The consumer goods industry and the way brands engage with their retailers and consumers is about to transform.

Mobile, social and the cloud have created a new, connected experience for brand managers, account planners, trade marketing managers, sales reps, store managers and consumers.

All the silos of traditional campaign and promotion planning have been removed, so account planners and trade marketing managers finally have a shared view into objectives and market activities. Along with sales reps who have all the tools and insights they need out in the field, like performance metrics, or which promotions are doing best.

They can work with store managers to understand inventory needs, immediately place new orders, share display promotion options and even use built-in photo apps to show how these promotions will look in store. Promotions that can be targeted to the ideal consumer, even alert them based on their preferences, right when they walk in the store. As these promotions drive more business, everyone stays up to date with real-time notifications on the latest results.

If consumers share comments or questions about these products on social media, they are captured, giving brand and key account managers all the research they need to plan the next product campaign. It's a single system of engagement for sales and trade management – brought to you by the industry leader in consumer goods software and the world's leader in CRM, on the most trusted cloud platform.

Accenture Cloud Solutions for Consumer Goods