

Chapter 1 : Types of Promotion Objectives - calendrierdelascience.com

promotional efforts -> Usually involve a "special offer" of some sort and/or focus on a specific aspect of the brand's activity. advertising efforts -> cover all forms of advertising in the media and elsewhere.

Pastors Edge Blog The cost of media resources in the North American marketplace has fallen dramatically—especially in the age of the web. Still, churches operate from very limited budgets, and media is rightly not as important an expense as the core ministry needs to which the church is instructed to carry out in Acts 2. Promotion is a secondary role for the church, but necessary in the North American culture. Where, then, should the church focus her promotional efforts to yield the best stewardship of limited resources? Really, for most local congregations in North America, there is little if any hope of a media effort impacting the masses with any meaningful way. Thousands or tens of thousands of dollars can be spent on anything from billboards to radio and television ads to publicity stunts. I have seen churches buy ice cream trucks, give away gasoline and movie tickets, hold crazy neighborhood events and try all manner of paid advertisements in an effort to attract an audience. I believe for the most part these efforts are wasted. If you are a Christ follower and you want to begin to disciple others, where do you begin? Would you employ a recruitment program and have some kind of matching process to pair people with mentors and so forth? Or, would you simply do as Christ did, and begin by teaching those closest to you? Of course, your immediate sphere of influence is the most ready made group of friends, family or peers to disciple. Likewise, in any promotional effort for the church, the most ready-made audience will be the one closest to you—the church herself. And this should be the first and most prominent effort of promotion. This audience is most attuned to the teachings of Christ, the goals of the church and their responsibilities as members of the body. They are also the most likely to listen and respond to your promotional efforts. The temptation is to fire our marketing efforts out as far as possible, right over the heads of our own congregation. Yet our own church members are the ones most likely to listen to, digest and move toward involvement in any promotional effort we are undertaking. Remember that the most informed are also the most involved. Second, have the church promote herself to those outside the church. Once you have effective means established to keep your own church informed, you can begin to reach beyond the congregation to inform the larger community. Here, too, avoid the temptation to pull out the mass-media arsenal and make this a staff-driven objective. Instead, our focus should be to mobilize our most valuable and effective asset within the church organization—her people. He then relates more than 40 separate pleas on behalf of the men He disciplined. Because Christ invested in their lives, we are worshiping Him today. Do not look past the people of your church in an effort to reach out to those beyond it. Remember a simple multiplication illustration. If, however, your efforts involve just one believer reaching another one, and those believers reach one more the following year, doubling each time and so forth, your church will reach more than 2. Effectively managing our media and promotion to our own congregation, consistently year after year, will help yield a long-term impact for Christ we can only imagine. As a congregation is informed, and we have mobilized and equipped them to tell others about Christ, informing them of opportunities along the way, we can now consider ways to promote the church directly to those outside the church. Yet again I would caution against blowing lots of dollars on big media campaigns. Jesus never sent out any 4-color brochures. Fast forwarding to now, the most effective means of promoting the church directly to non-Christians is through acts of service. In other words, there is not one set of commands for small churches or house churches, and another set as the church grows larger. So the core element of service in the life of a Christ-follower does not get handed-off to a service-organization at some point so we can focus on other things. Consistent, sacrificial service is something in which every believer should be participating.

The possible objectives for marketing promotions may include the following: Build Awareness - New products and new organizations are often unknown to a market, which means initial promotional efforts must focus on establishing an identity.

