

wholesale marketing strategies

What is wholesale marketing strategy?

Businesses that sell products wholesale can use a wholesale marketing strategy. Wholesalers typically sell large quantities of products to retailers at low prices, who then sell that product in retail stores. Wholesale marketing targets retailers, to grow the client base of wholesalers. This type of marketing includes any type of strategy or marketing tactic that increases the customer base or the profits of a wholesale business. The specific strategy you use may depend on the product you sell, your clients' needs and your company's brand.

Implementing a wholesale marketing strategy can greatly benefit a wholesale business. You can combine marketing strategies with selling tactics in order to grow your client base rapidly. It's important to choose a strategy that's targeted to your audience so you can effectively reach the right types of potential clients.

13 types of wholesale marketing strategies

There are many tactics you could implement in your wholesale marketing strategy, so it may be helpful to identify a few useful strategies. It's important to choose strategies that specifically appeal to your target audience. Your marketing strategy may have more success when you use this approach. Here are 13 types of wholesale marketing strategies to consider:

1. Referral incentives

One strategy you might consider focuses on your existing customers. A referral incentive offers existing clients an incentive, such as a discount on their next wholesale order, for referring your company to potential clients. This provides your company with the opportunity to further develop your relationships with existing clients. Additionally, you can grow your client base as potential customers get in contact. Since the potential clients heard about your company from an existing client, they may already trust your services and the quality of your products, which can improve the likelihood of them becoming regular clients.



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2. Attend trade shows

Depending on your industry, you can attend trade shows to network with potential retailers. A trade show provides a plethora of opportunities to liaise with other wholesalers, converse with existing clients and find potential customers who need your product. Even if you don't gain new clients during the trade show, you can grow your company's professional network. You can develop these connections after the trade show and potentially convert clients by following up at a later date.

3. Add your company to industrial directories

Another marketing strategy is to add your company information to industrial directories. An industrial directory is a compilation of online resources that list several different companies in a specific industry. As retailers peruse one of these directories, they can find relevant information about your company and get in contact with you. This is a good way to spread the word about your company and the products you sell.

4. Develop a social media presence

Digital marketing through developing a social media presence is a popular method. You can use social media platforms to promote seasonal sales, connect with clients in a different setting or find new clients that align with your business. Social media has multiple different uses which you can customize to appeal directly to your target audience. For example, you could conduct a live question and answer session where clients can ask questions about your products or delivery process. A social media presence can encourage client interaction which can increase a client's loyalty to your company.

5. Set up a website

Another digital marketing strategy is to set up a website. This website can include a list of all your products. You could include a feature that allows customers to order products directly from the website, which may streamline the process of ordering. Your website can include company branding and other relevant information about your business. A website is another great way to grow your business since it allows potential clients to find your products by conducting a search on the internet.



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6. Add merchandise to customer outlets

Since you sell products to a retailer, it's important for the retailer to sell your product to customers. When customers buy from the retailer, then the retailer can buy more products from you, the wholesaler. One strategy is to add merchandise that promotes your product in the retail shops. You might create signage, like posters, that draws customers' attention. By contributing to the promotion of the product in-store, you can increase your sale to that particular retail client.

7. Visit companies in person

If you want to increase your clientele in your local area, you can visit retailers in person. Visiting in person can help potential clients better identify the company. Additionally, it facilitates a relationship between the wholesaler and the client. Visiting companies in person may improve sales since clients have a personal relationship with someone from the company.

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13 Types of Wholesale Marketing Strategies to Implement

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By Indeed Editorial Team

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The Indeed Editorial Team comprises a diverse and talented team of writers, researchers and subject matter experts equipped with Indeed's data and insights to deliver useful tips to help guide your career journey.

Wholesale businesses sell products in bulk to retailers, so their target audience is other businesses. Business-to-business marketing is necessary for wholesalers to find new clients and encourage them to buy products on a regular basis. If you're in the wholesale business, your company may benefit from implementing wholesale marketing strategies.



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In this article, we define wholesale marketing strategy and provide a list of 13 types of wholesale marketing strategies that you can implement.

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8. Use email communication

You can use email communications to reach out to both existing and potential clients. You might send emails to potential clients to introduce your company and explain what products you offer. If you want to inform existing clients about an upcoming sale or price drop, you can use emails to provide information in a useful format that clients can refer back to.

Related: [How To Write an Email to a Potential Client \(With Template and Example\)](#)



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9. Print ads in an industry publication

If your industry has popular publications, such as magazines or catalogs, consider buying ad space. You can use these ads to target clients in a specific industry. These ads can include the name of your company, direct potential clients to your website and provide contact details. This may generate interest in your products, which can lead to an increase in sales.

10. Offer periodic schemes

Periodic schemes are strategic marketing efforts that can appeal to both existing and potential clients. You might offer 10 units of products for free when a client buys 20 units. This can incentivize clients to increase their orders. Additionally, it can influence potential customers to make their first purchase, since they can get more for their money during a periodic scheme.

11. Participate in wholesale drop shipping

Wholesale drop shipping occurs when a retailer lists a product on their website even if they don't have the product in stock. If they receive an order, then the retailer places an order with a wholesale supplier. Instead of shipping the product to the retailer, the wholesaler sends it directly to the customer who placed the order. When companies participate in this process, they may encourage clients to buy from them, since it eliminates part of the process for the retailer. By simplifying the process, you can increase your overall revenue.

12. Enter international markets

Different international markets have varying requirements for international shipments, but this is a great opportunity to expand your business. Entering international markets can greatly expand your potential client base. Expanding into international markets can also contribute to your reputation with local clients, showing that your products are desirable in several locations.

13. Look for institutional clients

Institutional clients are organizations that serve a high number of people, such as hospitals, airports or public libraries. Since these organizations constantly need new products to keep up with demand, they can be a large source of income. You can look for institutional clients in your local area. Typically, these clients have large, regular orders, which can add consistency to your company's revenue.



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