

Maintaining Retail Relevance in an Omnichannel World



MATHIS **Martines**

M2 Brands


**Natural
Products**
EXPO WEST®


New Hope
NETWORK™



Maintaining retail relevance in an Omnichannel world

Mathis Martines

Founding Partner – M2 Brands

Expo West 2019

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Maintaining Retail Relevance

- Why Do Retailers Love/Hate Online?
- Opportunities And Hurdles For Retailers
- What Are Retailers Looking For In Brands
- How Your Brand Can Capture The Conversation And Win Trust With Retailers



Retailing is a Relationship

For A Tradition Brick And Mortar Retailer

Customers

Suppliers

Enablers

Where Does Online Fit In?



Love and Hate With Online





The fight to Make it work

- Endless Aisle
- The Cost Problem
- Shifts In Resources
- Shipping And Fresh?
- Data



How your brand Can Win

- Know Your Brand, Own Your Info (PIP)
- Drive Online Traffic And Engagement
- Partner On Social Media
- Grow Product Loyalty/Leverage Online Wins
- Be A Progressive Shipping Solution
- Seek Out Packaging Solutions

Be A Consumer Leader!

Be A Cost Leader!



Thank you Expo West 2019!!

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