It is all about the actions a company can take to stimulate customers to buy right now rather than later. Examples of sales promotion include cents off coupons, temporary price reductions and "buy one, get one free" campaigns. Promotion Versus Advertising Advertising creates brand identity and brand equity and establishes an emotional tie to the potential consumer. For example, a company marketing a brand new camera with many new features will need an advertising campaign to convince potential customers that the new camera is a "must have" and better than existing competition. The advertising campaign is also informative, a role that sales promotion almost never plays. Sales promotion is after immediate results while advertising supports the brand long-term. Price Promotions A method of sales promotion used frequently is price promotion, either by discounting the normal selling price, or by offering more of the product but at the normal price. Price promoting needs to be used with care because increased sales are at the expense of loss in profit--though that is sometimes more than offset when customers buy other products in the store at full price. Overly used price promotions can also have a negative impact on the brand. Consumers may begin to feel the product or service is discounted because the selling company is having trouble and wants to unload as much inventory as possible. Premium Promotions A "gift with purchase" is a very common promotional technique and provides the customer with something in addition to the main purchase. It is commonly used to promote consumer luxuries, such as perfume. If a customer buys her usual bottle of perfume at a given price, she is rewarded with a smaller additional bottle. Displays Buyer behavior research suggests that many purchases result from displays that customers see in retail outlets. Attractive and well-positioned displays are very important in spurring sales of products in department, discount and grocery stores. Loyalty Programs Loyalty programs have been a mainstay of sales promotion for many years. An airline offering frequent flier miles is an example of this type of promotion. The customer is rewarded for traveling on a given airline with a free trip once he has accumulated enough flight miles he has already paid for. References 2 University of Dayton: As part of her consultancy, she writes advertising copy, newsletters, speeches, website content and marketing collateral for small and medium-sized businesses. She has been writing for more than 20 years. She is also a business strategist, trainer and executive coach.

Chapter 3 : Browns' promotional efforts could get boost via three-year deal with FanCompass

In the "What's Up Graduates" promotional plan, Perodua uses IMC in it to help the promotional plan efforts which the plan are designed accordingly towards advertising, marketing and PR criteria where the advertising appeal used are rational appeal that bring the message " the plan are beneficial towards the students and fresh graduates".

Sales promotion objectives differ widely: Objectives for trade promotions include getting retailers to carry new items and more inventory, getting them to advertise the product and give it more shelf space, and getting them to buy ahead. Sales force promotion objectives include getting more sales force support for current or new products or getting salespeople to sign up new accounts. Sales promotions are usually used together with advertising, personal selling, or other promotion mix tools. Consumer promotions must usually be advertised and can add excitement and pulling power to ads. The main consumer promotion tools include samples, coupons, cash refunds, price packs, premiums, advertising specialties, patronage rewards, point-of-purchase displays and demonstrations, and contests, sweepstakes, and games. Consumer-oriented sales promotions can be classified as either price-based or attention-getting consumer promotion. Price-Based Consumer Promotion Price-based consumer promotions emphasize short-term price reductions or refunds, encouraging consumers to choose a brand while the deal is on. If used too frequently, however, consumers become conditioned to purchase the product only at the lower promotional price. Coupons A coupon is a certificate that gives buyers a saving when they purchase a specified product. Coupons can stimulate sales of a mature brand or promote early trial of a new brand. Redemption rates have been declining in recent years, however, as a result of coupon clutter. Most major consumer goods companies are issuing fewer coupons and targeting them more carefully. Price Packs A price pack is a reduced price that is marked by the producer directly on the label or package. Price packs can be single packages sold at a reduced price, or two related products banded together. Price packs are very effective—“even more so than coupons” in stimulating short-term sales. Special Packs A special pack is a package that gives the shopper more product instead of lowering its price. A special pack also can be a separate product given away along with another product. Samples A sample is a small amount of a product offered to consumers for trial. Sampling is the most effective—“but most expensive” way to introduce a new product. About 84 percent of consumer packaged-goods marketers use sampling as a part of their promotion strategy. Some samples are free; for others, companies charge a small amount to offset its cost. The sample might be delivered door-to-door, sent by mail, handed out in a store, attached to another product, or featured in an ad. Samples can also come with the morning newspaper, in a sample pack, or via the Internet. Premiums A premium is a good offered either free or at low cost as an incentive to buy a product. A premium is not the product being promoted. It is used as an incentive to encourage purchase of the featured product. A premium may come inside or outside the package, or through the mail. Typical items include pens, calendars, key rings, matches, shopping bags, T-shirts, caps, nail files, and coffee mugs. In a recent study, 63 percent of all consumers surveyed were either carrying or wearing an ad specialty item. Point-of-Purchase POP Promotions A point-of-purchase promotion is a display or demonstration that takes place at the point of purchase or sale. Unfortunately, many retailers do not like to handle the hundreds of displays, signs, and posters they receive from manufacturers each year. Manufacturers have responded by offering better POP materials, tying them in with television or print messages, and offering to set them up. Contests, Sweepstakes, and Games Contests, sweepstakes, and games are promotional events that give consumers the chance to win something—“such as cash, trips, or goods” by luck or through extra effort. A contest calls for consumers to submit an entry—“a jingle, guess, or suggestion” to be judged by a panel that will select the best entries. A sweepstakes calls for consumers to submit their names for a drawing. A game presents consumers with something—“bingo numbers, missing letters” every time they buy, which may or may not help them win a prize. Manufacturers direct more sales promotion dollars toward retailers and wholesalers 78 percent than to consumers 22 percent. Trade promotion can persuade resellers to carry a brand, give it shelf space, promote it in advertising, and push it to consumers. Shelf space is so scarce these days that manufacturers often have to offer discounts, allowances, buy-back guarantees, or free goods to retailers and wholesalers to get products on

