

TSI Shopsumer Activation Strategy®

How to gain efficient access to your Shopsumers through a seamless engaging experience

Our methodology is made up of 5 essential steps to transform the organisation through their people and processes in order to set the right priorities, ensuring that Marketing investments will have a genuine effect on your final customer, the Shopsumer, while at the same time maximising your ROI:

1. **ORGANISE:** It is essential to understand yours as well as your competitors Route-To-Market models and contrast them with the importance of the various path-to-purchase itineraries you will find among your target groups. We believe that much of the tacit knowledge about the Shopsumer's needs already lies within your organisation and help you to untap it through interviews, workshops and data analysis, giving it a meaningful structure to detect potential areas of improvement in your Marketing approach.
2. **SYSTEMATISE:** Once we have a clear picture of the main path-to-purchase itineraries of the Shopsumer in your category or business sector, we need to define a first draft of the *CATEGORY STORY*. The Category Story Sheet includes all relevant variables we can activate to engage with the Shopsumer at the various touchpoints along his path-to-purchase, but above all we need to make our activation plan unique by emphasising those variables that can give us the best differentiation towards our competitors. So-called "War Game" workshops can help you identify the most promising activation strategy.
3. **MEASURE:** By focusing on some key activation variables in the Category Story, we need to define a series of key performance indicators (KPIs) that will help us to determine the performance and impact of our Marketing activities in the future. These KPIs need to be aligned with major company objectives such as Sales, Market Share and Profit.
4. **EVALUATE:** Creating a system of constant data retrieval and control over execution, primarily through the company's own sales force, with efficient data analysis solutions that ensure continuous tracking of all Marketing investments is the guarantee to monitor success. Data collection needs to track both, "hard" numeric facts as well as the evaluation of "soft" factors such as Shopsumer satisfaction, client satisfaction etc. We implement simple systems with IT support to allow accurate performance evaluation.
5. **ACTIVATE:** Finally, the Category Story Sheet needs to be converted into a detailed action plan specifying all the individual Marketing activities per client, brand, product and time period. This also includes designing support material and training for the commercial teams to give them the appropriate guidance for their interaction with clients and even Shopsumers at the various touchpoints.

Our consultants are experts in enhancing your ultimate orientation towards the Shopsumer. And remember: Good companies know where to invest along the path-to-purchase, leading companies *change* it!