

8 Ways to Strengthen Your In-Store Brand Presence All Year Round

Practical Tips for Keeping Products Visible, Sales Steady, and Customers Engaged.

1. Make Stock Visibility a Priority



- **Idea:** If your product isn't on the shelf, it's not part of the customer's choice.
- **Example:** Stock sitting in the backroom means missed sales and wasted investment.
- **To Do:**
 - ☐ Check that restocking processes are clear and happening regularly
 - ☐ Build a simple checklist for store teams or field reps
 - ☐ Monitor shelves regularly and follow up with store staff if needed

2. Be Present Where Your Brand Lives



- **Idea:** Regular presence keeps your brand visible, relevant and properly represented.
- **Example:** A fridge left empty reflects poorly on brand consistency and reduces customer trust.
- **To Do:**
 - ☐ Choose one small feature that feels "just for them"
 - ☐ Update or rotate regularly to keep it fresh
 - ☐ Keep it aligned with your brand personality

3. Use Trusted People as Brand Custodians

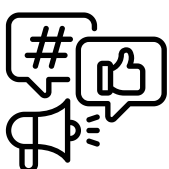


- **Idea:** The right in-store team should feel like an extension of your brand, not just hired hands.
- **Example:** Friendly, reliable, consistent team members are remembered by store staff and customers alike.
- **To Do:**
 - ☐ Brief your team clearly on tone, values and brand purpose
 - ☐ Encourage staff to engage positively with store colleagues
 - ☐ Build trust through consistency and professionalism

4. Reduce Waste Through Visibility and Action



- **Idea:** Stock waste is often caused by poor rotation, forgotten product, or missed opportunities.
- **Example:** Products left unseen or in incorrect locations risk expiry or removal.
- **To Do:**
 - ☐ Keep product placement clear, consistent and front-facing
 - ☐ Use shelf edge labels or POS to make stock stand out
 - ☐ Track sell through and restocking frequency where possible



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5. Align Store Presence with Sales Goals



- **Idea:** Brand performance in-store should directly support your broader commercial aims.
- **Example:** Weekly store presence can protect and increase sales, reduce waste and justify stakeholder investment.
- **To Do:**
 - Set targets by region, store or timeframe
 - Match store visits to sales critical windows or promotional periods
 - Regularly review performance and adjust accordingly

6. Prioritise Stores That Influence Wider Success



- **Idea:** Not all stores carry equal weight—some may be more visible to head office, stakeholders, or competitors.
- **Example:** Performing well in these locations can demonstrate ROI to external partners or overseas leadership.
- **To Do:**
 - Identify key stores for visibility or pilot activity
 - Track results and feedback from these locations
 - Use Performances insights to inform wider expansion

7. Keep Communication Clear and Two-Way



- **Idea:** Open lines between store staff, field teams and head office can flag problems early and help resolve issues faster.
- **Example:** Knowing when stock is delayed, moved or unavailable can help re-prioritise effort
- **To Do:**
 - Establish a simple feedback process from stores or field staff
 - Log recurring issues (e.g. layout changes, out-of-stock patterns)
 - Use that feedback to update plans in real time

8. Make Every Visit Count - But Keep it Efficient



- **Idea:** You don't need to be everywhere every day—but you do need to be consistent, cost-effective and purposeful.
- **Example:** A few focused hours by a reliable person can be more valuable than full-time staff spread too thin.
- **To Do:**
 - Prioritise visits where the impact will be most visible
 - Track how your in-store presence supports brand goals
 - Balance frequency with value—efficiency matters

