



Category Management Knowledge Group

Consumer and Shopper Analytics and Insights

Understanding the Shopper is a priority for most Retailers and Suppliers. By building these skills, you will learn to consider different approaches to understand and reach the Shopper, ultimately creating more effective solutions that result in Shopper satisfaction.

Consumer & Shopper Analytics & Insights



SKILL DEVELOPMENT PROGRAM

INDIVIDUAL PURCHASE

\$396.00 USD

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TEAM PURCHASE

Minimum of 5 people required for bulk pricing

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QUESTIONS?

Check out our website.

CMKG.ORG

Upgrade Your Skills

Check Category Performance & In-Store Execution with Store-Level Data

Your program starts by teaching you how to use store level data to evaluate category performance and in store execution, and how to create store clusters and measure before/after performance.

Understand Product Demand by Store and Location

Next you will learn how to effectively use geodemographic and behavioral data by products and retailers, to identify product demand by store and zip or postal code.

Learn How Shopper Marketing Works, and How to Be Successful.

Then you will learn the big picture of shopper marketing works, and the strategies and plans required to be successful with Shopper. "Path to purchase", shopper trip missions, and shopper segmentation are covered. You will then learn about in-store marketing to shoppers across different stimuli.

Do In-Store Marketing and Advertising in 6 Steps

Following this, you will learn how in-store marketing fits into the larger "shopper marketing" umbrella and the importance of tying in consistent messaging along the path to purchase. Finally, you learn how to improve in-store advertising and marketing through a 6-step approach.



Program Curriculum

6 Steps to Create Effective In-Store Materials

Non-Accredited Category Management Training Course

In this course, participants gain an understanding of the opportunities to improve in-store advertising and marketing through a 6-step approach (1. Determine consumer decision tree; 2. Define purchase barriers; 3. Develop relevant claims to overcome barriers; 4. Create best-in-class in-store POP materials; 5. Ensure message and creative look and feel of POP are strong; and 6. Align with the Retailer). Once each of these steps is covered in detail, some of the most relevant consumer trends are reviewed, as these trends should be considered with the development of in-store materials.

Store Clustering Through Store Level and Geodemographic Data

Intermediate Accredited Category Management Training Course

This course gives participants the ability to use store level data to evaluate category performance and in store execution, and to create store clusters and measure before/after performance. Participants will also learn to effectively use geodemographic and behavioral data by products and retailers, to identify product demand by store and zip or postal code. Calculations include demand index, product demand index, and sales index.

Understanding and Marketing to Your Shopper

Advanced Accredited Category Management Training Course

Shopper Marketing is being touted as the category management of the future. This course gives an in-depth overview of understanding the consumer and shopper, their needs, and their behavior beyond the basics, and beyond the category level. Retailers and suppliers need to realize how the big picture of shopper marketing works, and ensure that they have the strategies and plans in place to set themselves up for success in future shopper marketing endeavors. "Path to purchase", shopper trip missions, and shopper segmentation are covered. Participants will then learn about in-store marketing to shoppers across different stimuli.

In-Store Marketing Overview: The Basics

Non-Accredited Category Management Training Course

In this course, participants get an understanding of how in-store marketing fits in the larger “shopper marketing” umbrella, and the importance of tying in consistent messaging along the path to purchase. It covers the types of in-store marketing materials that can be used around the store, and at the shelf to help advertise brands along the path to purchase. An explanation on how in-store media has to tie in within pre-defined in-store marketing objectives is also covered. Participants are shown different in-store marketing examples that work well with the different in-store marketing objectives that have been defined. The requirements for best-in-class shopper marketing programs are also covered.

Shopper Insights and Shopper Marketing

Here's a resource to help you understand how to set your organization up for Shopper success.

Sue Nicholls

Excerpt from **BLOG.CMKG.ORG**

Best Practices • Industry Updates • Resources • Thought Leadership

Category Management and Shopper Insights/Shopper Marketing have parted ways in many organizations. Shopper Marketing reports to Marketing. Category Management reports to Sales.

According to new industry standards, this is not the best way to set your organization up for Shopper success.

According to CatMan 2.0™:

*"Roles that are inter-dependent should be in the same organization. **Shopper insights, shopper marketing and category management are inter-dependent in creating the necessary output for the ultimate client (the retailer), the category platform.**"*

That means Shopper Insights and Shopper Marketing should be within the Category Management team.

Furthermore, the Category Management Team within a manufacturer should report through their sales team:

*"CatMan's reporting locations should be driven by its purpose (e.g., improving brand/retailer category sales, profits and shopper satisfaction) and therefore **should report to Sales** since Sales is most closely associated with retailer activities."*

When you think about it, this makes sense. Why?

Because the Retailer owns the Shopper. And they own the category management process that should focus on that Shopper.

Despite everything that we do to talk about the Shopper and the importance of them, including a significant investment in Shopper insights for many Manufacturers, we haven't mastered how to activate Shopper insights.

As Manufacturers, we used to be able to directly reach the consumer in their homes and on their more linear path to purchase that ultimately pushed them to retail stores. But now, with digital media, mobile devices and ecommerce, it's more difficult to reach them before they get to the store.

Once they enter the store, Retailers have more influence on Shoppers that can affect their purchase decisions. In net, Manufacturers can't develop Shopper insights and marketing programs without the support and collaboration of their retail partners, including integrating components into the category management process.

And, Retailers need to look at the current ways they are practicing category management and do a better job incorporating the Shopper within their category management process.



What are some of the barriers to this new approach?

It's not that we lack Shopper insights – in fact, many Manufacturers have incredible **Shopper insights**. One problem is that some organizations find their Shopper insights so valuable that they don't want to share them with their Retailer partners.

This is ironic, because it's the Retailer's Shopper that they are gaining insights on, and without the support of the Retailer they will never truly maximize the potential behind their Shopper insights.

So, Manufacturers need to define who their true **collaborative partners** are that will work with them to develop category solutions that result in win-win-win for Retailer, Shopper and Manufacturer.

Often the Shopper is forgotten in most of our current category management work. When you scratch below the surface behind most category reviews and category plans, the Shopper is missing. This is particularly problematic when trying to understand the Shopper in the assessment phase of the catman process (including why they buy), and also at the tactical level.

We forget about the Shopper because our category management teams have become too tactical in their approaches, with little consideration (or understanding) for overall category strategy or the Shopper.

This is only an example of the type of training you will receive in this skill development program!

questions?

CMKG
Train Ahead.

CMKG.ORG +1 (855) 548-2376 toll-free
Suite 210, 1829 Ranchlands Blvd NW, Calgary, Alberta
CANADA T3G 2A7 shoptraining.cmkg.org

Which Skill Development Program is best for your needs?

Advanced Retailer Understanding

Assortment & Space Management Skills

Becoming More Effective in Your Category Management Approach

Building Pricing and Promotion Skills

Category and Business Insights

Category and Business Insights 2

Consumer and Shopper Analytics and Insights

Proficiency in Excel

Proficiency in Understanding and Using Data 1

Proficiency in Understanding and Using Data 2

Selling Skills 1: Developing Fact-Based Powerpoint & Presentation Skills

Selling Skills 2: Strategic Selling and Collaborative Business Planning Skills

Understanding Retailer Strategy and Category Management 1

Understanding Retailer Strategy and Category Management 2

www.cmkg.org/category-management-skill-development-programs