

Promotion Mix

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- A firm's total marketing communications program, called its promotion mix, consists of advertising, sales promotion, public relations, personal selling and direct marketing to achieve marketing objectives.
- Elements of promotional mix are also called as tools, means, or components
- Lets discuss in detail-

Advertising

- Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.
- It is a way of mass communication.
- It is the most popular and widely practiced tool of market promotion.
- Various advertising media – television, radio, newspapers, magazines, outdoor means.

Five Ms of advertising

- Mission
- Money
- Message
- Media
- Measurment

Characteristics of advertising

- Advertising is non-personal or mass communication.
- It is a paid form of communication.
- It is a one-way communication.
- Identifiable entity/sponsor-company or person gives advertising.
- It is costly option to promote the sales.
- It can be reproduced frequently as per need.
- Per contact cost is the lowest.

Advertising Process

Advertising objective

Message determination

Analysis

Selection of media

Evaluation



Personal Selling

It includes face-to-face personal communication and presentation with prospects (potential and actual customers) for the purpose of selling the products.

It involves personal conversation and presentation of products with customers.

It is considered as a highly effective and costly tool of market promotion

Characteristics of Personal Selling

- An oral, face-to-face, and personal presentation with consumers.
- Basic purpose is to promote products or increase sales.
- It involves two-way communication.
- Immediate feedback can be measured.
- It is an ability of salesmen to persuade or influence buyers.
- It is more flexible way of market communication.
- Per contact cost is higher than advertising.
- It involves teaching, educating, and assisting people to buy.

