



shopperations

## CASE STUDY

# VITAL FARMS

HOW SHOPPERATIONS HELPED VITAL FARMS ONE-PERSON SHOPPER MARKETING TEAM BE MORE PROACTIVE AND UNIFY THEIR TEAMS



**BECCA HEEKE**

*Associate Brand Manager*

One of the characteristics of shopper marketing in most CPG organizations is that they sit uniquely between brand and sales. This gives shopper marketing the ability to impact the business in various ways. It also means that shopper marketing leaders are pulled in multiple directions balancing executing effective strategy for their company and retail customers while clearly communicating and aligning with other areas of the business.

## THE PROBLEM

For Becca Heeke, Shopper Marketing Lead at Vital Farms, this reality was amplified by the fact that, like many other growing brands, she was a team of 1.

“Much of the information about our shopper marketing programs was living in my head,” says Heeke about why managing the day-to-day operations of a shopper marketing program were complex.

As a result, Heeke felt that she was frequently behind on reporting, leaving the sales team a step behind in understanding the shopper marketing strategy at their accounts.

Not only were they behind in understanding, but also planning remained siloed and reactive to retailer demands. Despite the agreement that collaborative planning would benefit sales, shopper marketing, and their retailer customers, centralized communication and planning continued to be limited by disjointed manual processes.

## THE SOLUTION

The reality was that Vital Farms was missing opportunity to be more proactive resulting in better outcomes for their business.

Knowing that current practices were not only not as effective as they could be, but also not sustainable as the company grew, Heeke looked for a solution that would not put unnecessary strain on their budget or take valuable time from her or other internal teams.

Heeke turned to Shopperations initially because she knew that Shopperations Founder and CEO, Olga Yurovski, had deep industry experience leading shopper marketing teams and understood the day-to-day challenges she faced and the organizational expectations from future growth.

“Shopperations was a breeze to deploy and Olga and her team also customized the entire platform to meet the unique needs of a smaller brand like Vital Farms,” says Heeke.

Getting the system implemented is one thing, but getting the sales team to access it to find the information they needed would be another.

By centralizing communication and planning within the Shopperations solution, Heeke and Vital Farms were able to empower the sales team to make more informed decisions and share insight about the totality of their investment with retail partners.



**Simplified planning, implementation and reporting**



**Easy deployment**



**Empowered sales team by centralizing information**



**Allowed entire process to be more collaborative**

## THE RESULTS

It didn't take long for Shopperations to be put to test, when a salesperson desperately needed shopper marketing plans to share with a retail customer immediately, but Heeke was on vacation.

"Instead of frantically calling me, they were able to login to the system, see the plans that they needed, download a report or a calendar and send them off to their customer," says Heeke.

Shopperations is a solution designed to ease the day-to-day challenges of shopper marketers while providing the organization with a clear picture of the budgetary and strategic implications of shopper marketing programs.

For Vital Farms and other CPG companies of all sizes using Shopperations, this means less time pulling together information from various spreadsheets and emails, and more time focusing on proactively meeting customers' needs and growing the business.

Tired of feeling like all of your Shopper Marketing details are sitting in your head? Request a demo of Shopperations to talk about how you can turn those thoughts into a more proactive and collaborative shopper marketing strategy for your business.