CPG Omnichannel Shopper Marketing Mind Map

shopperations

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Basic version of Miro is **free!**

Legend

- Internal Stakeholder
- Exeternal Stakeholder
- Software System
- Hyperlink to Related Content

Processes:

- Planning
- Execution
- Actualization
- Post-Promo Analytics

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Mind Map Nodes

- Media Agency
- National Media DSPs
- Agencies
- Omnichannel Marketing Agency
- Accounts Receivable
- Deductions Clearing Portal
- Shoppers
- Retail Customers
- Retail Media Network — Portals (DSPs)
- Fiance System of Record
- Finance
- Budgets
- P&L
- Product Hierarchies
- Brands
- Omnichannel Shopper Marketing
- Media Tactics
  - In-Store
  - TV, Radio, Print
  - Outdoor
  - National Digital
- Vendors
- Clearinghouse
- Coupon Portal
- Sales
- Trade Promo Management (TPM) Portal
- Insights & Analytics
- Procurement
- Budget Management
- MarTech
  - Project Management
  - CRM
  - DAM
  - PIM
- Legal
- Data
- Purchase Order Portal
- Invoice Payment Portal
- Accounts Payable

Connection Labels

- Deliver Messaging & Incentives
- Planning & Creative Development
- Execute RMN Media buys
- Deliver Messaging & Incentives
- Deductions Clearing
- RMNs act as Media Vendors
- Financial Reporting
- Fund Releases & Budget Forecasting
- Strategic Planning
- Tactial Planning
- Feed Into TPM
- Joint Business Planning
- Incentive Planning
- Vendor Negotiations & Setup
- Retail Customers Act As Data Vendors
- Feed Into PIM
- Issue POs
- Post-Promo Analytics of Syndicated & Shopper Data
- Invoice Payments