
Professional Certificate in Food Marketing and Consumer Behaviour

Retail and In-Store Promotion Techniques

A/B Testing refers to a method of comparing two versions of a product, service, or marketing material to determine which one is more effective. In the context of Retail and In-Store Promotion Techniques, A/B testing can be used to compare the effectiveness of different promotional displays, packaging, or pricing strategies. For example, a retailer might use A/B testing to compare the sales of a product when it is displayed on a shelf versus when it is displayed on a special promotional display. Related terms include controlled experiment and randomized controlled trial.

Account-Specific Marketing is a strategy that involves tailoring marketing efforts to specific accounts or customers. In the context of Retail and In-Store Promotion Techniques, account-specific marketing might involve creating customized promotions or displays for specific stores or customer segments. For example, a manufacturer might create a customized promotional display for a specific retail chain. Related terms include customer segmentation and personalization.

Add-On Selling is a technique used to increase sales by offering customers additional products or services that complement their initial purchase. In the context of Retail and In-Store Promotion Techniques, add-on selling might involve offering customers a discount on a related product when they purchase a specific item. For example, a retailer might offer a discount on a food processor when a customer purchases a stand mixer. Related terms include cross-selling and upselling.

Advertising is a form of communication used to promote a product, service, or idea. In the context of Retail and In-Store Promotion Techniques, advertising might involve creating print or digital ads to promote a product or store. For example, a retailer might create a print ad to promote a weekly sale or a digital ad to promote a new product launch. Related terms include publicity and promotion.

Aisle Management refers to the process of managing the layout and appearance of store aisles to maximize sales and customer satisfaction. In the context of Retail and In-Store Promotion Techniques, aisle management might involve optimizing the placement of products on shelves, creating attractive displays, and ensuring that aisles are well-lit and easy to navigate. For example, a retailer might use aisle management to create a destination aisle for a specific product category. Related terms include store layout and visual merchandising.

Ambient Media refers to forms of media that are experienced in a passive or background manner, such as music or scent. In the context of Retail and In-Store Promotion Techniques, ambient media might be used to create a welcoming atmosphere in a store or to promote a specific product or brand. For example, a retailer might use ambient music to create a relaxing atmosphere in a store or use a specific scent to promote a

new product launch. Related terms include atmospherics and sensory marketing.

Assortment Planning refers to the process of selecting and managing the range of products offered by a retailer. In the context of Retail and In-Store Promotion Techniques, assortment planning might involve analyzing customer data and sales trends to determine which products to stock and how to display them. For example, a retailer might use assortment planning to optimize the selection of products in a specific category or to create a curated assortment of products for a specific customer segment. Related terms include product mix and category management.

At- Shelf Promotion refers to techniques used to promote products at the point of purchase, such as special displays or signage. In the context of Retail and In-Store Promotion Techniques, at-shelf promotion might involve creating eye-catching displays or using digital signage to promote specific products. For example, a retailer might use at-shelf promotion to create a destination display for a new product launch. Related terms include point-of-purchase marketing and in-store promotion.

Availability refers to the extent to which a product is available for purchase. In the context of Retail and In-Store Promotion Techniques, availability might involve ensuring that products are in stock and easily accessible to customers. For example, a retailer might use inventory management to ensure that popular products are always available. Related terms include stock levels and supply chain management.

Brand Awareness refers to the level of recognition and familiarity that customers have with a brand. In the context of Retail and In-Store Promotion Techniques, brand awareness might involve creating promotional displays or advertisements that feature a brand's logo or messaging. For example, a manufacturer might create a brand ambassador program to promote their brand in-store. Related terms include brand identity and brand equity.

Category Management refers to the process of managing a specific category of products within a store. In the context of Retail and In-Store Promotion Techniques, category management might involve analyzing sales data and customer trends to optimize the selection and display of products within a category. For example, a retailer might use category management to create a category captain program, where a manufacturer is responsible for managing a specific category of products. Related terms include product mix and assortment planning.

Chain Store refers to a type of retail store that is part of a larger chain of stores. In the context of Retail and In-Store Promotion Techniques, chain stores might have standardized promotional displays and marketing materials across all locations. For example, a chain store might use a centralized marketing approach to promote a new product launch across all locations. Related terms include department store and specialty store.

Checkout Promotion refers to techniques used to promote products at the checkout counter, such as special displays or offers. In the context of Retail and In-Store Promotion Techniques, checkout promotion

might involve creating eye-catching displays or using digital signage to promote specific products. For example, a retailer might use checkout promotion to create a last-minute offer for a specific product. Related terms include point-of-purchase marketing and impulse buying.