the shelf and, once there, to stay on it. Manufacturers use several trade promotion tools. Many of the tools used for consumer promotions—contests, premiums, displays—can also be used as trade promotions.

Discounts A discount is a straight reduction in price on purchases during a stated period of time. This is also called price-off, off-invoice, or off-list. The discount could be based on the volume of the product ordered. An advertising allowance compensates retailers for advertising the product. A display allowance compensates them for using special displays.

Conventions and Trade Shows Many companies and trade associations organize conventions and trade shows to promote their products. Firms selling to the industry show their products at the trade show. A trade show is an event at which many companies set up elaborate exhibits to show their products, give away samples, distribute product literature, and troll for new business contacts. Trade shows are major vehicles for manufacturers to show off their product lines to wholesalers and retailers. More than 4, trade shows take place every year, drawing as many as 85 million people. Vendors receive many benefits, such as opportunities to find new sales leads, contact customers, introduce new products, meet new customers, sell more to present customers, and educate customers with publications and audiovisual materials. Trade shows also help companies reach many prospects not reached through their sales forces. Business marketers may spend as much as 35 percent of their annual promotion budgets on trade shows.

Other Programs Manufacturers may offer free goods, which are extra cases of merchandise, to resellers who buy a certain quantity or who feature a certain flavor or size. For more expensive and highly complex products, manufacturers often provide specialized training for retail salespeople. This background helps salespeople explain features, competitive advantages, and other information to consumers. Training can be provided in several ways: Contests, for example, could be used to urge the sales force to increase their efforts, with prizes going to the top performers. A sales contest is a contest for salespeople to motivate them to increase their sales performance over a given period. Sales contests motivate and recognize good company performers, who may receive trips, cash prizes, or other gifts. Sales contests work best when they are tied to measurable and achievable sales objectives. Other incentives could also be provided to encourage the sales force to increase new accounts in addition to boosting sales.

Personal selling is the oldest form of promotion. This direct form of promotion may be conducted face-to-face, over the telephone, through videoconferencing, or through interactive computer links between the buyer and the seller. The salesperson can get immediate feedback from the customer. This form of promotion has a high cost per contact with the customer. It is difficult to ensure consistency of message when it is delivered by many different company representatives. About 14 million people in the U. The term salesperson covers a wide range of positions. At one extreme, a salesperson might be largely an order taker, such as a department store salesperson standing behind a counter. At the other extreme are order getters, whose positions demand the creative selling of products ranging from appliances, industrial equipment, and airplanes to insurance, advertising, and information technology services.

The Role of Personal Selling: Generally, a personal sales effort is more important when a firm engages in a push strategy, in which the goal is to push the product through the distribution channel so that it is available to consumers. Personal selling also is likely to be crucial in B2B contexts when direct interaction with upper-level management is required to secure an important sale—and often when intense price negotiations occur before the sale is made. In addition, inexperienced buyers may need the hands-on assistance that a professional salesperson can provide. Firms selling products that consumers buy infrequently, such as computers, lawn mowers, and college educations, often rely heavily on personal selling, as do firms selling complex or very expensive products that need a salesperson to explain, justify, and sell them. Personal selling, however, has some disadvantages that limit the role played by personal selling in the promotion mix. The cost per contact with a customer is high compared to other forms of communication, such as advertising. Salespeople can also only make a limited number of sales calls a day. Reliance on personal selling is effective only when the success ratio is at its highest. Because the cost of utilizing salespeople is high, telemarketing is growing in popularity. The types of salespeople and their functions vary considerably. The person who processes a computer purchase over the phone is an order taker, a salesperson whose primary function is to facilitate transactions that the customer initiates. Order takers include both inside and outside salespeople. Most retail salespeople are inside order takers, but often wholesalers, dealers, and distributors employ

