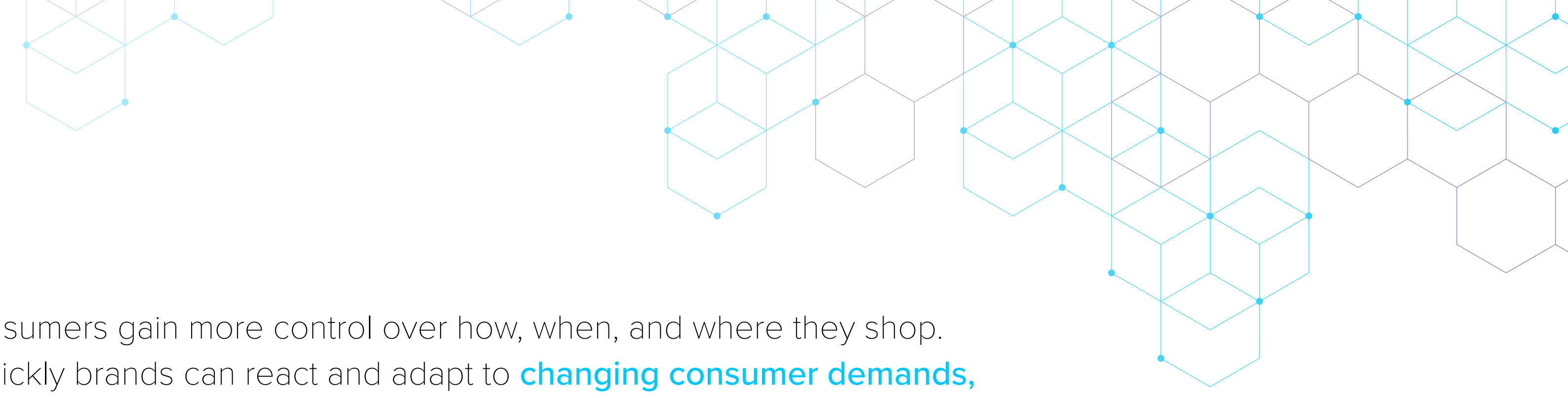


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# Measuring the Costs of Labour-Intensive Go-To-Market Strategies



The retail market is constantly changing as consumers gain more control over how, when, and where they shop. Success on the digital shift is reliant on how quickly brands can react and adapt to **changing consumer demands, market forces, and category disruptions**. But getting to market with a labour-intensive go-to-market (GTM) process results in unnecessary costs..

## How Brands Manage the GTM Process

The rules and requirements that enable success on the digital shelf change monthly, weekly, and sometimes even daily. Brands who manage the GTM process manually or use an unintegrated, dissimilar set of tools risk lagging behind the competition. And while speed is essential to success, many brands continue with **laborious, time-sucking manual GTM processes**.

Consider some of the most common GTM steps for brands:

- Create and manage product information;
- Respond to changes in products, such as packaging, descriptions, and price;
- Respond to changes in retailer requirements across channels;

- Set up, map, and manage new channels;
- Support changes for seasons, holidays, and targeted merchandising promotions; and
- Create space for experimentation and testing.

Forrester Research describes **three challenges brands face when activating product content to retailers' digital shelves**: content stewardship is labour-intensive, content gaps aren't visible, and commerce partner connections are typically manual and error-prone. The truth is there's a better GTM strategy that eliminates unnecessary costs and labour-intensive processes.



## Managing Content Stewardship Effectively

Teams often combine tools to manage the creation, curation, and management of their product content. Some of the common locations brands store their product data are spreadsheets, emails, cloud drives, and hard drives. However, this creates scattered product content making it hard to find, hard to update, and hard to optimise.

Developing and approving product content requires many people and many teams. These teams are likely spread out across the organisation, and it takes time and coordination to get the information to create and update product pages. **Centralising product information** can give brands a single place to:

- Create product content in line with brand messaging;
- Approve content updates and optimisations;
- Store data in one single source of truth;
- Syndicate content to retail and channel partners;
- Improve data agility while ensuring data quality; and
- Unite sales and marketing, providing easy and quick access to current content.

## Identifying Content Gaps Efficiently

Siloed systems will often result in content gaps and errors. Finding these gaps and inaccuracies is challenging when brands use separate systems like product information management (PIM), master data management (MDM), and enterprise resource planning (ERP). Without integrating these tools, brands cannot fully analyse content to find gaps.

This process is often manual and time-intensive. Manually identifying content gaps makes it error-prone and it's easy to miss key content needed to support product sales. A product experience management (PXM) platform can alleviate these tasks. With **a PXM platform**, brands can:

- Analyse existing content to identify gaps;
- Find errors in the data that lead to problems in the buying journey down the funnel; and
- Continuously improve the product experience.



## Manage Ecommerce Channels

How many channels host your products? Getting your products on your direct-to-consumer (D2C) website is one hurdle, but what about the seemingly-limitless number of other channels? Between retailers, marketplaces, and distributors, there could be hundreds of places your catalogue is sold, and each channel has its own set of requirements.

Brands must be able to connect every channel in their ecommerce ecosystem — retailers, marketplaces, distributors, and more — to get their products live everywhere quickly through built-in connectors. A PXM solution can:

- Manage unique specifications and requirements across retailers and channels;
- Create multiple versions of product content to optimise content for every channel's audience;
- Help a brand decrease these labour-intensive process; and
- Reduce GTM business costs and get to market faster.





## How Salsify Can Help

The faster brands get their products to **the digital shelf**, the better. The faster brands make updates in response to the constantly evolving market and retail landscape the better. Iteration is critical to the success of your products on the digital shelf. Salsify's PXM solution can help brands:

- Set up product experiences across channels and iterate on them quickly;
- Improve your ability to go-to-market quickly; and
- Lessen the amount of time and labour required during the GTM process.

[See How it Works](#)

Get in touch with a Salsify representative today to learn more about how PXM can help your team get to market faster.