

Shopper Marketing

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SHOPPER MARKETING

How to increase purchase decisions
at the point of sale

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Shopper Marketing explores the subject of shopper marketing, which takes place in the store, aiming to turn shoppers into buyers at the point of purchase. The goal of shopper marketing is to influence purchase decisions when the customer is close to the product in the store. It is about the experience of shopping, the environment, the packaging, and the personalization of marketing.

作者介绍:

Markus Stahlberg and Ville Maila are the CEO and Planning Director of Phenomena Group Ltd. Phenomena Group was the first shopper marketing company to be founded in Europe.

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书评

这本书用来作购物者营销知识的扫盲还是不错的
但是这个理论在国内还非常新，可能中国的购物者还是比较特殊的吧，国内做得比较好的也就奥美、智道和优识营销：
奥美，比较擅长为零售商做整个卖场的规划服务，通过卖场布置和购物路线的规划，较好地帮助零售商实现卖场的生意提...

http://www.neurosciencemarketing.com/blog/articles/shopper-marketing.htm?utm_source=feedblitz&utm_medium=FeedBlitzRss&utm_campaign=neuromarketing From a neuromarketing standpoint, the point of sale is a potent place to make a branding impression. One has...

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