Closed-Loop Marketing refers to a process of continuous feedback and improvement in marketing efforts. In the context of Retail and In-Store Promotion Techniques, closed-loop marketing might involve analyzing customer data and sales trends to optimize promotional displays and marketing materials. For example, a retailer might use closed-loop marketing to create a test-and-learn approach to promotional displays. Related terms include data-driven marketing and customer insights.

Co-Marketing refers to a partnership between two or more companies to co-promote each other's products or services. In the context of Retail and In-Store Promotion Techniques, co-marketing might involve creating joint promotional displays or advertisements. For example, a manufacturer and retailer might partner to create a co-branded promotion for a specific product. Related terms include co-branding and partnership marketing.

Community Involvement refers to efforts by a retailer to engage with and support the local community. In the context of Retail and In-Store Promotion Techniques, community involvement might involve hosting in-store events or sponsoring local charities. For example, a retailer might use community involvement to create a store event that promotes a specific product or brand. Related terms include corporate social responsibility and cause marketing.

Competitive Analysis refers to the process of analyzing and comparing a company's products, services, or marketing efforts to those of its competitors. In the context of Retail and In-Store Promotion Techniques, competitive analysis might involve analyzing competitors' promotional displays and marketing materials. For example, a retailer might use competitive analysis to identify gaps in the market and create targeted promotional displays. Related terms include market research and competitor profiling.

Concept Store refers to a type of retail store that is designed to showcase a specific concept or brand. In the context of Retail and In-Store Promotion Techniques, concept stores might feature unique and innovative promotional displays and marketing materials. For example, a concept store might use immersive experiences to promote a specific product or brand. Related terms include flagship store and brand store.

Consumer Behavior refers to the study of how consumers make purchasing decisions and interact with products and services. In the context of Retail and In-Store Promotion Techniques, consumer behavior might involve analyzing customer data and sales trends to optimize promotional displays and marketing materials. For example, a retailer might use consumer behavior to create a customer journey map that identifies key touchpoints and opportunities for promotion. Related terms include customer insights and market research.

Content Marketing refers to a technique of creating and distributing valuable and relevant content to

attract and engage customers. In the context of Retail and In-Store Promotion Techniques, content marketing might involve creating in-store displays or digital signage that features educational or entertaining content. For example, a retailer might use content marketing to create a store magazine that promotes specific products or brands. Related terms include storytelling and brand journalism.

Contextual Marketing refers to a technique of delivering marketing messages that are relevant to a customer's current context or situation. In the context of Retail and In-Store Promotion Techniques, contextual marketing might involve using digital signage or mobile apps to deliver targeted promotions or offers. For example, a retailer might use contextual marketing to create a location-based offer that is relevant to a customer's current location. Related terms include personalization and real-time marketing.

Convenience Store refers to a type of retail store that is designed to provide customers with a convenient and quick shopping experience. In the context of Retail and In-Store Promotion Techniques, convenience stores might feature promotional displays and marketing materials that are designed to appeal to customers who are in a hurry. For example, a convenience store might use grab-and-go displays to promote specific products. Related terms include mini-mart and quick-service store.

Cross-Merchandising refers to the practice of promoting multiple products or services together. In the context of Retail and In-Store Promotion Techniques, cross-merchandising might involve creating promotional displays that feature multiple products or brands. For example, a retailer might use cross-merchandising to create a bundle deal that promotes multiple products together. Related terms include co-promotion and joint promotion.

Cross-Promotion refers to the practice of promoting a product or service in conjunction with another product or service. In the context of Retail and In-Store Promotion Techniques, cross-promotion might involve creating promotional displays or advertisements that feature multiple products or brands. For example, a retailer might use cross-promotion to create a co-branded promotion for a specific product. Related terms include co-marketing and partnership marketing.

Customer Experience refers to the sum of all interactions that a customer has with a company or brand. In the context of Retail and In-Store Promotion Techniques, customer experience might involve creating promotional displays and marketing materials that are designed to engage and delight customers. For example, a retailer might use customer experience to create a store event that promotes a specific product or brand. Related terms include customer journey and customer touchpoints.

Customer Loyalty refers to the degree to which customers are loyal to a company or brand. In the context of Retail and In-Store Promotion Techniques, customer loyalty might involve creating promotional displays and marketing materials that are designed to reward and retain loyal customers. For example, a retailer might use customer loyalty to create a loyalty program that rewards customers for repeat purchases. Related terms include customer retention and customer rewards.

