

Distribution Basics

Questions You Need to Answer:

Where will I distribute my product?

- ☐ Retail location?
- ☐ Wholesalers?
- ☐ Customer's site?
- ☐ Internet?

How will I deliver my product?

- ☐ UPS, express mail services, USPS?
- ☐ Personal delivery?
- ☐ Special packing, warehousing?
- ☐ My office or their office?

Will I need someone to help me sell?

- ☐ In-house sales team?
- ☐ Sales representatives?

Distribution Strategies

- **Direct marketing** (to customers or to other businesses)
- **Manufacturer to retailers through intermediaries** (sales reps, agents, brokers, wholesalers)
- **Consignment**
- **Mail-order catalogs**
- **Classified ads**
- **Home shopping networks**
- **“Piggyback” with other products**
- **Internet**

Elements of Effective Advertising

WHO?

Right Audience

WHAT?

Right Message

WHEN?

Right Time

WHERE?

Right Place

HOW MUCH?

Right Cost

Types of Advertising

- ❖ **Word of Mouth**
- ❖ **Print (Newspaper)**
- ❖ **Broadcast (Radio and TV)**
- ❖ **Other:**
 - ◆ **Business Cards/Letterhead**
 - ◆ **Brochures/Flyers**
 - ◆ **Catalogs**
 - ◆ **Magazines**
 - ◆ **Classified Ads**
 - ◆ **Direct Mail**
 - ◆ **Telemarketing**
 - ◆ **Signage**
 - ◆ **Novelty/Specialty Advertising**
 - ◆ **Yellow Pages**

The ABCs of Signage

Attracting new customers

**You need to “restock”
customers who move away or
change their buying habits!**

Branding your business

**Your sign is a promise that
tells customers what to
expect. Remember, first
impressions count!**

Creating impulse buys

**Impulse buys make up 68%
of total sales!**

Public Relations & Networking

P.R. is:

- ❖ Promotion without paid advertising**
- ❖ Press releases**
- ❖ Sponsoring events**
- ❖ Drawings, contests, giveaways**
- ❖ Speaking as a “Guest Expert”**
- ❖ Participating in community organizations**