

Cross-Sell Retail Promotion Strategy Outline

1. Objectives

- Increase average basket size
- Enhance customer loyalty
- Boost product visibility

2. Target Audience

- Existing customers
- First-time buyers
- Loyalty program members

3. Product Pairing

- Identify complementary products
- Analyze past purchase data
- Create bundled offers

4. Promotional Tactics

1. In-Store Displays

- Endcap displays with bundled products
- Signage highlighting cross-sell deals

2. Digital Promotions

- Personalized product recommendations
- Targeted email campaigns
- Homepage banners

3. Point-of-Sale Offers

- Suggest related items at checkout
- Receipt offers for next visit

5. Key Performance Indicators (KPIs)

- Cross-sell conversion rate
- Average purchase value
- Attachment rate of promoted items

6. Timeline & Execution

- Planning & product selection: Month 1
- Promotion design & asset creation: Month 2
- Campaign launch & monitoring: Month 3

7. Review & Optimization

- Analyze sales data post-campaign
- Gather customer feedback
- Refine cross-sell pairings and tactics