Personal Selling Process

Personal Selling objective



Size of force



Recruitment, selection and training



Sales target



Motivation and compensation



Performance evaluation

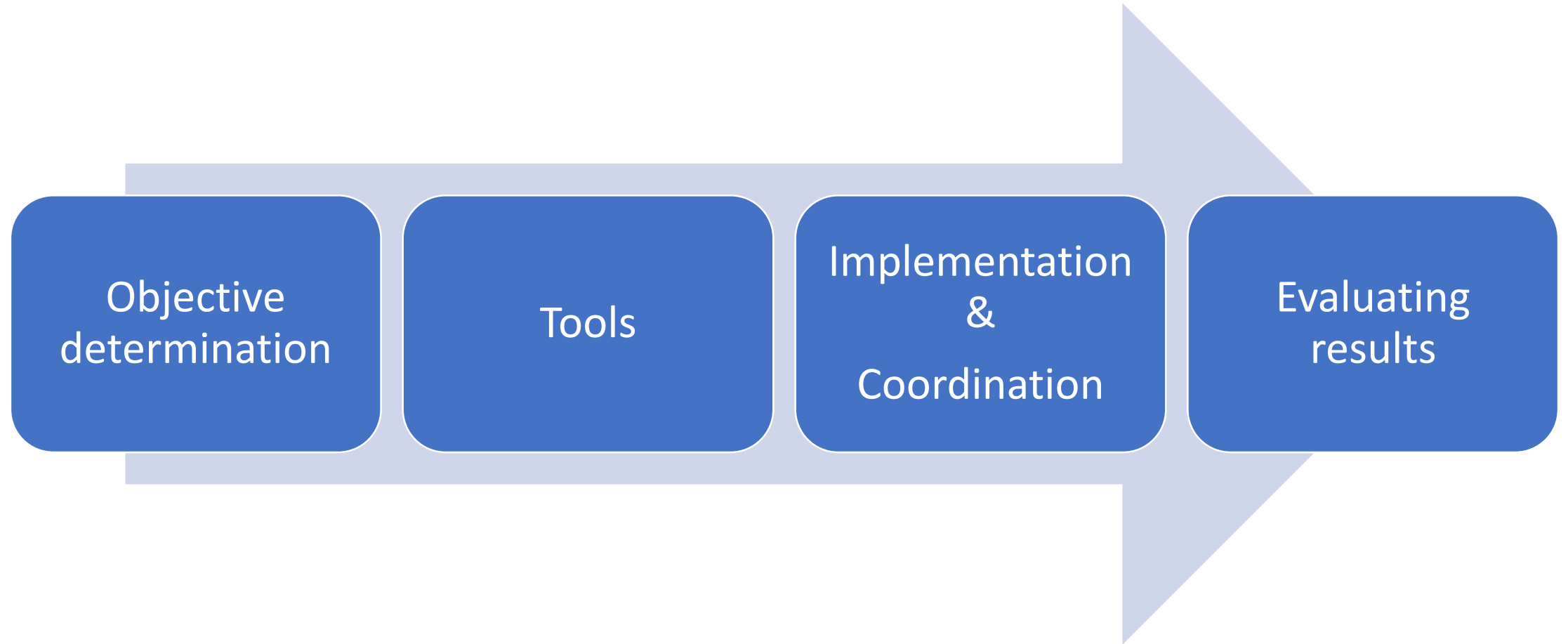
Sales Promotion

- It covers those marketing activities that stimulate consumer purchasing and dealer effectiveness.
- Sales promotion mainly involves short-term and non-routine incentives, offered to dealers as well consumers.
- The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, contests, etc

Characteristics of sales promotion

- The primary purpose of sales promotion is to induce customers for immediate buying or dealer effectiveness or both.
- Excessive use of sale promotion may affect sales and reputation of a company adversely.
- It is taken as supplementary to advertising and personal selling efforts.
- It involves all the promotional efforts other than advertising, personal selling, and publicity.

Sales Promotion Process



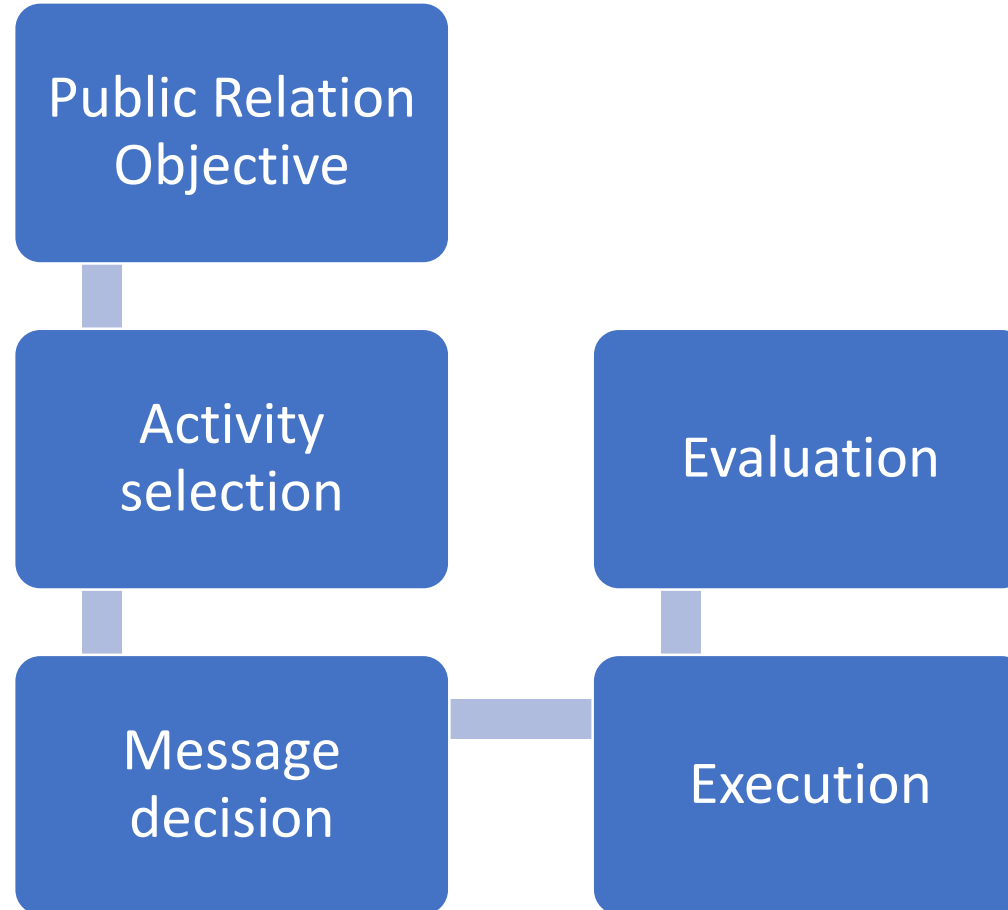
Public relation & Publicity

- Publicity is also a way of mass communication.
- It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media.
- The public relations is comprehensive term that includes maintaining constructive relations not only with customers, suppliers, and middlemen, but also with a large set of interested publics.

