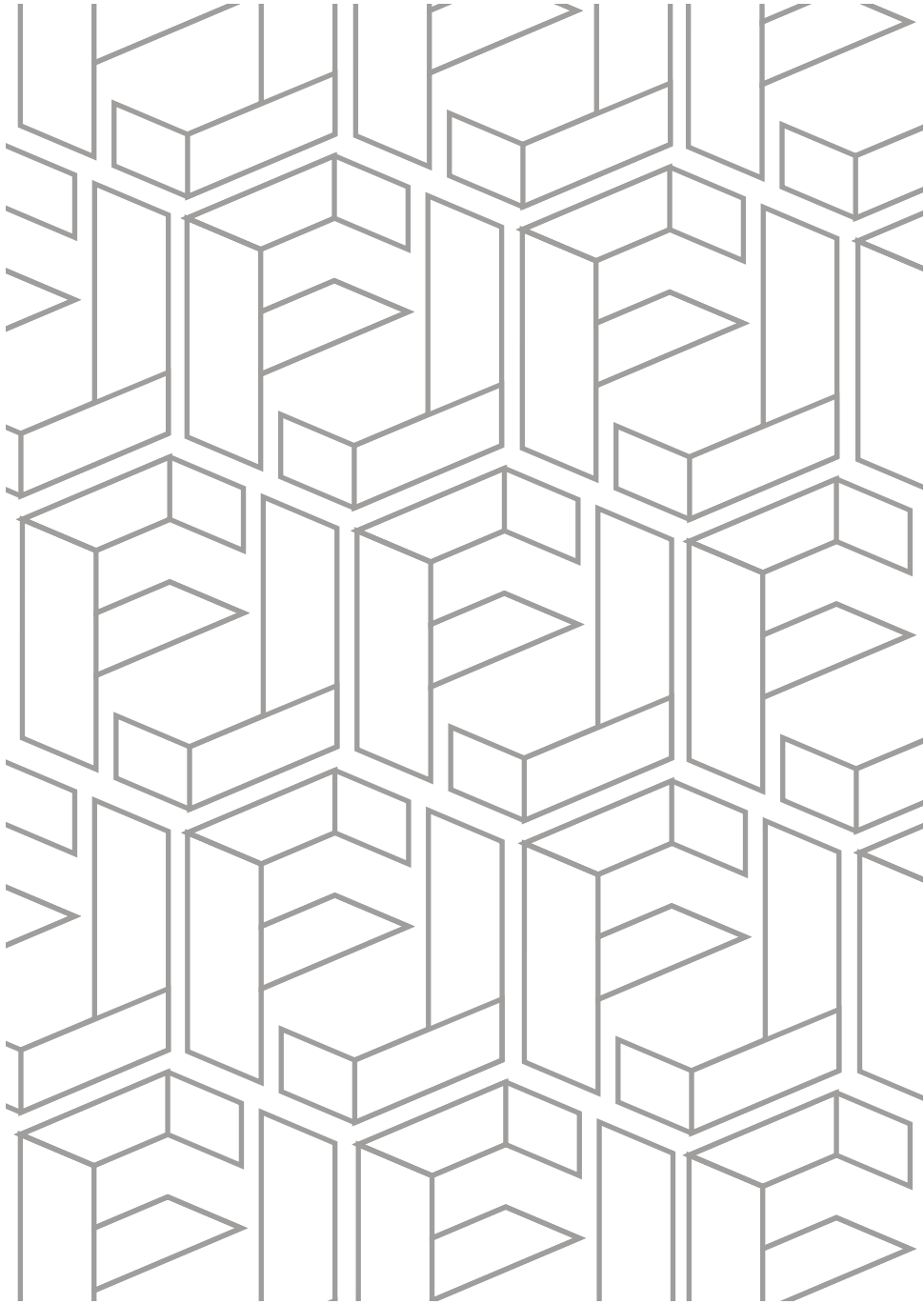
Give your brand a competitive edge.



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INTRODUCTION

Thank you for downloading the second part of the FIGJAM Merchandiser Manual 2020 Edition. This e-book will cover four main merchandiser strategies.

