The subscription selling opportunity:
Go-to-market strategies for CPGs and retailers

New thought leadership report from Brick Meets Click

Barrington, IL – May 16, 2017 –

Subscriptions now represent an increasing percent of online purchases of food and nonfood items – from meal kits to shaving cream to baby wipes and dog food. This growth is driven by the subscription offer’s ability to deliver some compelling benefit. If you’re in retail today, subscription models should be on your radar, because they challenge not only the traditional in-store buying trip, but traditional ecommerce buying as well.

So how can companies adapt and integrate this new way of selling? The team at Brick Meets Click has developed “Leveraging the Subscription Opportunity,” a new report that provides clear direction on how CPGs and retailers can harness the potential of subscriptions to increase sales and strengthen connections with consumers.

The report frames out the full range of subscription opportunities – from automatic replenishment to curated collections to wide-assortment shopping – and it explains nine go-to-market strategies that CPGs and/or retailers can use to leverage subscriptions to generate growth for their businesses.

“Subscription programs are much more than just a fulfillment solution. They create a dynamic that can transform the shopping and buying process from a one-off transaction into an ongoing relationship.” says Steve Bishop, Managing Partner of Brick Meets Click.

The big opportunity is to get closer and more connected to consumers in new ways. “Subscriptions are part of the larger direct-to-consumer movement that is one of the growing trends in selling around the globe today,” says Bill Bishop, Chief Architect of Brick Meets Click. “We conducted extensive
research and interviews with both domestic and international industry experts, and it’s clear that when subscriptions are used to connect the right consumers with the right products, they can deliver new sources of growth.”

To learn more about how today’s CPG manufacturers, brands and retailers can leverage subscriptions download the new free report Leveraging the Subscription Opportunity and start to find the answers.

Subscription offers can be quite disruptive and will continue to pose a strong challenge to the traditional in-store buying experience, but as the old adage goes – that challenge is just an opportunity for manufacturers and retailers to participate in the growing direct-to-consumer approach to selling products the way consumers want to buy them.

When companies want to take the conversation about leveraging subscription opportunities to the next level, they should reach out to the team at Brick Meets Click. We offer consulting and advisory services for every size business, from start-up to Fortune 500.

Special thanks to SAP Hybris for supporting development of this report.

About Brick Meets Click
Brick Meets Click was co-founded by Bill Bishop and Steve Bishop and has been deeply engaged in two areas since 2011: tracking the way digital technology is changing the shopping experience, and developing frameworks for how retailers and manufacturers can respond to drive new sources growth. Visit us at brickmeetsclick.com to learn more about our expertise and offerings.