salespeople to wait on customers. In contrast, a computer technician is a technical specialist, a sales support person with a high level of technical expertise who assists in product demonstrations, recommendations for complex equipment, and setup of machinery. The technical specialist promotes the firm and tries to stimulate demand for a product to make it easier for colleagues to actually make the sale. Sometimes a person whose job is to lay the groundwork is known as a missionary salesperson. This is a salesperson who promotes the firm and tries to stimulate demand for a product, but does not actually complete a sale. Many firms find that the selling function is best handled by team selling, using teams of people from sales, marketing, engineering, finance, technical support, and even upper management to service large, complex accounts. Finally, the person who actually convinces the customer to buy is an order getter, a salesperson who works creatively to develop relationships with customers or to generate new sales.

Approaches to Personal Selling: Personal selling is one of the oldest forms of promotion, but its image has been tarnished by smooth-talking pitchmen who have sometimes said anything to make a sale. In more recent years, personal selling has begun to redeem itself as a profession and has moved from a transactional, hard-sell technique to a relationship marketing approach.

Transactional Marketing The hard sell is a high-pressure process. Hard-sell tactics are a form of transactional selling, a form of personal selling that focuses on making an immediate sale with little or no attempt to develop a relationship with the customer. As customers, the hard sell makes us feel manipulated and resentful.

Chapter 4 : Red Bull Case Study Discussion Questions | Marketing Blog

The Effectiveness of Promotional Products is a white paper designed for business owners, marketing leaders, nonprofit executives and government leaders focused on identifying the most effective channels to reach target markets and evaluating how promotional products rank against other options.

Contact 52 Types of Marketing Strategies As a student of sleight-of-hand magic, I value the number Here we bring you 52 types of marketing strategies and tactics you can use to bring new customers to your business and grow your brand. In order for businesses to win market share and stay relevant they need to consider many types of marketing strategies. Each marketing strategy can communicate to a target market the benefits and features of a product. Marketing strategies can also communicate an overall value to their customers. In many cases, this is the core of building equity or good will in your target markets. Cause Marketing Finding a causes both your customers and your company cares about can create magic for your business. This requires internal knowledge about what your organisation cares about and who they want to help in the world. A good example of this is Toms Shoes. Relationship Marketing Many companies focus on building relationships with their customers instead of always exclusive trying to sell them something transactional marketing. Customers who love your brand more will also spend more money with your brand. Many traditional retailers have found this to be true. Walgreens has seen that customers who buy from all of their purchasing channels store, web, mobile, etc buy up to six times more than the average customer that only buys in their store. Transactional Marketing Driving sales can be challenging, especially for retailers that have to consistently sell products in high volume to consumers. In order to stay with the demands of investors, retailers have to encourage consumers to buy using coupons, discounts, liquidations, and sales events. High volume big-box retailers like Target are constantly running promotional events in order to get interested consumers into their stores. In many cases this is done because of the difficulty of acquiring raw materials or higher quality of the product. A company may choose to make their products accessible to only a few customers. While the cost of the car was higher than most cars the scarcity drove the desire and the price. Word of Mouth Marketing Word-of-mouth Marketing is the passing of information from person to person by oral communication. Customers are very excited to share with the world the brands they love. Many consumers find meaning in sharing stories of their favorite products and services. Word of Mouth is one of the ancient ways people learned about what to purchase. Modern marketers have learned how to create authentic word of mouth for their companies and the products they represent. Call to Action CTA Marketing CTA Marketing refers to methods of converting web traffic into leads or sales on websites using text, graphics, or other elements of web design. Conversion strategies help improve the percentage of online visitors who become customers or who join the mailing list. Viral Marketing Cult Brand marketers are constantly creating new business ideas that keep their products in the heart and minds of the global consumer. Each time a new product is created, customers have to be given a reason to dream about their future purchase. Getting your customers talking about your products and services is very important to growing awareness for your business. Diversity Marketing Develop a customized marketing plan by analyzing different customer segments based on cultural differences including tastes, expectations, beliefs, world views, and specific needs. Undercover Marketing Sometimes not telling everyone everything can become a great source of buzz. Think of a movie trailer that got you very excited to go see the movie. While not showing all the aspects of the movie, the advertiser can create enough intrigue to drive viewers to want to see more. Mass Marketing Major corporations need to drive large numbers of purchasing of their products in order to survive and grow. While mass marketing may seem like a shotgun approach to marketing this is far from the truth. Big businesses spend big money in understanding big data€”that's a lot of big! This gives them an insight to where to place media for their potential national customers who buy their products and services. Walmart is an example of an effective mass market retailer. As the number one retailer in the world, they are very smart about their mass marketing efforts, often giving their customers a feeling of locality and warmth. Seasonal Marketing Seasonal events offers a great way to meet new consumers. Sometimes these events can be actual changes of weather or national holidays. By tuning into the various