Customer Relationship Management refers to the process of managing and analyzing customer interactions and data. In the context of Retail and In-Store Promotion Techniques, customer relationship management might involve analyzing customer data and sales trends to optimize promotional displays and marketing materials. For example, a retailer might use customer relationship management to create a customer segmentation strategy that targets specific customer groups. Related terms include customer insights and data-driven marketing.

Data-Driven Marketing refers to the practice of using data and analytics to inform marketing decisions. In the context of Retail and In-Store Promotion Techniques, data-driven marketing might involve analyzing customer data and sales trends to optimize promotional displays and marketing materials. For example, a retailer might use data-driven marketing to create a test-and-learn approach to promotional displays. Related terms include customer insights and analytics.

Department Store refers to a type of retail store that offers a wide range of products and services. In the context of Retail and In-Store Promotion Techniques, department stores might feature promotional displays and marketing materials that are designed to appeal to a broad range of customers. For example, a department store might use destination displays to promote specific products or brands. Related terms include chain store and specialty store.

Digital Signage refers to electronic signs that are used to display promotional messages or information. In the context of Retail and In-Store Promotion Techniques, digital signage might be used to create eye-catching displays or to promote specific products or brands. For example, a retailer might use digital signage to create a dynamic display that changes throughout the day. Related terms include electronic signage and digital displays.

Direct Marketing refers to a technique of marketing that involves direct communication with customers. In the context of Retail and In-Store Promotion Techniques, direct marketing might involve creating promotional displays or advertisements that are designed to appeal directly to customers. For example, a retailer might use direct marketing to create a direct mail campaign that promotes specific products or brands. Related terms include email marketing and personalization.

Display Advertising refers to a form of advertising that involves creating visual displays to promote products or services. In the context of Retail and In-Store Promotion Techniques, display advertising might involve creating eye-catching displays or using digital signage to promote specific products or brands. For example, a retailer might use display advertising to create a point-of-purchase display that promotes a specific product. Related terms include print advertising and outdoor advertising.

Electronic Shelf Label refers to a type of label that is used to display pricing and product information on store shelves. In the context of Retail and In-Store Promotion Techniques, electronic shelf labels might be used to create dynamic displays that change throughout the day. For example, a retailer might use electronic shelf labels to create a dynamic pricing system that adjusts prices in real-time. Related terms

include digital signage and electronic displays.

Event Marketing refers to a technique of marketing that involves creating events or experiences to promote products or services. In the context of Retail and In-Store Promotion Techniques, event marketing might involve hosting in-store events or creating experiential displays that promote specific products or brands. For example, a retailer might use event marketing to create a store event that promotes a specific product or brand. Related terms include experiential marketing and engagement marketing.

Experiential Marketing refers to a technique of marketing that involves creating experiences or events to promote products or services. In the context of Retail and In-Store Promotion Techniques, experiential marketing might involve creating immersive displays or hosting in-store events that promote specific products or brands. For example, a retailer might use experiential marketing to create a brand experience that engages customers and promotes a specific product or brand. Related terms include event marketing and engagement marketing.

Frequency Marketing refers to a technique of marketing that involves rewarding customers for frequent purchases or interactions. In the context of Retail and In-Store Promotion Techniques, frequency marketing might involve creating loyalty programs or rewards cards that promote specific products or brands. For example, a retailer might use frequency marketing to create a loyalty program that rewards customers for repeat purchases. Related terms include customer loyalty and customer retention.

Geographic Information System refers to a type of technology that is used to analyze and interpret geographic data. In the context of Retail and In-Store Promotion Techniques, geographic information systems might be used to analyze customer data and sales trends to optimize promotional displays and marketing materials. For example, a retailer might use geographic information systems to create a customer segmentation strategy that targets specific customer groups based on location. Related terms include location-based marketing and geotargeting.

In-Store Media refers to forms of media that are used to promote products or services within a store. In the context of Retail and In-Store Promotion Techniques, in-store media might include digital signage, audio announcements, or print displays. For example, a retailer might use in-store media to create a store radio system that promotes specific products or brands. Related terms include in-store promotion and point-of-purchase marketing.

In-Store Promotion refers to techniques used to promote products or services within a store. In the context of Retail and In-Store Promotion Techniques, in-store promotion might involve creating eye-catching displays, using digital signage, or hosting in-store events. For example, a retailer might use in-store promotion to create a destination display that promotes a specific product or brand. Related terms include point-of-purchase marketing and in-store media.

