



Other Retail Marketing Factors

Point of Sale Displays- Is a form of sales promotion in which products are displayed near, next to, or on a transactional purchase area. They are normal purpose built and sent by the manufacture or business. These can range from pavement signs to lightboxes, posters to banners and mostly stands.



Discount Sales- A discount can be a great way to encourage customers to purchase if your competitors are offering a similar product or service at a higher price. It can also be an incentive for customers to pay faster, or support repeat business. It is also used to sell old products, like an end of season sale.

Labels- Prime labels and secondary labels are key when it comes to product marketing and packaging. Prime labels are the first thing customers see. These labels often have high quality pictures and colours to enhance their appeal and grab customers' attention. Secondary labels are supplementary. They are usually on the back of the product and contain important product information.

