

A Guide to

Online Snacking Success

from KP Snacks the No.1 Driver of the Bagged Snacks Category*



KP Snacks



Wholesale e-commerce set to grow

+50%
by 2022²

98%

of retailers order online³

69%

of site visits do not result in basket building¹



Tyrrell's
hand-cooked English crisps



THE 3 STEPS

Follow these principles to build bigger online snack sales!



1. Nail the Basics
Your visitor experience is key



2. Apply our Taxonomy
Easy to find, easy to buy



3. Maximise your Online Sales
Education, Activation and Personalisation

1 Nail the Basics Getting these details right will ensure that your website is easy to navigate and allows visitors to find the products and information they are looking for...

90%
of retailers use the search bar*

Product Titles

Optimised product titles provide more accurate search results and improve your customers ordering experience.

Product Naming Principles: Brand > Flavour > Search Keyword > Weight > Format
Eg. McCoy's Flame Grilled Steak Crisps 45g Grab Bag

Product Images

Ensure every product has an image. Keep your product images up to date. Images should clearly show brand, variant and pack size. If possible provide multiple images to overcome barriers to purchase.



Use an online hero image that works across all devices

Pricing and Promotions

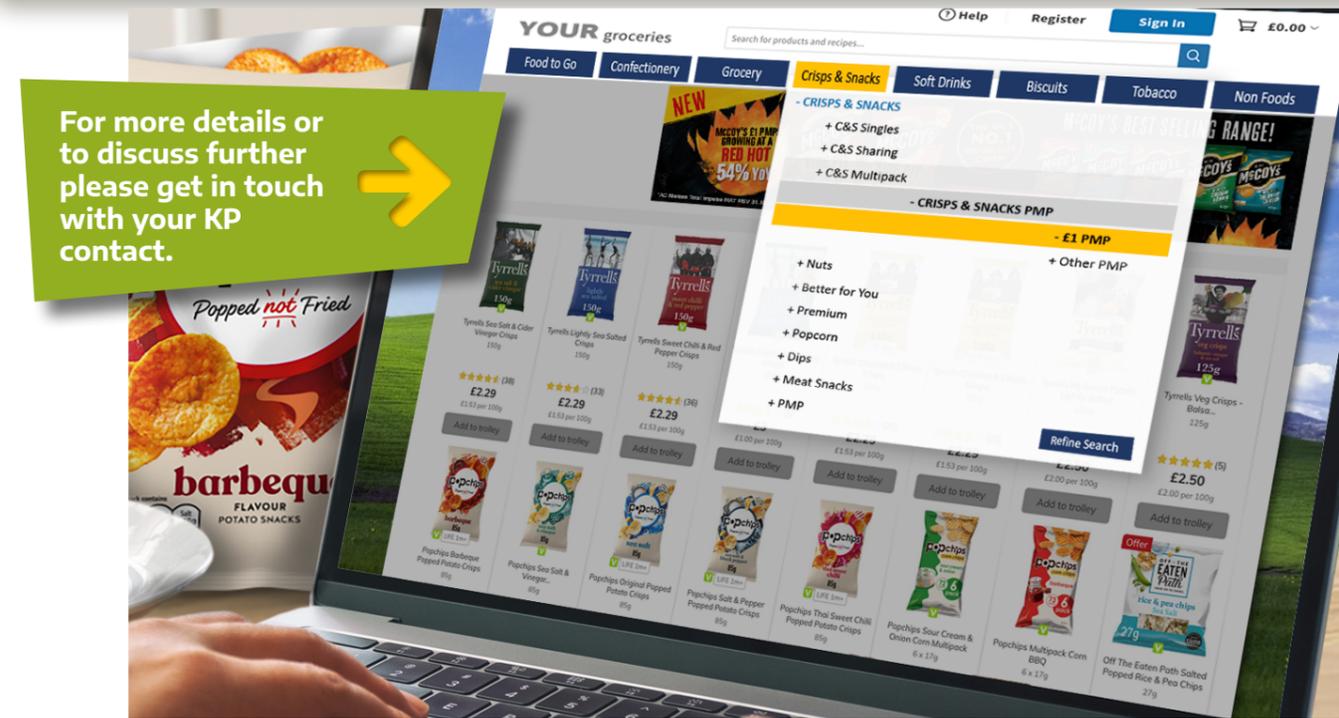
Ensure pricing and promotions are refreshed frequently to allow customers to identify the best value. Show POR so your customers can make quick money making decisions. Highlight promotions for increased basket spend. Excite retailers with excellent online activations e.g. web banners.



Be Stock Obsessive

Show stock availability: link live stock systems to your website to ensure a good customer experience at the point of delivery - delight rather than disappoint. Work with suppliers to recommend substitutions when products do go out of stock.

2 Taxonomy Ensuring products are sited to the right online shelves will improve the discoverability and customer experience of your online shopper. Apply our recommended taxonomy to make products easy to find and easy to buy.



