

MARKETING IN THE PLACE OF SALE



Promotional Strategies



Marketing in the Place of Sale

Point of Sale/POS

Point of Purchase/POP

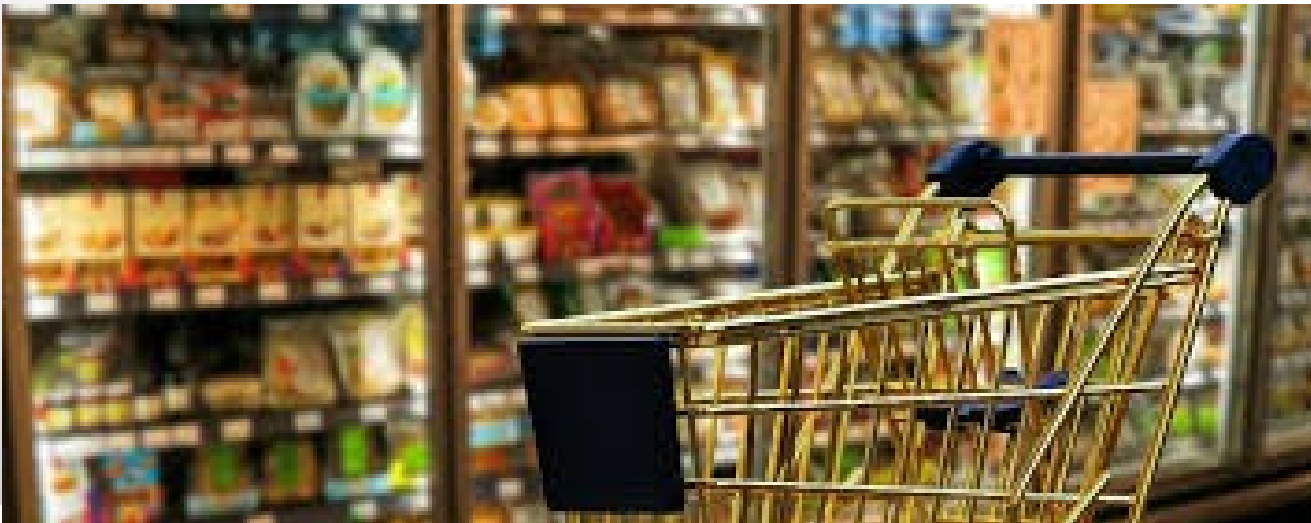
- POP materials guide our steps from the very entrance to the store to the checkout (they are more significant to us), where POS materials often take over their role.
- They inform about the price and operate in the sales area.
- They are classified as offline advertising.
- The goal is to support goods.
- Functions include **reminding, informing, stimulating, selling, and creating an atmosphere.**



Communication

Within sales promotion, communication between three basic links is important:

- * Supplier of the supported product
- * Trader/Merchant
- * End consumer



Marketing in the Place of Sale

- Marketing in the place of sale includes advertising materials and products used in the place of sale (in stores or service establishments) to promote a specific product or a certain type of assortment.
- These advertising media are also known as POS/POP materials (point of sale/point of purchase).
- POS/POP materials are part of sales promotion, focusing on attracting the attention and influencing the purchasing behavior of potential customers using tools that ensure direct customer contact with the product.
- Marketing communication in the place of sale is the most important trigger for **impulsive purchasing** behavior of consumers.



In-store design

- An important tool of marketing directly in the place of sale is the so-called in-store design.
- It is a set of rules according to which advertising items are placed in the store, which are intended to induce customers to make impulsive purchases.



Categories of POS/POP materials

1. Among the floor POS/POP devices include::

- * Stands and displays;
- * Floor banners, totems;
- * Pallet islands and decorations;
- * Floor graphics;
- * Overpasses and advertising gates;
- * Shop in shop;
- * Promotional tables, promo stands and advertising counters;
- * Leaflet stands and visual stands.





Categories of POS/POP materials

2. Shelf POS/POP Devices are following:

- * shelf dividers and delimiters;
- * price decorative info strips;
- * feeders;
- * wobblers;
- * stoppers;
- * shelf and over-shelf decoration;
- * decoration shelvings;
- * shelf flags;
- * holders of leaflets and coupons.



Categories of POS/POP materials

3. POS/POP tools for to cash register and service desks rank:

- * Cash register and countertop racks, displays with products;
- * coin;
- * racks for leaflets;
- * stickers cashier tape;
- * divider shopping.



Categories of POS/POP materials

4. To the wall POS/POP devices include:

- * poster frames and posters;
- * lights advertising.



Categories of POS/POP materials

5. Other POS/POP devices include:

- * Leaflets on goods and stickers;
- * decoration of shopping trolleys and handles vehicles;
- * decoration of security gates;
- * shop and window graphics;
- * hanging signs;
- * digital signage, electronic and interactive media.



Inappropriate POS/POP

- * In place of sale is too much POS/POP devices, and rather interfering with customers when selecting;
- * POS/POP devices do not inform, tell something;
- * POS/POP materials are not coordinated with overall marketing strategy.



