

# Standing Out in the FMCG Industry

Understanding the influence of touch points in the buying process

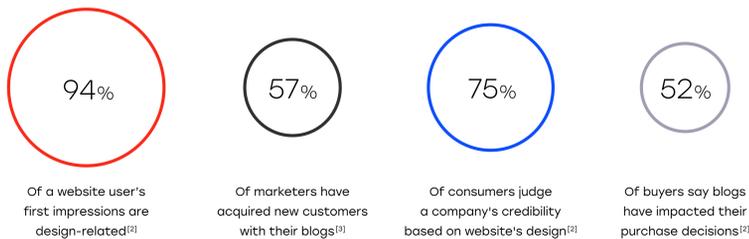
In the fast-moving consumer goods (FMCG) industry, competition is strong and brands need a way to stand out. That's where the power of visual content comes into play. But what are the most influential touch points for consumers?

## Before Sales

Build awareness among consumers to drive acquisition and attraction.

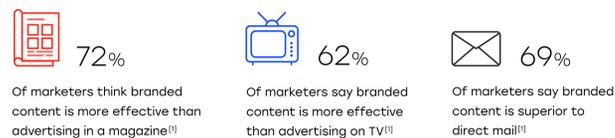
### Website / Landing Page

Online



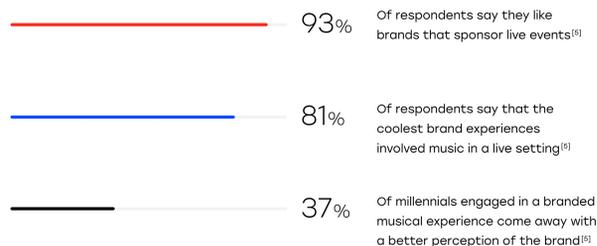
### Branded Content

Product & Brand



### Sponsored Events

PR



### Webshop / Ecommerce

Online

“More and more CPG companies are moving toward Direct-to-Consumer (D2C) models, setting up their own online and offline distribution channels, giving them immediate control of their consumer-facing presence.”<sup>[11]</sup>

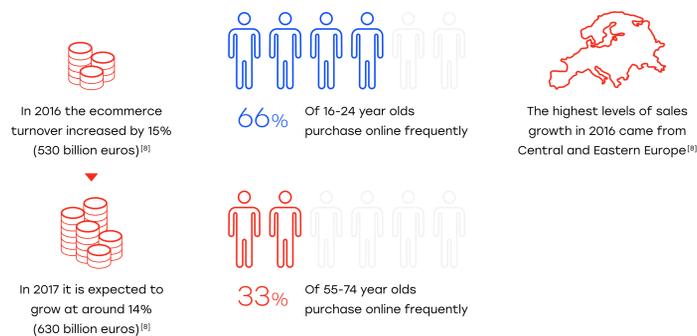


## During Sales

Create a unified experience across every platform to increase conversion and sales.

### Online Retailers

Online



### Promotions

Online

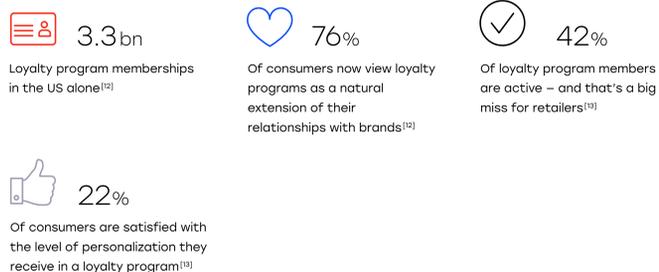


## After Sales

Develop brand loyalty to increase retention and satisfaction rate.

### Loyalty Programs

CRM



### Facebook, Twitter, LinkedIn, YouTube

Social Media



### Event-Driven Marketing

Personalization



## Grip

Grip is web-based software that automatically produces visual content for physical goods.

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### References

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