seasons that are important to your customers you can become more relevant in their lives. PR Marketing One of the most important marketing strategies is public relations. Many effective marketers work with the media to bring awareness to their products and the benefits their products offer. Also, in many cases where things go wrong, a good PR marketing strategy is vital. Online Marketing As commerce has propagated to the Internet, a new form of marketing has emerged. From online banners to those annoying pop ups, online marketers have attempted to get their customers attention any way they can. A very effective online marketer is the insurance company Geico who simply asks their users to enter their zip code for an instant quote on a better savings. Email Marketing As soon as customers migrated into the online world, Internet marketers have attempted to collect and organize emails for potential prospects. Many business-to-business marketers depend on email marketing as a primary way to connect with customers. At industry tradeshows, IBM consultants can often be seen exchanging email information with their prospects. Evangelism Marketing Develop raving fan customers what we call Brand Lovers who become advocates of your brand or product, and who represent the brand as if it was part of their own identity. Event Marketing Creating events is a great way to drive sales. Customers often need a reason to shop and events can often offer the perfect reason. Offline Marketing With mass adoption of the Internet, many companies are finding new ways of integrating offline marketing with new technologies to create more engaging customer experiences. The Coca-Cola company has create vending machines that invite customers to hug them. This continues to tie the Coca-Cola brand to the core emotion of happiness, but also invite customers to experience the real product offline. By developing a list of prospects a company can begin to reach out to their individual target groups in order to find new customers. When Microsoft was selling their accounting software they often used outbound marketing to identify potential targets before trying to call the companies for an in-person meeting. Inbound Marketing Companies often have customers calling them for various reasons. When business customers call to check their balances, the business bank Chase often takes the opportunity to ask if they are interest in a credit line, a k plan, or a variety of other services the bank offers. Newsletter Marketing A fun way to promote a business is to write a newsletter that highlights some of the newsworthy things that have happened for the organization. The Motley Fool have been sharing their investment insights with their community for many years. These newsletters create a sense of inclusion and participation with their members and has provided a key driver for their incredible growth. Article Marketing In industries where expertise is highly valued, articles can offer a powerful tool to showcase your knowledge and expertise. Some innovations are shared in the form of articles or white papers where technical information needs to be convey to specialized buyers. This is a very sophisticated form of marketing for specialized buyers. Content Marketing Write and publish content to educate potential customers about your products and services. For the appropriate businesses, this can be an effective means of influencing them without using direct selling methods. Tradeshow Marketing Many products have to be experienced to be bought. There are very few customers that will buy a new automobile without doing a great deal of research and test-driving the car first. Tradeshows are industry gatherings where customers are invited to come sample all that the industry has to offer. To introduce their new lines of products, Ford Motor Company spends a great deal of time setting up and operating their booth at the international consumer auto shows each year. These auto trade shows give reporters and consumers a chance to experience cars first hand. In fact, Google is so good at answering our questions that millions of people daily search for their answers on this leading Internet search site. One does not have to look far to see the power of search marketing. Google has shaped the industry for many years now and has helped hundred of retailers grow their businesses. While many businesses used to advertise in their local yellow pages, as less and less consumer consult their local physical directory, this channel becomes increasingly less effective each year. Direct Marketing Advertise and promote your products and services to customers using a range of digital devices including computers, smartphones, and tablets. Internet Marketing is an essential practice in Digital Marketing. Once a target market has been clearly identified, it is possible to work in conjunction with the USPS or a professional mail carrier that knows where your customers live. Direct marketing can be an effective way to reach consumers right where they live at home. Bean , for example, created direct marketing programs that their customers looks forward to receiving. Niche Marketing Finding a niche and filling it could be described as the secret recipe for growth in

