3 Retail Merchandising Tactics Designed to Maximize Shelf Appeal

**savvy, tested, map, gaze, drawn,**

Incorporating tried and ………………..merchandising tactics into your store’s layout and design can deliver the ultimate in-store experience for your customers and give priority products the visibility they need to fly off the shelves.

When shoppers visit stores and ………………….upon shelves, the products which stand out the most draw maximum attention and are therefore most likely to make it into shopping baskets. …………………marketers now even utilize eye-tracking software to see which products the eye is ………………to on a shelf – using this important data to …………….. their own in-store shelving displays.

**appeal, core, maximize,**

With so much science and theory behind product packaging design, designers need to innovate regularly to remain relevant – without ever compromising their ………………..brand imagery, of course. Below, I’ve outlined three key ways retailers can …………………the shelf ……………… of their products – increasing visibility and, ultimately, sales.

**Engage in cross-merchandising**

**broaden, displaying, complement, complementary, incremental ,**

In-store merchandisers can take full advantage of cross-merchandising to ………………a store’s offering and boost that all-important revenue. Cross-merchandising has the ability to generate additional revenue for a store as a result of …………………certain products together in a carefully chosen area of the store.

This technique is known by various names in the industry, such as ……………………purchases, secondary product placement and add-on sales – but these labels all refer to the strategic positioning of related or ………………….products. Cross-merchandising sets out to satisfy consumer needs while informing customers of the different options that are available to them – particularly those that could improve or ……………………their purchases.

**disposable, entice,**

In summer, stores practicing cross-merchandising will likely place a combination of complementary items together, such as ………………….BBQs, meat products and condiments. By identifying products which are usually combined and placing them together, retailers can ……………….shoppers into buying a range of related products for an occasion – even if they only came in for one.

Showing customers how to use a product is another great tip. Displaying simple recipe ideas on a promotional board, with all of the necessary ingredients placed nearby, is a clever way to foster interest. If your store sells a unique sauce, consider showing customers a tasty dish it can be used in.

**affordable, swiftly, pile,**

Another popular example of cross-merchandising is positioning small, …………………….. products near the checkout, such as socks and chocolates. The modest size of these items means they can easily fit into baskets, aren’t seen as a considerable purchase and therefore don’t warrant a second thought before they’re …………………..added to the checkout…………………...

**stand out, vertical , eye-level,**

**Consider vertical shelf displays**

[Opting to use vertical shelving units](https://action-storage.com/shop/shelving) is a smart way to make products…………………, maximize your use of the available space and give shoppers a richer and more varied in-store experience. The benefits of vertical merchandising all come down to ………………………shelf interest – as products positioned below eye level aren’t as immediately visible and therefore attract less attention from shoppers.

Retailers are aware of this, and when they choose to display their products in a ………………..manner, they tend to place more expensive, premium items at eye level – while cheaper, own-brand or budget alternatives are typically placed at the bottom of a product display.

**Grab attention with color blocking**

utilize, throughout, chaotic, harness,

This merchandising tactic is commonly used by fashion retailers and food stores, and involves the act of placing items in contrasting colors side by side. Visual merchandisers ………………….color wheels to …………………….profitable relationships between two colors and avoid………………… or jarring color combinations – with a view to creating a store environment that flows naturally…………………..

**relevant, engineer, gradients,**

For those new to color blocking, begin by choosing a theme (for example, Valentine’s Day, Halloween or Christmas) and position products or displays in……………….. colors alongside each other. For Halloween, for example, goblin green, orange and black would be suitable colors for this theme. The next step is to create a color flow based on the theme – with darker colors placed on the left, moving gradually towards lighter shades on the right, or darker colors at the bottom moving towards lighter shades at the very top of a display. This way, you can use …………………….to direct shoppers’ attention to wherever you’d like.

By incorporating these tried and tested merchandising tactics into your store’s layout and design, you can …………………………the ultimate in-store experience for your customers and give priority products the visibility they need to fly off the shelves.