

MARCH 2023

PLAYBOOK

————— FOR CONSUMER BRANDS



**Making it easier for
brands and their
local retail partners
to increase sell-
through and sales
velocity.**

ALIVE CONSUMER SOLUTIONS



WHOLESALE

8 ACTIONS FOR BETTER WHOLESALE

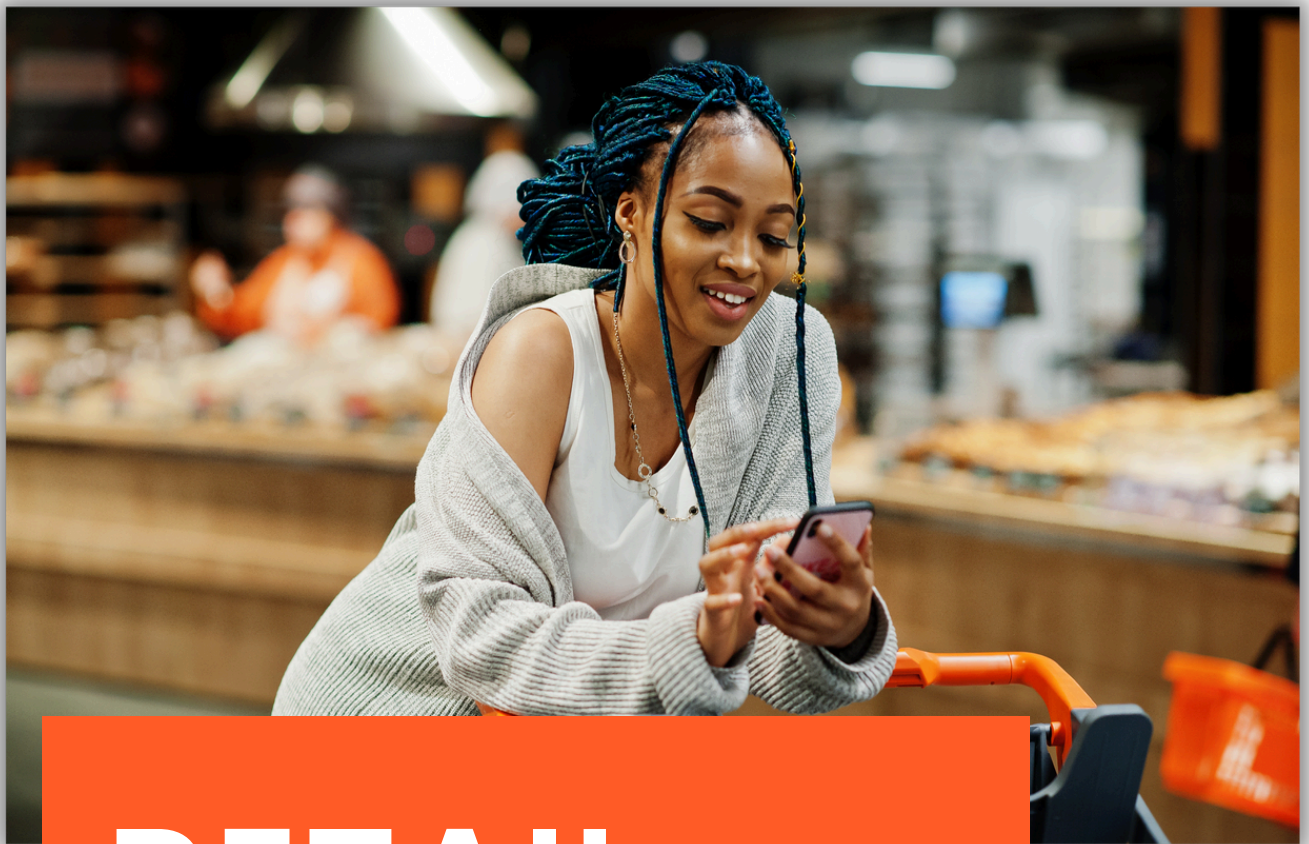
- **Define Your Wholesale Program Goals:** The first step is to define your wholesale program goals. This includes identifying the number of retailers you want to add, the target revenue you want to achieve, and the timeline for achieving these goals. Ensure your goals are specific, measurable, achievable, relevant, and time-bound.
- **Automate Your Wholesale Program:** Automation is the key to scaling your wholesale program. Use technology to automate order processing, invoicing, inventory management, and shipping processes. This will reduce errors, save time, and increase efficiency. You can use various software such as HubSpot, Shopify, Zoho, or QuickBooks to automate your wholesale program.



PARTNER

VALUE-ADDED & DATA/INSIGHTS

- **Partner With Value-Added Services:** Partner with value-added services that can enhance your wholesale program. For instance, you can partner with a packaging company that offers customized packaging or with a logistics company that can handle your shipping needs. Such partnerships will help you add value to your program and attract more retailers.
- **Provide Data and Insights to Retailers:** Data and insights are crucial to the success of your wholesale program. Use analytics tools to collect data on your retailers' buying patterns, preferences, and behaviors. Share this data with your retailers to help them make informed decisions about their inventory. This will increase their sales and help you build a stronger relationship.



RETAIL

INCENTIVES AND RELATIONSHIPS

- **Offer Incentives to Retailers:** Incentives such as discounts, rebates, or bonuses can help increase each retailer's sales. Set up a tiered discount system that rewards retailers for reaching specific sales targets. This will motivate them to sell more of your products and increase your revenue.
- **Build a Strong Relationship With Retailers:** Building a solid relationship with your retailers is crucial to the success of your wholesale program. Provide excellent customer service, communicate regularly, and offer support whenever needed. This will help you build trust and loyalty, increasing sales and revenue.



INSIGHTS

SOCIAL MEDIA & MEASUREMENTS

- **Leverage Social Media:** Social media can be a powerful tool to scale your wholesale program. Use social media to showcase your products, highlight your partnerships, and share data and insights with your retailers. This will help you attract new retailers and build a robust online presence.
- **Monitor and Measure Your Results:** Finally, monitor and measure your results regularly. Use analytics tools to track your progress toward your goals and identify areas for improvement. This will help you make informed decisions about your wholesale program and ensure its continued success.

In conclusion, consumer brands can successfully scale their wholesale program through automation and a value-added partnership while increasing sales generated from each retailer using data and insights.



Channel Mix Wins

Although brands across price segments and categories have embraced digital direct-to-consumer channels, mounting digital marketing costs and e-commerce readjustments have put the viability of the model into question. To grow, brands will likely need to diversify their channel mix, including wholesale and third-party marketplaces, alongside direct-to-consumer models.

- State of Fashion 2023, McKinsey



**LET'S START SELLING
MORE THROUGH YOUR
RETAIL PARTNERS.**

EMAIL

info@alive.agency

BOOK A MEETING