over-crowded marketplaces. Take the shoe business, for example. There is a great demand for shoes in the world and so many top companies have evolved to satisfy most of the immediate shoe needs in the marketplace. The shoe space might seem crowded, but shoe manufacturing company Vans noticed an underserved customer: By focusing on this niche market Vans has developed a thriving business. These messages often take the form of email marketing, although other media outlets can also be used as well. Community Marketing Engage an audience of existing customers in an active dialogue, speaking to the needs and wants of this particular customer group. Instead of focusing on generating the next transaction, community marketing promotes greater loyalty and higher levels of engagement within an existing brand community. Learn how to build brand communities here. Community marketing can also lead to word of mouth marketing. Social Media Marketing Social media sites like Facebook and Twitter offer a unique opportunity for savvy businesses willing to invest in customer engagement. Social media marketing is still in its infancy but is growing up rather quickly. Companies like Southwest Airlines have departments of over 30 people whose primary responsibility is to actively engage with customers on social media. B2B Marketing Business-to-business marketing is a marketing practice of individuals or organizations including commercial businesses, governments, and other institutions. It allows businesses to sell products or services to other companies or organizations that in turn resell the same products or services, use them to augment their own products or services, or use them to support their internal operations. Promotional Marketing Promotional marketing is a business marketing strategy designed to stimulate a customer to take action towards a buying decision.

Chapter 5 : Ems hit grand slam with promotional efforts

Promotional Efforts means with respect to a Co-Commercialized Product, an interactive, personal, live, contact of a Representative within the Co-Commercialization Territory with a medical professional with prescribing authority, an individual who is part of the applicable treatment team for an Indication or other individuals or entities that have a significant impact or influence on.

Sales promotion has a tactical, rather than strategic role in marketing communications and brand strategy. Researchers Farhangmehr and Brito, reviewed the definitions of sales promotions in marketing texts and journals and identified a set of common characteristics of sales promotion, including: Retailer-sponsored sales promotions are directed at consumers. Manufacturers use two types of sales promotion, namely: Sales promotions targeted at consumers or end-users and designed to stimulate the actual purchase 2. Sales promotions targeted at trade, especially retailers, designed to increase sales to retailers, to carry the product or brand or to support the retailer in consumer-oriented promotions Consumer sales promotion types[edit] Consumer sales promotions are short term techniques designed to achieve short term objectives, such as to stimulate a purchase, encourage store traffic or simply to build excitement for a product or brand. Traditional sales promotions techniques include: Consumers collect points, miles, or credits for purchases and redeem them for rewards. Offers a brand at a lower price. Price reduction may be a percentage marked on the package. The packaging offers a consumer a certain percentage more of the product for the same price for example, 25 percent extra. In these scenarios, this bonus pack is framed as a gain because buyers believe that they are obtaining a free product. Sometimes consumers will end up spending money on an item they would not normally buy had it not been in a bonus pack. A coupon booklet is inserted into the local newspaper for delivery. On checkout the customer is given a coupon based on products purchased. Coupons are available on a mobile phone. Consumers show the offer on a mobile phone to a salesperson for redemption. Online interactive promotion game: Consumers play an interactive game associated with the promoted product. Consumers are offered money back if the receipt and barcode are mailed to the producer. The consumer is automatically entered into the event by purchasing the product. A sign that juts into the aisle from the shelf. A sign that sways when a consumer walks by it. A bin full of products dumped inside. A small stage that elevates a product above other products. A sign that jiggles. A board on which messages are written in crayon. Solar-powered, animated light in motion. Kids eat free specials: Offers a discount on the total dining bill by offering 1 free kids meal with each regular meal purchased. Consumers get one sample for free, after their trial and then could decide whether to buy or not. New technologies have provided a range of new opportunities for sales promotions. Loyalty cards, personal shopping assistants, electronic shelf labels, and electronic advertising displays allow for more personalised communications and more targeted information at the point of purchase. For example, shoppers may receive alerts for special offers when they approach a product in a specific aisle. In-store deals[edit] There are different types of discounts available online versus in the stores. Coupons are present at the shelf where the product is available. Coupons are available online. Consumers print them out and take them to the store. Although discounts can be found online and in stores, there is a different thought process when shopping in each location. Trade sales promotion techniques[edit] Trade allowances: An incentive given to induce a retailer to purchase and display a product. A contest to reward retailers that sell the most product. Used to create the urge of "impulse" buying and selling your product on the spot. An extra commission paid to retail employees to push products. Trade discounts also called functional discounts: These are payments to distribution channel members for performing some function. Buy x get y free a. Gain or Loss[edit] Many discounts are designed to give consumers the perception of saving money when buying products, but not all discounted prices are viewed as favorable to buyers. Therefore, before making a purchase, consumers may weigh their options as either a gain or a loss to avoid the risk of losing money on a purchase. Product manufactures want to promote and encourage this instant purchase impulse in consumers. Buyers can be very quick to make purchases without thinking about the consequences when a product is perceived to be a good deal. Right Digit Effect[edit] The right digit effect focuses on the right digits of prices when the left

