



# 4 P's Marketing Strategies

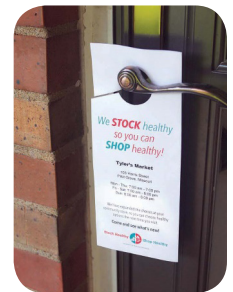
Marketing strategies are used to increase demand for products available in your store, increase sales, and gain new customers. The four P's of marketing — pricing, promotion, products, placement — can help you as a Stock Healthy, Shop Healthy (SHSH) retailer to better market your healthy foods items.

## PRICING

- **Coupons and sales** draw attention to new products and can help increase sales.
- **Sales promotions** can increase the amount of purchases a customer may make. Customers are always more likely to try new products if they can save money while doing so.
- **Loyalty programs**, such as SHSH's fresh produce and milk loyalty card programs, encourage customers to make continuous purchases at your store.

## PROMOTION

- **Highlight healthy products** to bring them to your customers' attention and thus enhance sales. Be sure to also mark sale items and locally made products.
- **Eye-catching SHSH signs, shelf talkers, channel strips and refrigerator clings** draw attention to specific products and provide healthy tips for customers.
- **In-store taste tests** allow customers to sample new items, introduce them to healthy recipes, and encourage them to buy the ingredients.
- **Promote your store widely in the community.** Work with the community partners you have developed through the SHSH program to develop a strategy for spreading the word about your new healthy food items.



### SUCCESS STORY

#### Loyalty program increases sales of an already popular product

Pierpont Market in Pierpont, Mo., is a small market that, over the years, found its niche – farm fresh eggs. The store was so successful at selling eggs that the owner decided to create a Farm Fresh Egg Loyalty Program. As a result, an already popular item became even more popular.

#### HOW THE SHSH LOYALTY CARD PROGRAMS WORK

Give customers an SHSH loyalty card for the milk or fresh produce loyalty program, or both. Each time the customer buys the item, mark the loyalty card. After 10 purchases of an item, the 11th is free. Save the redeemed cards to track how many customers are participating in the program.

### SUCCESS STORY

#### Taste tests whet customers' appetites and increase ingredient sales

University of Missouri Extension provided in-store taste tests at the Branson West Country Mart in Branson West, Mo., over the course of a couple of months. Customers enjoyed tasting different recipes each time. The ingredients used in the tastings were available for sale, and on the day of each taste test, sales of the ingredients increased.



## PRODUCT

- **Know what your customers want** so you can retain them and keep sales up.
- **Stock what your customers want.** Keep those products in stock, and highlight them with sales and special displays.

- **Ask what your customers want.**

An easy way to find out what customers would like to be able to buy in your store is with a poster board survey. Simply hang a piece of poster board on the wall, attach a pen, and encourage customers to write down what healthy items they would like you to stock. For just a dollar or two, you can get important feedback that you can implement right away to boost sales and build customer loyalty. Poster board surveys have been done in almost every SHSH store with great success.



- **And keep asking.** SHSH customer surveys and suggestion box cards make it easy for you to find out what your customers want. Check them out in the SHSH Retailer and Community Toolkits.

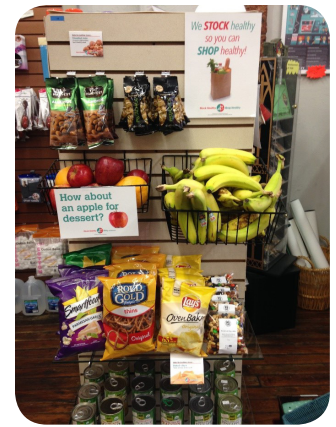
### SUCCESS STORY

#### Store stocks what customers asked for and the products sell

The owner of World Harvest Foods in Columbia, Mo., hung a poster board in the store to collect customer suggestions for healthy products they wanted to be able to buy there. The manager responded to the suggestions by stocking yogurt, brown rice and local garlic. And the customers bought them — quickly and frequently.

## PLACEMENT

- **Location, location, location.** Moving produce or other healthy products to the front of the store increases their sales.
- **Pay attention to shelf level.** Where products are placed on the shelves — high, low or eye-level — affects their sales. Eye-level products sell better than those on the bottom shelves, where customers are likely to miss them.
- **A healthy end cap or checkout lane** can effectively draw attention to healthy products. Check out the two SHSH retailer resources [Creating a Healthy End Cap in Your Store](#) and [Displaying Healthy Foods in Your Store](#) for more information.
- **Eye-catching displays** are more likely to be noticed by customers, making the highlighted products more likely to be purchased. For example, draw attention to an attractive display of healthy products with bright signage or place a basket of bananas near the register to increase sales of those products.



### SUCCESS STORY

#### Reorganization leads to increased sales and banana shortage

After learning the importance of having healthy items and general groceries at the front of the store, the manager of Creighton Country Mart in Creighton, Mo., reorganized. The alcohol was relocated to the back of the store, and the healthy and general food items to the front. Customers were happy, sales increased, and the bananas — which had been placed beside the cash register — became hard to keep in stock.

