

Corporate Education Program for Manufacturers/Brands:

Current Challenges and Best Practices in Multi-Channel Marketing for Consumer Goods

A lecture for consumer goods executives

About the lecture:

The lecture's aim is to introduce your organization to Segmentis and its innovative multi-channel solution approach. As an introductory lecture, it covers a lot of ground in only a short time.

We will touch on general aspects of selling through multiple channels: trends, theory, problems and solutions. We shed new light on the showrooming-problem that plagues many retailers and discuss what brands can, and indeed must, do about it.

One solution to the disruptive effect of mobile commerce is simultaneous pricing for multiple channels. We will show you how setting wholesale prices for each channel independently of other channels hurts your supply chain performance and decreases your brand's overall profits. We briefly introduce the Segmentis Slider Analysis™ method, which is a practical tool for simultaneous 2-channel pricing.

At the conclusion of the lecture, Segmentis will also offer its perspectives and advice regarding your organization's multi-channel strategy. We will suggest to you which of our consulting services and corporate education programs might fit your current needs.