

THE MASTER MERCHANDISING GUIDE

As a trade marketing manager, don't be afraid to offer help and support to your retailers. Good merchandising is a win-win situation – the retailer makes more sales, and if you play your cards right, your sales increase too. This checklist covers merchandising within bricks-and-mortar retail stores.

Retail merchandising covers three main areas:

1. Products on shelf
2. Standalone product displays (either in store or in the shop window)
3. POS advertising



PRODUCTS ON SHELF

PLANOGRAMS

- Planograms are the easiest way to plan and structure your merchandising. Include details like shelf heights and widths to ensure your plan is as close to real-life as possible.
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CROSS-SELLING

- Place items next to each other that can be used together.
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EYE LEVEL IS BUY LEVEL

- Keep your top sellers at eye level.
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BRAND BLOCKING

- Brand blocks on shelves makes it easy for customers to find your products.
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COLOUR BLOCKING

- Strong blocks of colour make it easy for customers to find what they need.
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CLEAR PRICING

- Customers want to be able to quickly see how much a product costs.
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STANDALONE PRODUCT DISPLAYS

IN-STORE HOT SPOTS

- Make the most of in-store hotspots such as gondola ends or FSDU (Free Standing Display Unit) spaces placed strategically at the store's entrance.
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IMPULSE BUYS

- Place impulse buy products in high-traffic areas, such as your checkout lanes.
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APPEAL TO THE SENSES

- Broaden your horizons and appeal to more than just the visual sense. We have five senses, take advantage of them. For example, food sampling can actually activate all five senses and make your product memorable.
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THE RULE OF THREE

- Products tend to look more balanced when arranged in threes.
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STANDALONE PRODUCT DISPLAYS

TELL A STORY

- Give your customers a reason to purchase.
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ALL ANGLES

- Make sure your display looks good from all angles.

TOP TIP: Select fixtures with wheels to make it quick and easy to change your store around.

POS ADVERTISING

POS comes in a variety of shapes and sizes and can be used in different situations around a store. However, good POS design should always achieve three things:



ATTRACT ATTENTION

The first thing your POS should do is attract someone's attention. You can do this in a number of ways:

- Be bold by using colour to draw attention to your POS.
- Be unexpected by attracting attention with something out of the ordinary.
- Be familiar by attracting attention with imagery that relates to a current ad campaign.
- Go large, if possible, by scaling up to draw attention.
- Utilise clever design, whether it's an unusual shape or dramatic image, key design elements of your POS can help it stand out.

GET YOUR MESSAGE ACROSS

Once you've attracted the attention of your customer you need to explain your product message.

KEEP IT BRIEF

- Try and convey your sales message succinctly. Shoppers don't tend to linger for long.
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BE RELEVANT

- Don't be obscure or try to be too clever.
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SHOUT ABOUT YOUR OFFER

- Make your promotional offer stand out.
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GUIDE THE CONSUMER

- If your POS isn't located with your products, direct the customer from the POS to where the products are located.
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BE CONSISTENT

- Make sure it's easy to make the connection between your POS and the product on shelf (e.g. including a photograph or your product).
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MAKE THE SALE

Once you've attracted the attention of your customer you need to explain your product message.

USE POS TO DRIVE SALES

- Make the shopper an attractive offer. Make sure your POS is directing customers to your products on shelf.

TOP TIP: Digital displays can help tell more complex product stories. However, ensure that they don't distract customers from actually making a purchase.

BONUS EXTRAS

These are general merchandising tips for retailers. They don't naturally fit into your remit as a trade marketer. However, to give your products the best sales opportunities you should make sure the retailer is also taking care of the following items.

STORE EXTERIOR

- Store looks clean, is well-lit and welcoming. Store has an eye-catching window display. Signage is clearly visible.
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STORE LAYOUT

- Product is well-lit. Store is well laid out. Store is kept clean and shelves are tidy. Store is not cluttered.
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PRODUCTS ON SHELF

- Shelves are well stocked with products. Products are easily accessible. No gaps on shelves with missing products. Products are correctly faced forwards.

BONUS EXTRAS



GENERAL TIPS

- Make sure you change things around on a regular basis. (Moving product from its regular shelf location to a featured end cap has been proven to increase sales by an average of 25 percent.)
- Don't clutter the store with mixed messages, keep signposting and the buying journey simple.
- Make sure static displays are kept clear of dust – check on a regular basis.
- Track the effectiveness of your layouts – when you discover something that's working in your store, find a way to reuse it again in the future.
- Friendly, well-informed sales staff are your best advocates, make sure they have all the product knowledge they need.

FANCY A CHAT?

Do you have any checklist items uncovered? We're happy to help you develop your trade marketing activities. Contact us now for free advice from one of our experts.

No pressure. No obligations. No hassle.

Call us on 020 70 60 2711, or email info@wrightobara.com