Inventory Management refers to the process of managing and controlling inventory levels. In the context of

Retail and In-Store Promotion Techniques, inventory management might involve analyzing sales trends and customer data to optimize inventory levels and minimize stockouts. For example, a retailer might use inventory management to create a just-in-time inventory system that ensures products are always in stock. Related terms include supply chain management and logistics.

Kiosk refers to a type of interactive display that is used to promote products or services. In the context of Retail and In-Store Promotion Techniques, kiosks might be used to create immersive displays or to provide customers with information about specific products or brands. For example, a retailer might use a kiosk to create a product finder that helps customers locate specific products. Related terms include interactive display and digital signage.

Loyalty Program refers to a type of program that is designed to reward and retain loyal customers. In the context of Retail and In-Store Promotion Techniques, loyalty programs might involve creating rewards cards, offering exclusive discounts, or providing special perks to loyal customers. For example, a retailer might use a loyalty program to create a rewards card that offers customers exclusive discounts and perks. Related terms include customer loyalty and customer retention.

Market Basket Analysis refers to the process of analyzing customer purchasing behavior to identify patterns and trends. In the context of Retail and In-Store Promotion Techniques, market basket analysis might involve analyzing customer data to identify opportunities for cross-selling or upselling. For example, a retailer might use market basket analysis to create a cross-sell program that promotes complementary products. Related terms include customer insights and data-driven marketing.

Market Research refers to the process of gathering and analyzing data about customers, markets, and competitors. In the context of Retail and In-Store Promotion Techniques, market research might involve conducting surveys, focus groups, or analyzing customer data to inform marketing decisions. For example, a retailer might use market research to create a customer segmentation strategy that targets specific customer groups. Related terms include customer insights and competitive analysis.

Merchandising refers to the process of selecting, purchasing, and displaying products for sale. In the context of Retail and In-Store Promotion Techniques, merchandising might involve creating eye-catching displays, optimizing product placement, and ensuring that products are priced correctly. For example, a retailer might use merchandising to create a visual merchandising strategy that showcases specific products or brands. Related terms include product mix and assortment planning.

Mobile Marketing refers to a technique of marketing that involves using mobile devices to promote products or services. In the context of Retail and In-Store Promotion Techniques, mobile marketing might involve creating mobile apps, sending text messages, or using location-based marketing to promote specific products or brands. For example, a retailer might use mobile marketing to create a mobile coupon program that rewards customers for shopping in-store. Related terms include location-based marketing and geotargeting.

Multichannel Marketing refers to a technique of marketing that involves using multiple channels to promote products or services. In the context of Retail and In-Store Promotion Techniques, multichannel marketing might involve creating promotional displays, using digital signage, and hosting in-store events to promote specific products or brands. For example, a retailer might use multichannel marketing to create a cross-channel promotion that promotes a specific product across multiple channels. Related terms include omnichannel marketing and integrated marketing.

Neuromarketing refers to a field of study that involves using neuroscience and psychology to understand consumer behavior. In the context of Retail and In-Store Promotion Techniques, neuromarketing might involve using techniques such as eye-tracking or brain scanning to analyze customer behavior and optimize promotional displays. For example, a retailer might use neuromarketing to create a neuromarketing strategy that uses subconscious cues to influence customer behavior. Related terms include consumer behavior and customer insights.

Omnichannel Marketing refers to a technique of marketing that involves creating a seamless and integrated customer experience across multiple channels. In the context of Retail and In-Store Promotion Techniques, omnichannel marketing might involve creating promotional displays, using digital signage, and hosting in-store events to promote specific products or brands. For example, a retailer might use omnichannel marketing to create a cross-channel promotion that promotes a specific product across multiple channels. Related terms include multichannel marketing and integrated marketing.

On-Shelf Availability refers to the extent to which products are available for purchase on store shelves. In the context of Retail and In-Store Promotion Techniques, on-shelf availability might involve ensuring that products are in stock and easily accessible to customers. For example, a retailer might use inventory management to ensure that popular products are always available. Related terms include stock levels and supply chain management.

Opt-In Marketing refers to a technique of marketing that involves obtaining explicit permission from customers to receive marketing messages. In the context of Retail and In-Store Promotion Techniques, opt-in marketing might involve creating loyalty programs or email marketing campaigns that require customers to opt-in to receive marketing messages. For example, a retailer might use opt-in marketing to create a loyalty program that rewards customers for opting-in to receive marketing messages. Related terms include permission marketing and customer consent.

