



Shopper Marketing 101: Making Brand Shopper Ready

Nitish Rai Gupta

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What is the difference between a consumer and a shopper?

Does your brand appeal to both of them?

How does shopper behaviour differ from consumer behaviour?


How important are 'channels' and 'retailers' in your brand's success?

What is the science behind winning with shoppers and retailers?

Shopper Marketing 101 successfully answers these questions and gives you a simple blue print that can help you make your brand plans such that you not only partner with the retail channel but also effectively win with the shopper.

There are a plethora of books on marketing and branding today. However, there are not many books that can help your brand win in the retail space. This has become especially important today as retailers (brick and mortar as well as click and mortar) now have become powerful intermediaries and play a critical role in ensuring that your brand reaches its intended consumers via their shoppers.

This book leverages real world examples and experiences to help you understand the basics of shopper marketing.

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