



Shoppernautics: How to Shorten and Focus the Shoppers' Routes to Purchase

Roddy Mullin, Colin Harper

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The journey to purchase for the family shop or the B2B buyer is impacted by media, advice, packaging and trial. The sales and marketing challenge is what to say, and where to say it. Shoppernautics, based on research and case studies from US and UK, examines the path taken by the potential buyer. The authors describe the key drivers and barriers on the journey to purchase. They identify the need to get key messages, key partners and key media all working together, and a framework for success. The authors challenge the budget split between sales and marketing as possibly the largest barrier to successful shopper marketing and identify core stores and the areas they serve as being equally important targets for investment.

Shoppernautics provides the manual for achieving successful companies serving happy and loyal customers, as the ultimate goal for manufacturers, retailers and brands. It reminds marketers that it is what customers take from their product or service that is important, not what they think they are delivering. It reminds sales people that nothing is more important than matching supply and demand in the eyes of the customer regardless of who actually makes the ultimate sale. Shoppernautics is designed to deliver fast results for companies prepared to recognise that they are not perfect, and go the extra mile to find out why.

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