Out-Of-Stock refers to a situation in which a product is not available for purchase due to inventory shortages. In the context of Retail and In-Store Promotion Techniques, out-of-stock situations might involve using signage or digital displays to apologize for the inconvenience and offer alternative products. For example, a retailer might use out-of-stock signage to inform customers of the situation and offer a raincheck for the product. Related terms include inventory management and supply chain management.

Packaging refers to the design and materials used to package products for sale. In the context of Retail and

In-Store Promotion Techniques, packaging might involve creating eye-catching designs or using sustainable materials to appeal to customers. For example, a manufacturer might use premium packaging to create a high-end look and feel for a product. Related terms include labeling and branding.

Point-Of-Purchase Marketing refers to techniques used to promote products at the point of purchase, such as special displays or signage. In the context of Retail and In-Store Promotion Techniques, point-of-purchase marketing might involve creating eye-catching displays or using digital signage to promote specific products or brands. For example, a retailer might use point-of-purchase marketing to create a destination display that promotes a specific product. Related terms include in-store promotion and at-shelf promotion.

Pop-Up Store refers to a type of retail store that is temporary or seasonal. In the context of Retail and In-Store Promotion Techniques, pop-up stores might be used to create immersive experiences or to promote specific products or brands. For example, a retailer might use a pop-up store to create a brand experience that engages customers and promotes a specific product or brand. Related terms include temporary store and seasonal store.

POS Material refers to materials that are used at the point of sale to promote products or services. In the context of Retail and In-Store Promotion Techniques, POS materials might include signage, displays, or other promotional items. For example, a retailer might use POS materials to create a point-of-purchase display that promotes a specific product. Related terms include point-of-purchase marketing and in-store promotion.

Precision Marketing refers to a technique of marketing that involves using data and analytics to target specific customer segments. In the context of Retail and In-Store Promotion Techniques, precision marketing might involve creating promotional displays or using digital signage to target specific customer groups. For example, a retailer might use precision marketing to create a customer segmentation strategy that targets specific customer groups based on location or demographics. Related terms include data-driven marketing and customer insights.

Product Demonstration refers to a technique of marketing that involves showcasing products in a live or interactive setting. In the context of Retail and In-Store Promotion Techniques, product demonstrations might involve hosting in-store events or using interactive displays to demonstrate products. For example, a retailer might use product demonstrations to create a product showcase that allows customers to interact with products. Related terms include experiential marketing and engagement marketing.

Product Sampling refers to a technique of marketing that involves offering customers free samples of products. In the context of Retail and In-Store Promotion Techniques, product sampling might involve hosting in-store events or using sampling displays to offer customers free samples. For example, a manufacturer might use product sampling to create a sampling program that offers customers free samples of a new product. Related terms include product demonstration and experiential marketing.

Promotional Display refers to a type of display that is used to promote products or services. In the context of Retail and In-Store Promotion Techniques, promotional displays might involve creating eye-catching displays or using digital signage to promote specific products or brands. For example, a retailer might use promotional displays to create a destination display that promotes a specific product. Related terms include point-of-purchase marketing and in-store promotion.

Public Relations refers to the process of managing and maintaining a company's reputation and relationships with stakeholders. In the context of Retail and In-Store Promotion Techniques, public relations might involve creating press releases, hosting events, or using social media to promote specific products or brands. For example, a retailer might use public relations to create a press release that announces a new product launch. Related terms include crisis management and reputation management.

Push Marketing refers to a technique of marketing that involves promoting products or services to customers through various channels. In the context of Retail and In-Store Promotion Techniques, push marketing might involve creating promotional displays, using digital signage, or hosting in-store events to promote specific products or brands. For example, a retailer might use push marketing to create a push notification that promotes a specific product to customers. Related terms include pull marketing and integrated marketing.

Retail Analytics refers to the process of analyzing data and metrics to understand retail performance and customer behavior. In the context of Retail and In-Store Promotion Techniques, retail analytics might involve analyzing sales data, customer traffic, or other metrics to optimize promotional displays and marketing materials. For example, a retailer might use retail analytics to create a sales report that identifies top-selling products and categories. Related terms include data-driven marketing and customer insights.

