

Delivery

Product delivery to the customer in the context of marketing refers to the process by which a company delivers its finished products to the final consumer. This process includes the physical transfer of the products or services, as well as the organisation and coordination of all relevant logistical and operational activities.

Product delivery plays a crucial role in marketing, as it represents the link between the company and the customer. Various promotional activities can be associated with product delivery to the customer, such as packaging design, inserts and information material, personalised greeting cards or offers, outer packaging as well as customer feedback and reviews.

Booking options

- | | | |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising | ✗ Marketing portals, Marketing automation platforms |
| ✓ Service provider | ✗ Self service tool, media buying platform | |

Media segment

- | | | |
|----------------|------------------------------------|----------------------|
| ✗ Internet | ✗ Out of home, digital out of home | ✓ Household, office |
| ✗ E-commerce | ✗ TV, cinema, moving image | ✗ Internet of Things |
| ✗ Social media | ✗ Radio, audio | |
| ✗ Mobile | ✓ One-to-One | |

Media type

- | | | |
|-----------|---------|------------|
| ✓ Digital | ✓ Print | ✓ Analogue |
|-----------|---------|------------|

Target group

- | | | |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✗ Business-to-Employee |
|------------------------|------------------------|------------------------|

Marketing objective

- | | | |
|---|------------------|------------------------|
| ✗ Brand awareness, increased audience reach | ✓ Customer care | ✗ Employee recruitment |
| ✗ Lead generation, new customer acquisition | ✓ Sales increase | |

Customer Journey

✗ Awareness	✗ Purchase	✓ Advocacy
✗ Consideration	✓ Retention	

Ad media

✗ Advertisement, Banner	✗ Google Business Profile	✗ Roof objekt
✗ Advertorial	✗ Influencer	✗ Sales talks
✗ Annual report	✓ Landing-page, microsite	✓ Self service terminal
✗ Appointment calendar	✗ Location Based Service	✗ Shopping cart
✗ Audio, radio spot, audio file	✗ Mobile payment systems	✗ Sign, labelling
✗ Augmented Reality	✓ Newsletter	✗ Social media advert
✗ Beach flag, flag, roll-up	✗ Newspaper, magazine, periodical	✗ Social media company page
✓ Book, E-book	✓ NFC	✗ Social media posting
✓ Brochure, flyer, inserts	✗ Offer, quotation	✗ Social media profile page
✓ Catalogues, price lists	✗ Office equipment	✗ Sponsoring
✗ Chat, chatbot	✗ Office files	✗ Spontaneous event
✗ Company entries	✓ Operating instruction, user manual	✗ Structured company data records
✗ Configurator	✗ Passers-by addressing	✓ Survey
✗ Contact form	✗ Petrol pump nozzle	✓ Telephone and video call service
✗ Content SEO-optimised	✓ Postcard	✗ Unboxing
✗ Credit card	✗ Poster, billboard, pillar	✗ V-card
✗ Customer card	✗ Product live demo	✗ Video spot, moving image
✗ Display, monitor, citylight, megalight	✓ Product packaging, product labeling	✗ Virtual Reality
✗ Display stand, light box	✗ Product sample	✗ Virtual, voice assistant
✓ E-mail, signature banner	✓ Programmatic print	✓ Vouchers, coupons, discount cards
✓ E-paper	✓ Promotional items	✗ Web layer
✗ Event	✗ Push, text messages	✗ White paper
✗ Exhibition stand, event modules	✓ Quality seal	✗ WLAN for visitors
✓ FAQ	✓ QR code, link	
✓ Games, competitions	✗ Rental addresses, target group areas	

Connected media channels

App (Brand, topic)
 Call centre
 Consulting, support, training
 Customer loyalty programme
 Email, email newsletter
 Field sales force
 Messenger
 Navigation system, map tool
 Point of sale (POS), Showroom
 Print mailing
 Product, service (Advertising medium)
 Product, service experience
 Reviews, recommendations
 SMS

Transaction documents