What Marketers Need to Know About Inventory Management

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As e-commerce becomes more popular, marketers need to provide consumers with product descriptions that take the place of in-store evaluations. Usually this means providing accurate photo representations of merchandise on websites and detailed descriptions of features and performance. Online shoppers become more savvy every day, however, and businesses need to mine different operations for relevant data.

Product movements in warehouse management procedures could offer information that demonstrates company commitment to service or shipping options consumers look for. Automated data collection solutions can offer marketers visibility into warehouse and distribution operations that may make great advertising materials.

Availability of Products
Since e-commerce shoppers can't take items home with them as soon as they make a purchase, shipping schedules are very important. Online shoppers want as much delivery information as possible. Most consumers will check availability dates, shipping schedules and return policies before placing an order.

Offering specialized shipping could encourage customers to buy more. According to a survey by ComScore, 58 percent of online shoppers add to their carts to qualify for free delivery and a vast majority of consumers will wait longer for products if shipping doesn't cost them anything.

Marketers need to know the exact time and strategies used by warehouse management to send products to consumers. Real-time automated data collection solutions provide every user with insight into when employees send orders and if any problems occur. Marketing teams can advertise distribution features that make the company stand out and communicate histories of meeting demands to potential clients.

Distribution Conditions

While customers want cost-efficient products delivered quickly, some consumers are not willing to support businesses that cut corners. The Information Age allows audiences to avoid organizations that rely on unsafe manufacturing or distribution practices. News sources like Think Progress provide consumer with lists of businesses that prioritize human rights and honest procedures.

If a company pays fair wages and provides employees with top-notch working conditions, it can use its above-board business practices to appeal to the humanity of consumers. Besides referencing consistent data records, many marketing campaigns film workers on the job or show inventory moving through supply chains to give customers complete visibility of how products go from manufacturing to delivery.

Transparent shipping is especially important for fragile or perishable goods. Showing how distribution works can alleviate fears of contamination in food products or damage to sensitive merchandise.

Products to Push

When a company uses a centralized information system fed details by automated data collections solutions, communication is a two-way street. Marketers can mine daily information records for details consumers need to know, and they may search for data they can use to make warehouse operations simpler.

Marketing can help with inventory management by pushing certain products. Marlin Equipment Finance Resource Center, an equipment finance company, said companies should use daily inventory performance metrics to plan advertising campaigns. A stockpile of goods may indicate it's time for a special promotion or sale on a particular product.

When organizations keep an open line of communication between departments, the entire business profits. A united brand provides consistent service to consumers.

Obstacles to Visibility
Once companies recognize the need for distribution data in marketing, its time to find convenient solutions. Providing mobile data collection devices to employees is an effective way to simplify consistent reporting activities.

No matter what devices a company utilizes for daily reporting, it should ensure workers deliver information to a centralized solution. A business needs an infrastructure that integrates datasets from unique departments collected from numerous locations. The RFgen white paper "Solving the Remote Warehouse Dilemma with High Availability Distributed Solutions" explained how working with a data collection partner helps companies overcome geographic obstacles and disconnected systems to achieve a unified infrastructure.