

A DAY IN THE LIFE OF A SHOPPER MARKETER



WHAT IS SHOPPER MARKETING?

“The systematic creation and application of elements of the marketing mix to affect positive change in shopper behavior in order to drive consumption of a brand”

Definition by [Shopper Marketing Experts](#)

WHY IS SHOPPER MARKETING IMPORTANT?



RISE OF OMNICHANNEL SHOPPING

Shoppers now have a plethora of channels to buy from. Online and offline experiences are blending together.

INCREASED SHOPPER EXPECTATIONS

Personalization and Convenience are non-negotiable

90%
of shoppers say, personalized experience is appealing

GROWTH OF RETAIL MEDIA

Retailers have become powerful media channels drawing more national media budgets

“By putting the shopper in the middle of their business model, CPG manufacturers can find common ground with retailers, a central focus that allows them to share joint business objectives and strategies.”

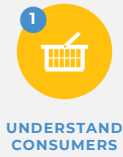
2025 U.S. RETAIL E-COMMERCE SALES

\$1.3 Trillion



NEW MARKETING SKILLS + NEW STRATEGIES = WIN WITH SHOPPERS

BUT WHAT DO SHOPPER MARKETERS DO?



1. Determine key consumption opportunities by working closely with Brand and Consumer Insights groups.

UNDERSTAND CONSUMERS

86% OF MARKETERS SAY IT'S VERY IMPORTANT TO CREATE A CUSTOMER JOURNEY



1. **Qualitative Shopper Research** - gain deep, emotional insights and develop shopper empathy

2. **Analytics and quantitative data** - gain insight into what shoppers do, drilling into their behavior and purchase history

UNDERSTAND SHOPPERS

Come up with insights-based big ideas to deliver mutual benefits for both Brands and Retailers.

DEVELOP CHANNEL PARTNER STRATEGY

Develop KPIs to align Shopper Marketing and Joint Business Planning (JBP)

DETERMINE YOUR MARKETING MIX AND TACTICAL EXECUTION

Work with agencies to develop tactical plans, creative executions, buy media, and project manage to ensure all deadlines are met.

IN 60 SECONDS MORE MEDIA IS CREATED THAN CAN BE CONSUMED IN A LIFETIME



CONDUCT POST-PROMOTIONAL ANALYTICS

- **ROI, or Impact on sales & profit.** Was there a sales lift? Did it pay out?
- **Impact on shopper behavior.** Did the program drive shopper loyalty, trip frequency, or increase basket size?
- **Tactical performance.** How did each tactic deliver impressions and engagement, and did they drive conversions?
- **Retailer compliance.** Did retail partners offer feature and display support for our programs?

SKILLS AND PERSONALITY TRAITS TO SUCCEED IN SHOPPER MARKETING



MENTAL FLEXIBILITY AND COMFORT WITH AMBIGUITY

Plans will constantly change. Surprise is the name of the game. Keeping up with change and adjusting plans on the fly will be required.



CROSS-FUNCTIONAL COMMUNICATION

You will need to influence your colleagues without formal authority. Being a persuasive communicator is a must.

FINANCIAL AND BUDGET ACUMEN

Know your numbers. You will need to keep the complex budgeting process under control.



COMPELLING STORYTELLING

Be able to link the emotional aspects of shopper insight to the quantifiable, practical business opportunities. This requires a balanced right and left brain.



TENACITY

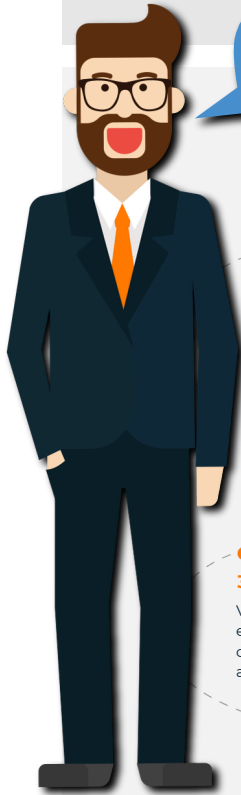
You will hear “no” a lot, so must bounce back and keep going.

ANALYTICAL ACUMEN

Understand what data exists out there and what business questions it can answer.



WHAT DOES AN ORDINARY DAY OF A SHOPPER MARKETER LOOK LIKE?



8.00 AM Arrive to the office and plan your day

9.00 AM

Meet with agency to review upcoming promotional concepts. Give feedback and align on next steps, budgets and deadlines

8.30 AM

Attend Sales team meeting, discuss wins and challenges across retail buyer desks, upcoming JBP meetings

10.00 AM

Drive to retail customer HQ office together with sales counterparts. Present shopper insights and activation ideas as part of JBP meeting

1.00 PM

Meet with media vendors offering to test their new tactics. Discuss pros and cons, case studies and agree on pilot costs

2.00 PM

Meet with marketing analysts to review a post-promotional analysis presentation. Develop a narrative to explain the results, finalize deck for total team share-out

3.00 PM

Visit stores to observe retail execution of current programs, capture competitors' in-store activity and talk to store managers

4.00 PM

Attend planning meeting with a Brand team to discuss upcoming new product launch, brand strategies and opportunities to activate with retail partners

4.30 PM

Process bills, update budget documents, prepare for monthly finance reporting. Clean-out that inbox and answer emails

HOW TO BECOME A SHOPPER MARKETER



TRADITIONAL EDUCATION

- [Northwestern University](#)
- [University of Cincinnati](#)
- [University of Tennessee](#)

ONLINE LEARNING

[SHOPPER MARKETING EXPERTS](#)

BOOKS, E-BOOKS, BLOGS

- [The Shopper Marketing Revolution](#)
- [E-book - How to Build Modern Shopper Marketing Capability](#)
- [Shopperations Blog](#)

PROFESSIONAL BACKGROUND

- Sales or Retail Broker
- Brand Management
- Marketing Agency
- Consumer Promotions

NETWORKING

- [Shopperati](#) - Slack Society
- [NextUp Women in Business Network](#)
- [7 Shopper Marketing Thought Leaders](#)



CONFERENCES

- [ShopTalk or GroceryShop](#)
- [P2P Live & Retail Media Summit](#)
- [Shopper Marketing & Digital Grocery Summit](#)

SHOPPERATIONS.COM