Merchandising can be a powerful tool that benefits your brand far more than simply making sure shelves are neat. A great merchandising strategy can help not only boost sales, but also improve your brand recognition and relationship with retailers.



1

CROSS MERCHANDISING

Cross merchandising is a strategy that boosts sales by placing complementary items alongside one another in stores.

There are many classic cross merchandising examples, such as placing tomato sauce next to Colcom viennas, sugar next to tea or milk next to cereal. This method appeals to the shoppers' psychology and promotes impulse buys. To increase sales you could go a step further by placing these products in areas of the store that have a lot of foot traffic like near the entrance or before the till. Using bright colored signage and language that promotes the lifestyle associated with the products will catch the customers eye.

FOR SOME BRANDS, THERE IS **OPPORTUNITY** FOR CROSS MERCHANDISING WITHIN **THEIR OWN PRODUCT PORTFOLIO.**

FOR COMPANIES **WITHOUT THIS ADVANTAGE**, WORKING WITH **OTHER BRANDS** CAN BE A **GREAT OPTION**. TALK TO OTHER BRANDS AND STORE MANAGERS TO COME UP WITH **CREATIVE VISUAL MERCHANDISING DISPLAYS.**



2

DEFENDING YOUR TERRITORY

This is a type of merchandising intended to protect market share from a known competitor (or competitors) in the same category, as well as maintain customer loyalty. It's ideal for frequently purchased items that have a wide customer base. There is more risk assumed with this tactic than others because of the high margin investment that it demands.



HOW TO MERCHANDISE:

IMPLEMENT **AGGRESSIVE PRICING** AND **PROMOTIONAL EFFORTS**, SUCH AS HIGH-VALUE COUPONS.

BARGAIN FOR **OPTIMAL SHELF POSITION** (EYE LEVEL).

INVEST IN **CONSUMER EDUCATION** OF YOUR BRAND AND ITS PRODUCT TO **ENSURE INTEREST** AND **REPEAT BUSINESS**.

EXAMPLE

THIS CANNED BEANS COMPANY HIGHLIGHTED **HEAVY PRICE CUTS** IN THIS DISPLAY, THIS **ATTRACTED SHOPPERS** WHO MIGHT OTHERWISE HAVE SELECTED THEIR COMPETITORS **PLACED NEXT TO THEM** ON THE SHELF.

3

IMAGE ENHANCING

This method is concerned with promoting a brand's image in regards to quality, variety, price, usability, or presentation. It offers a more long-term solution to brand building.

Promoting products this way is especially popular during holiday seasons.



HOW TO MERCHANDISE:

PROVIDE **EXCLUSIVE PRODUCT OFFERINGS** OR PRODUCT FAMILIES.

OFFER **COMPETITIVE PRICING** IN YOUR CATEGORY.

FOCUS ON BEING **INNOVATIVE, UNIQUE, OR SEASONAL.**

TRAIN FIELD REPS INTENSIVELY SO THEY CAN RELAY YOUR **BRAND'S MESSAGE** TO CONSUMERS.

EXAMPLE

FOCUSING ON **EDUCATING CUSTOMERS** ON A CATEGORY THEY MIGHT NOT ALREADY BE FAMILIAR WITH. **GROUPING** A NEW PRODUCT WITH A POPULAR PRODUCT, WHILE PUSHING FOR **IMMEDIATE PURCHASES** WITH A **BUY-ONE-GET-ONE** FREE DEAL.

4

RULE OF THREE

Three is the magic number when grouping products in a display. Not only does it catch the customer's attention, it helps cement the product display in the customer's mind.

This is why many visual merchandising experts follow and preach the "Rule of Three."



Our next and final e-book will cover merchandiser reports and their importance as well as simple ways to extract them from your field teams' activity.

HOW TO FOLLOW THE "RULE OF THREE" :

IF GROUPING BY HEIGHT, HAVE **SHORT, MEDIUM, AND TALL.**

IF BY WIDTH, **NARROW, MEDIUM, AND WIDE.**

IF YOU TRULY WANT TO **CAPTURE THE ATTENTION OF PRICE-CONSCIOUS CUSTOMERS**, ARRANGE ITEMS IN ORDER FROM **GOOD, BETTER, AND BEST VALUE** TO THE CUSTOMER.