

Retail Advertising

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Retail advertising budgets Although many retailers are small local operations, retail advertising is big business. Research shows that on average retailers spend 3% of net sales on advertising. Retail marketing relies heavily on the promotional aspect of the marketing mix, as can be seen by the number of print advertisements for consumer goods such as clothing, food and furniture.

NRFs retail marketing community provides unique networking and educational opportunities for retail advertising and marketing executives. NRF CMO Council The NRF CMO Council serves as the primary advertising and marketing voice for the retail industry. Retail Advertising - Retail Promotion. Although the primary purpose of this section is to discuss merchandise management, advertising is so important to the concept that its inclusion, though brief, is necessary. There are two major types of advertising: Advertising to acquaint potential buyers with the special features of a product.

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