Characteristic of PR & Publicity

- It is a non-paid form of market promotion. However, several indirect costs are involved in publicity.
- iii. It may include promotion of new product, pollution control efforts, special achievements of employees, publicizing new policies, etc., for increasing sales.
- It is primarily concerns with publishing or highlighting company's activities and products.
- It is targeted to build company's image

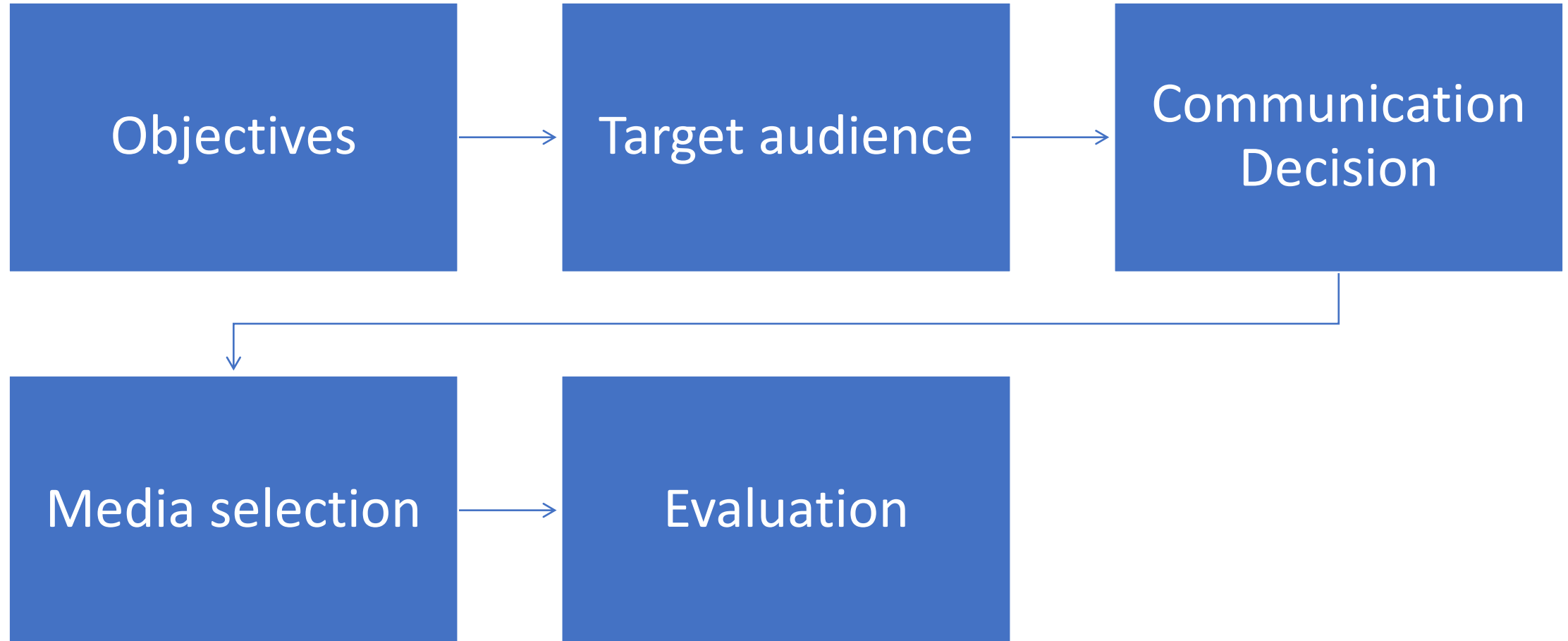
Public Relation Process



Direct Marketing

- The distribution of product, information and promotional benefit to target consumers through interactive communication in a way that allows response to be measured.
- with growing of use of internet , there are a whole lot of opportunity for DM.

Direct Marketing Process



Thank You