

## SMIC Shopper Marketing Roadmap – What to do Now, and Next?

	<b>Enablers</b> →	<b>Inputs</b> →	<b>Outputs</b>
Example	Structure Resource & Capability Goals & Strategy	Relationships Shopper Insights	Activities Measurement
If you're at this level, what you need to do next is:			
Basic	Determine short, medium and long term goals and priorities. Determine resources required. Get active executive support – prove the case.	Get scandata and homescan/shopper scan data. Conduct shopper research for input into retailer/supplier relationships and strategy planning.	Map and prioritise all shopper touchpoints prestore/instore/post store for activations. Develop set of campaign measures. Determine category level trial and joint initiative opportunities.
Intermediate	Activate the structure and resources identified – change management and recruitment.	Initiate planning sessions (insights based) with retailers, suppliers and agencies.	Run trials and joint category/shopper led initiatives. Develop short and long term measurement dashboards. Calibrate messaging by shopper touchpoint. Deploy digital and mobile pre-store shopper programs.
Advanced	Continuous internal communication of role of SM. Incorporate SM into annual planning process.	Develop long term insights plans – trackers, shopper segmentations. Share mutual data.	Adjust programs based on measurement learnings. Employ two way shopper communication techniques.