Some Statistics

- * 6 out of 10 buyers want to discuss prices for the first call.
- * On average we spend 20 minutes in the supermarket.
- * More than half of potential customers want to see how the product works during the first contact with him.
- * 80% of purchasing behavior is governed by sight.
- * Time spent at the point of sale does not directly affect the level of customer spending.
- * Customers who buy in stores, visit the store an average of 7.5 times a year. For online customers it is only twice a year.
- * 65% of consumers broke off relations with the brand because of one bad customer service.
- * 67% of millennials (born 1980-2000) and 56% of Generation X people (born 1965 - 1980) prefer online shopping rather than in stores.
- * 76% of purchasing decisions taking place right at the point of sale.
- * 68% of customers believe that the brand of the store reliable indicator excellent quality of the product or service.



Future of Retail Combines Digital and Physical



MERCHANDISING





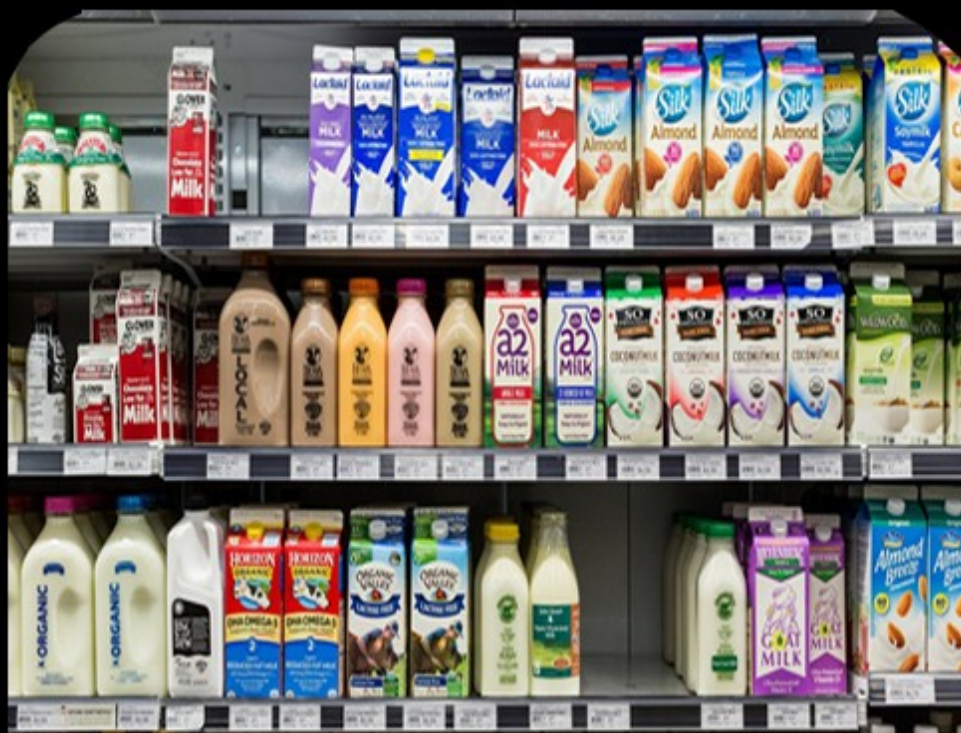


How does the customer see it?



How does the merchandiser see it?





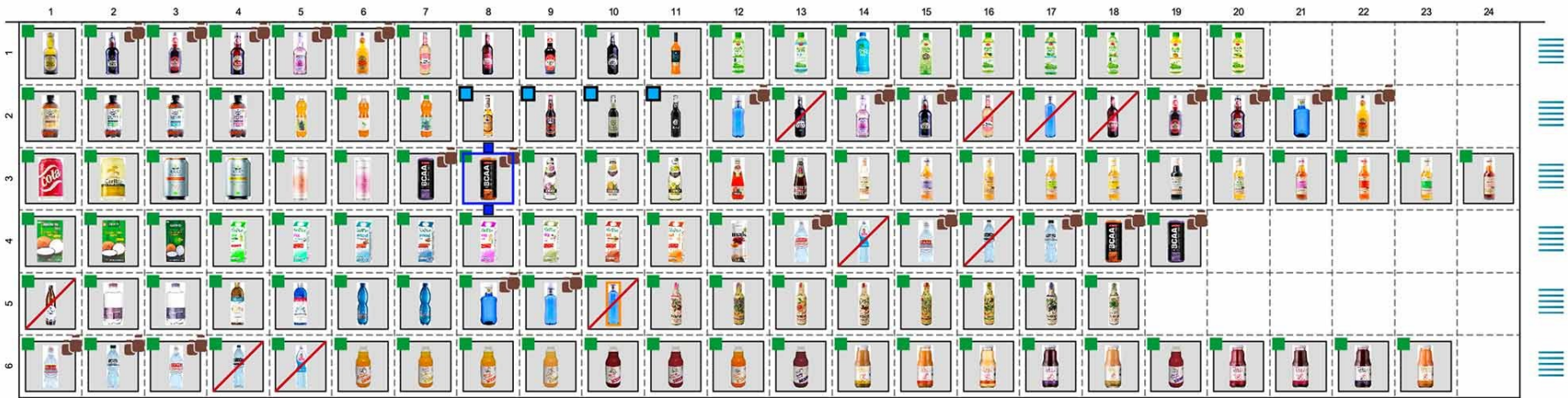
Merchandising



Planograms



Planograms



Planograms

Nachlazení	Rýma, kašel	Svaly, klouby	Bolest	Zažívání	Vitamíny
					
					
					
					
					
					
					

Planograms



In-store design





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