

Corporate Education Program for Retailers:

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

A lecture for consumer goods retail 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 they can, and indeed must, do about it.

We will discuss both theories and best practices of competitor price-matching policies, and optimal discounting strategies. If you own an online store, we will show you how setting your prices for each channel independently of other channels hurts your overall profits. We offer the Segmentis Slider AnalysisTM method as a practical tool for simultaneous 2-channel pricing, and introduce your people to it. If you do not yet own an online store, we will discuss whether you should consider investing in one.

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.