



The Wholesale Influencer Blueprint



Choosing the Right Tool for the Job

No professional turns up to a complex job with only a hammer. Different structural challenges require different specialist tools. To win the recommendation at the merchant counter, you cannot just rely on a single, tactical promotion.

This diagnostic blueprint helps you select the exact programme structure and reward mechanics needed to solve your specific channel bottlenecks and build a bespoke, margin-protected loyalty solution.

Target-Based Incentives

THE LEVERAGE TOOL

The Blueprint: Drive volume growth by pushing established accounts to exceed custom sales targets based on historical baseline data.

The Result: A rapid, significant lift in incremental volume without subsidising existing organic sales.

Watch Out For: Inaccurate baselines that alienate participants or waste budget on guaranteed revenue.

Tactical Promotions

THE WEDGE TOOL

The Blueprint: Capture immediate attention on the wholesale floor using high-impact, low-barrier campaigns like instant points multipliers or spin-to-win.

The Result: High-velocity engagement from counter staff and rapid inventory clearance during slow cycles.

Watch Out For: Short-term volume spikes that fail to build long-term loyalty once the campaign ends.

Always-On Loyalty

THE FOUNDATION TOOL

The Blueprint: Build long-term brand preference and defend your network against competitor price-cutting through continuous, tiered points progression.

The Result: Reduced customer churn, protected product margins, and a highly resilient merchant channel.

Watch Out For: Overly complex rules or unreachable goals that cause programme fatigue and active disengagement.

Supplier-Funded Campaigns

THE CO-OP TOOL

The Blueprint: Accelerate inventory turnover by partnering with key manufacturers to fund targeted incentives on specific product lines.

The Result: High-impact sales pushes where the reward cost is entirely covered by the supplier, protecting your margins.

Watch Out For: Conflicting or cluttered brand messages that distract merchants from your core business objectives.

The Reward Matrix: Matching Rewards to Behaviour



Digital & Prepaid Cards

INSTANT GRATIFICATION

The Reward: Instant, mobile-delivered digital gift cards that give recipients total spending freedom.

The Strategy: High utility and immediate value. Best paired with Tactical Promotions to reward quick, low-barrier actions at the counter.



Premium Merchandise

THE TROPHY EFFECT

The Reward: High-end tech, professional tools, and premium lifestyle products that participants desire but rarely buy themselves.

The Strategy: Highly versatile for tactical promos or target-based goals, but primarily suited to Always-On Loyalty where steady point accrual builds towards tangible, physical trophies.



Experiential Rewards & Travel Experiences

UNSHAKEABLE LOYALTY

The Reward: Exclusive hospitality, group travel incentives, or tailored local experiences for elite performers.

The Strategy: High-end, aspirational rewards designed to drive peak performance. Best reserved for Target-Based Incentives to motivate top-tier accounts to stretch for ambitious sales goals.



**Having the right
blueprint is just
the first step.**

A complex job requires the right tools and the right professionals to execute it flawlessly. Make sure you really know your channel ROI, book a strategy session with the Incremental team to build and manage a tailored, financially viable trade programme designed for your network.

Incremental brings nearly 30 years of global B2B engagement expertise to the UK trade market. We engineer behavioural change that protects your margins and drives undeniable ROI.

From bespoke programme design to end-to-end reward fulfillment (including premium merchandise, digital cards, and incentive travel), we partner with your brand to deliver the tools and the strategic foundation to build lasting channel loyalty.

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