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what is trade marketing trade marketing is a business to business b2b marketing strategy aimed at retailers wholesalers and other distributors known as trade partners rather than marketing a product directly to consumers trade marketing targets other businesses with the goal of putting products in their stores or distribution channels

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trade marketing is a type of business to business marketing that targets distributors wholesalers and retailers rather than end consumers learn more about the importance of trade marketing and how to use trade marketing strategies to appeal to your target audience

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retail potential 7 proven trade marketing strategies 1 create a strong and memorable branding 2 invest in strategic partnerships 3 do your research well 4 showcase at events 5 use promotions and ads to your advantage 6 harness the power of the internet 7 make the most of marketing tools wrap up

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trade marketing trade marketing is a strategy focused on wholesalers retailers and distributors rather than consumers with the goal of increasing demand with supply chain partners and getting products in front of consumers common trade marketing activities include going to trade shows and offering promotions to potential partners

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what is trade marketing while traditional marketing is aimed at consumers with the intent to raise brand awareness and drive sales trade marketing is a b2b approach meant to get a given product onto shelves so consumers can purchase it after all your goods don t make it into your customer s waiting hands without assistance

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trade marketing to put it simply is a b2b marketing strategy aimed at getting a product onto store shelves this is done by making other businesses recognize the value of your product and convincing them that helping you sell your product will ultimately help them make money too

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