



Partnering to Build a Channel-Free Ecosystem Campaign Brief

Purpose:

Traditionally, the retail industry is slow to adopt new technology. Many companies are still using the technology they used 40-50 years ago, just with patchwork fixes. But with the demands of today's consumer – fast delivery, easy returns, providing a full stock of the products people want when they want them, and more – that technology fails even with the added fixes.

To compete and thrive in today's fast-paced, multi-channel retail industry, retailers can't rely on an old, outdated omnichannel logistics strategy. They have to transition to a channel-free ecosystem that will enable them to integrate technology and break down silos across their supply chain, house and use inventory across all channels, and meet consumers where they live, work, and shop, including how they want their package delivered or returned – shipped direct, store pickup, curbside delivery, locker/parcel pickup, etc.

Fillogic has the partnerships and network to help retailers create a seamless channel-free logistics ecosystem. In this campaign, we'll outline how these partnerships benefit retailers and why a fully functioning channel-free platform (without giving away the secret sauce) is the best path forward. We'll also target potential partners in technology, post-purchase, and transportation to showcase why partnering with Fillogic makes good business sense and will lead to success while also increasing circularity and sustainability.

Campaign Objectives

- Establish Fillogic as the channel-free expert and revolutionary in the industry and a company that retailers and partners want to work with



- Build awareness and interest in Fillogic via a multi-media strategy that targets brick-and-mortar retailers, DNBs and potential partners
- Engage audiences with content that establishes Fillogic as the source to help transform their retail logistics

Timeline:

April – June 2024

Campaign Theme and Key Messaging

A channel-free ecosystem is the key to success and the future of retail. Fillogic has created a network, through our many partnerships, that is helping our customers thrive with a channel-free logistics platform. For retailers, it saves on cost, time in transit, and maximizes inventory use by ensuring the product is where it needs to be – closer to the end consumer. For partners, it expands their reach and creates more opportunities.

Fillogic's connected suite of solutions and existing partnerships are changing the game and helping retailers be more efficient, sustainable, and profitable. The main theme of this campaign will be focused on encouraging retailers to move toward a channel-free ecosystem, how to do it, and why they should start that journey. It will also focus on why companies should join the channel-free network by partnering with Fillogic to expand their influence on retailers.

- By inventing the circular channel-free ecosystem and building a solid partner network, Fillogic is revolutionizing retail logistics, addressing pain points, and driving efficiency for retailers.
- Fillogic has the technology, partnerships, ability, and capacity to transform the ecosystem for retailers of any size.
- Fillogic's proprietary technology integrates with multiple supply chain technology platforms to provide the most comprehensive and full-circle solution for retailers – one that provides complete visibility and optimizes retail logistics operations.
- By utilizing localized hubs, Fillogic minimizes transportation costs and miles, gets products back on shelves faster, and enhances sustainability efforts.



Target Audience:

Big Retailers

- Over \$1B in annual revenue,
- Titles include: Innovation, Strategy, E-commerce, Transformation, Operations, Fulfillment, Logistics, Supply Chain, Finance, Distribution
- Seniority: Director, VP, Manager, COO,

Digitally Native Brands

- Over \$3M in annual revenue or VC backing if more than \$10M within last 9 months
- Industry: CPG
- Titles: Owner, CFO, COO, CEO Director, VP, Logistics Manager, Shipping & Fulfillment

Partners

- Post-purchase technology
- Delivery Marketplace expansion
- Fulfillment companies
- Recommerce companies
- Sustainable Recycling/Liquidation companies

Content Plan:

Top of the Funnel

Top of the funnel (TOFU) content is designed to attract a broad audience and raise brand awareness. It typically provides educational or informative content that answers questions or solves problems related to a specific topic.

- Designed Article/Guide: Creating a Circular Channel-Free Ecosystem/Network (4/16)
 - Overview - won't give away secret sauce
 - How to use tech to be more agile
 - Breakdown silos in supply chain
 - Inventory management
 - Partnerships/Benefits of Building a Network



- Email
 - Segmented by audience
 - Retailers/DNBs
 - Potential partners
- Social

Middle of the Funnel

Middle of the funnel (MOFU) content targets a more specific audience and helps to qualify leads. It provides more detailed information about the product or service, and focuses on the benefits and features that meet the needs of the audience.

- Blog 1: Pain Points of the Outdated Omnichannel Solution & How Channel-Free Solves Them (5/14)
 - Stock rebalancing (ecommerce products returned to brick and mortars), EDI and old tech
 - Partnerships
 - Email
 - Segmented by audience
 - Retailers/DNBs
 - Potential partners
 - Social
- Blog 2: Steps to Building a Channel-Free Ecosystem (stick to the basics, no secret sauce) (6/11)
 - Include inventory management and balancing, technology integrations, partnerships, etc
 - Email
 - Segmented by audience
 - Retailers/DNBs
 - Potential partners
 - Social

Bottom of the Funnel

Bottom of the funnel (BOFU) content is targeted towards prospects who are ready to make a purchase decision. It provides detailed information about the product or service, including pricing, demos, and customer success stories, with the goal of converting prospects into customers.

- Infographic: The Fillogic Network and Its Benefits (6/27)



- Showcase Fillogic's partners for DM, reverse logistics/post-purchase, fulfillment, inventory management and the benefits of those areas in a channel-free ecosystem
- Email
- Social
- Case Study - Levis? Other? (7/16)
 - Email
 - Social
- Partner Press Releases

Campaign Schedule:

[\(Added to the Marketing/Editorial Calendar\)](#)