3 Maximise your Online Sales
Education, Activation and Personalisation

Education

Add value and increase retailer loyalty through your website by providing:

- ✓ Category advice
- ✓ POR calculators
- ✓ Guidelines
- ✓ Planograms
- ✓ Updates on industry trends and new products

Personalisation

Make the customer journey more personalised using:

- ✓ Targeted media
- ✓ Subscription services or auto re-ordering
- ✓ Tailored stock recommendations

Activation

Disrupt and inspire shoppers throughout their online shopping journey

- ✓ Raise awareness of new products and promotions with engaging media and activations
- ✓ Drive purchases using cross category promotions and merchandising
- ✓ Utilise an events calendar to inspire retailers and provide more purchase occasions
- ✓ Prompt your retail customers at every point of the customer journey (eg. the checkout walk) with relevant, inspiring media
- ✓ Offer POS solutions to create in-store theatre

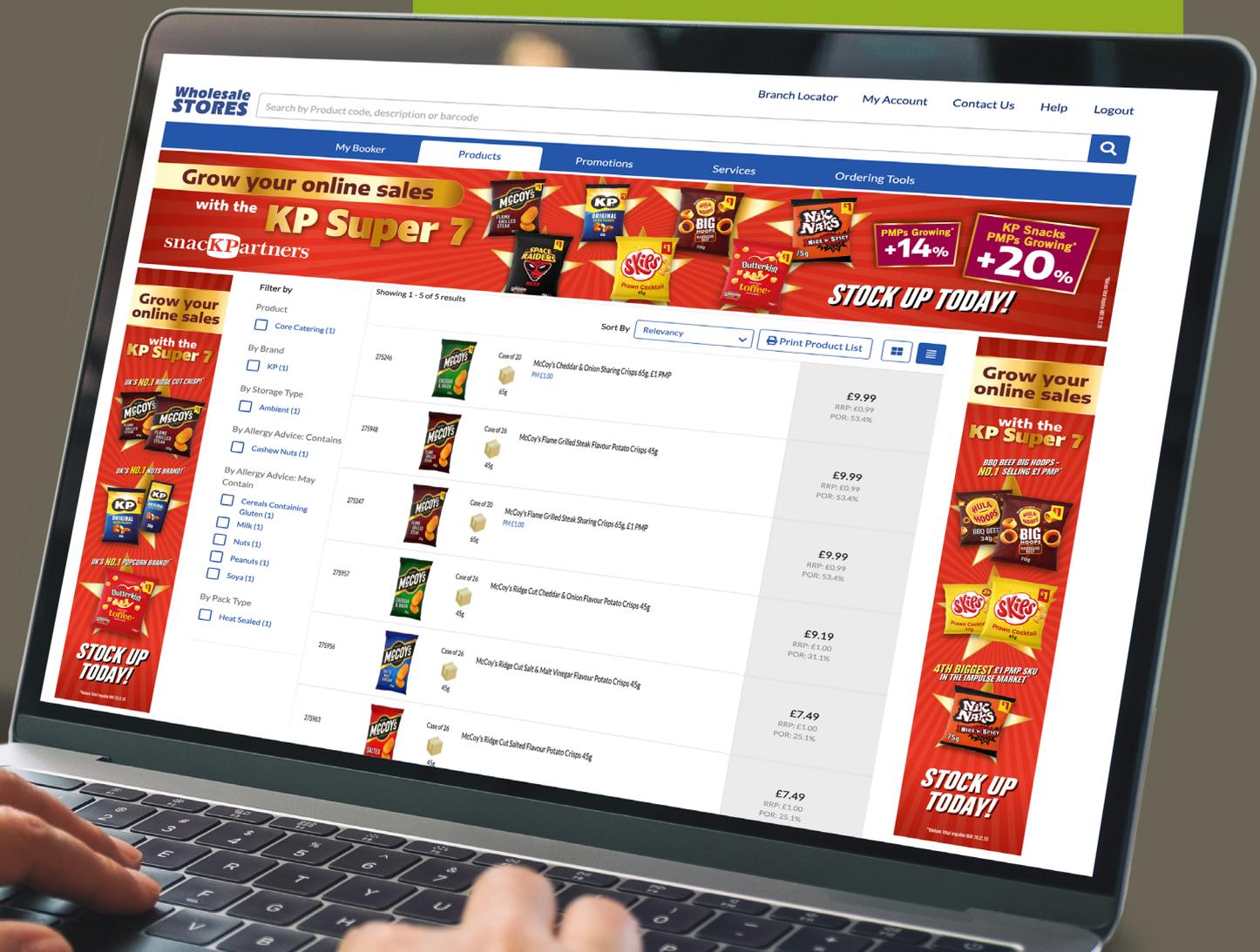


Don't just take our word for it!



“ When shopping online for my store, I want the website to be simple to use and have a good range of products with details on pricing, promotions and stock availability. I prefer to use websites with easy to find products that I need that have up to date imagery and product information. On top of this, if the website has advice on the category, planograms and ways to maximise my sales through promotions and POS I am more likely to visit that site again. ”

Avtar Sid, Owner, Kenilworth Budgens



To find out more contact us!

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