

Industry Snapshot: Wholesale



With many wholesale companies traditionally operating small marketing departments, this sector is well placed to embrace a leaner and more responsive approach.

“In an industry like ours that has not evolved from a marketing perspective, there is still so much opportunity,” says Jeremy Mead, Marketing Manager at Hyne Timber. Like many wholesale organisations, Hyne Timber has not invested heavily in marketing in the past. However a recent digital pivot is paying dividends. “For a business of our size when you look at our revenue, the marketing cost centre is really small comparatively,”

Jeremy explains. For Hyne Timber and other wholesale businesses, one of the inherent challenges of marketing is how to promote extensive product ranges and product benefits. “We have a massive skew of products that we need to maintain and for us to advertise those is ineffective, so we really just try to advertise our brand,” says Dylan Peters, Product Manager at Century Batteries. “We are not an online

retailer who puts bulk online advertising out – our business is far more complex than that.”

Even in this environment, both Century Batteries and Hyne Timber are digitising their marketing efforts. This is proving effective, even while maintaining traditional sales tactics. “We can send our sales guys a report on who has opened an EDM and how many times, and they can then use that to say ‘well this person has shown an interest in this particular topic, let’s go and have that conversation’,” says Jeremy.

On the opposite end of the wholesale product spectrum, Gary Ford Brands sells sunglasses – a leisure item – into national pharmacy chains. Similar to the sales models of Hyne Timber and Century Batteries, Gary Ford Brands focuses on building in-person relationships with its clients. “As we are a growing business, investment has been diverted away from marketing and advertising, however this is a priority for the future.”

“The things we can do in house are updating templates – most of the meatier work is outsourced” says General Manager Craig Floyd.