Sales Promotion refers to techniques used to promote products or services and increase sales. In the context of Retail and In-Store Promotion Techniques, sales promotion might involve creating promotional displays, using digital signage, or hosting in-store events to promote specific products or brands. For example, a retailer might use sales promotion to create a limited-time offer that promotes a specific product. Related terms include point-of-purchase marketing and in-store promotion.

Seasonal Marketing refers to a technique of marketing that involves promoting products or services during specific seasons or holidays. In the context of Retail and In-Store Promotion Techniques, seasonal marketing might involve creating promotional displays, using digital signage, or hosting in-store events to promote specific products or brands during specific seasons or holidays. For example, a retailer might use seasonal marketing to create a holiday promotion that promotes specific products during the holiday season. Related terms include holiday marketing and event marketing.

Shop-In-Shop refers to a type of retail store that is located within another store. In the context of Retail and In-Store Promotion Techniques, shop-in-shops might be used to create immersive experiences or to promote specific products or brands. For example, a retailer might use a shop-in-shop to create a brand

experience that engages customers and promotes a specific product or brand. Related terms include concession store and department store.

Shopper Marketing refers to a technique of marketing that involves promoting products or services to customers while they are shopping. In the context of Retail and In-Store Promotion Techniques, shopper marketing might involve creating promotional displays, using digital signage, or hosting in-store events to promote specific products or brands. For example, a retailer might use shopper marketing to create a shopper experience that engages customers and promotes specific products or brands. Related terms include in-store promotion and point-of-purchase marketing.

Signage refers to visual displays that are used to communicate information or promote products or services. In the context of Retail and In-Store Promotion Techniques, signage might involve creating eye-catching displays or using digital signage to promote specific products or brands. For example, a retailer might use signage to create a wayfinding sign that directs customers to specific products or areas of the store. Related terms include visual merchandising and in-store promotion.

Social Media Marketing refers to a technique of marketing that involves using social media platforms to promote products or services. In the context of Retail and In-Store Promotion Techniques, social media marketing might involve creating social media campaigns, hosting social media events, or using social media to promote specific products or brands. For example, a retailer might use social media marketing to create a social media contest that promotes a specific product or brand. Related terms include influencer marketing and content marketing.

Specialty Store refers to a type of retail store that specializes in a specific type of product or service. In the context of Retail and In-Store Promotion Techniques, specialty stores might feature promotional displays and marketing materials that are designed to appeal to a specific customer segment. For example, a specialty store might use premium displays to promote high-end products. Related terms include department store and chain store.

Store Layout refers to the design and organization of a retail store. In the context of Retail and In-Store Promotion Techniques, store layout might involve optimizing the placement of products, creating attractive displays, and ensuring that the store is easy to navigate. For example, a retailer might use store layout to create a destination zone that promotes specific products or brands. Related terms include visual merchandising and aisle management.

Supply Chain Management refers to the process of managing and controlling the flow of goods, services, and information from raw materials to end customers. In the context of Retail and In-Store Promotion Techniques, supply chain management might involve ensuring that products are available and delivered to stores in a timely and efficient manner. For example, a retailer might use supply chain management to create a just-in-time inventory system that ensures products are always in stock. Related terms include inventory management and logistics.

Sustainability refers to the practice of reducing the environmental impact of business operations. In the context of Retail and In-Store Promotion Techniques, sustainability might involve using eco-friendly materials, reducing energy consumption, or promoting sustainable products. For example, a retailer might use sustainability to create a green store that promotes eco-friendly products and practices. Related terms include corporate social responsibility and environmental sustainability.

Trade Promotion refers to techniques used to promote products or services to retailers, wholesalers, or other business customers. In the context of Retail and In-Store Promotion Techniques, trade promotion might involve creating promotional displays, using digital signage, or hosting events to promote specific products or brands to business customers. For example, a manufacturer might use trade promotion to create a trade show display that promotes specific products or brands to retailers. Related terms include business-to-business marketing and wholesale marketing.

Visual Merchandising refers to the process of creating visually appealing displays and presentations to promote products or services. In the context of Retail and In-Store Promotion Techniques, visual merchandising might involve creating eye-catching displays, using digital signage, or optimizing store layout to promote specific products or brands. For example, a retailer might use visual merchandising to create a window display that promotes specific products or brands. Related terms include store layout and aisle management.

Window Display refers to a type of display that is used to promote products or services in a store window. In the context of Retail and In-Store Promotion Techniques, window displays might involve creating eye-catching displays or using digital signage to promote specific products or brands. For example, a retailer might use window displays to create a visual merchandising strategy that showcases