

Promotion and the Promotion Mix

P463

Promotion Mix

- * Advertising – is paid non-personal communication through various media by individuals who are in some way identified in the advertising message.
- * Some of the mediums for advertising are:
 - * Newspapers
 - * Television
 - * Radio
 - * Magazines
 - * Outdoor
 - * Direct Mail
 - * Yellow Pages
 - * Internet

Personal Selling: Providing Personal Attention

- * Personal Selling is the face to face presentation and promotion of goods and services. Eg Avon

Public Relations: Building Relationships

- * Public Relations is the management function that evaluates public attitudes, changes policies and procedures in response to the public's requests, and executes a program of action and information to earn public understanding and acceptance. Eg Michael McCain's response after Listeriosis problem in Maple Leaf plant.

Sales Promotion: Getting a Good Deal

- * Is a promotional tool that stimulates consumer purchasing and dealer interest by means of short term activities. This can be done both internally and externally.
- * Internally – sales training, sales aids and trade shows

Sales Promotion : External

- * Sampling- a promotional tool in which a company lets consumers have a small sample of a product for no charge.
- * Consumer Sales
- * Coupons * Percent Off Promotions * Premiums
- * Sweepstakes * Contests * Bonuses
- * Catalogues * Demonstrations * Special Events
- * Lotteries * In-store Displays

Direct Marketing

- * Direct Marketing includes any activity that directly links manufacturers or intermediaries with the ultimate consumer. Eg Direct mail catalogues, telemarketing, and direct response advertising on tv, radio , online, mobile devices.

Website Search

* [www. Interbrand.com](http://www.Interbrand.com)