digits are the same. As a result, companies may use discounts with smaller right digits to mislead consumers into thinking they are receiving a better deal and increasing profit. However, consumers also are deceived by the infamous 9-ending prices. Sales companies most commonly use this approach because the misinterpretation of consumers usually results in an increase of sales and profit. This theory consists of three subcategories: Attribute framing deals with one key phrase or feature of a price discount that is emphasized to inspire consumer shopping. Goal framing places pressure on buyers to act hastily or face the consequences of missing out on a definite price reduction. Political issues[edit] Sales promotions have traditionally been heavily regulated in many advanced industrial nations, with the notable exception of the United States. For example, the United Kingdom formerly operated under a resale price maintenance regime in which manufacturers could legally dictate the minimum resale price for virtually all goods; this practice was abolished in Germany is notorious for having the most strict regulations. Famous examples include the car wash that was barred from giving free car washes to regular customers and a baker who could not give a free cloth bag to customers who bought more than 10 rolls.

Chapter 6 : Future Promotional Efforts Will Likely Be

The Larry MacPhail Award goes to the minor league team with the best promotional efforts in all of Minor League Baseball. It's named after the legendary baseball executive who introduced night baseball, batting helmets, and airplane travel for teams.

Consider the sales venue and the demographic when choosing which type of promotional product strategy will be most effective. You might need to test more than one strategy to find the one that results in the best sales and revenues. These examples of product promotional strategies are universally adaptable to any business that sells products and to many services.

Free Samples Give a sample to show how great the product is. Restaurants use free samples to introduce consumers to new menu items. Costco members flock around sample stations to taste-test food products. The strategy works when a product can be broken down into smaller components while still giving the full experience. Digital book retailers allow consumers to read the first few pages or chapter of a book. Software companies offer a trial period. You can go to the mall and get a complete makeover or a spritz of a fresh new perfume. Samples are the no-obligation way to get consumers to try and fall in love with the product.

Free Gift With Purchase Offering a gift with a purchase is a strategy that works with almost any business model. During the holidays, many bakeries and restaurants offer a free gift card with a purchase of a specific product. A coat retailer could offer a free pair of matching gloves with a coat purchase. Shoe retailers can give a pair of socks with purchase. This strategy not only provides additional value for the purchase, it also exposes consumers to other products in the store. A twist on this strategy is a loyalty program frequently seen in several industries including smoothie stores and massage centers. Limited time offers are a psychological strategy that ad consultants are well aware of. However, it does make enough to warrant an annual special menu item. These offers might be deals for discontinued or newly released products. Issuing an expiration date sets urgency in the mind of consumers who often choose to act rather than wait and miss the chance.

Discounted Pricing Consumers love getting deals. Car dealerships have holiday sales. Black Friday and Cyber Monday are cultural phenomena where consumers seek things they want or need for discounted prices. A retailer might offer one product at such a deep discount that it is a money loser, called a loss leader. However, if this product gets buyers in the door, the chance of up-sales increases. Hardware stores might offer a small tool set for pennies on the dollar, encouraging consumers to wander the store and pick up other items with large markups. Some retailer holiday events such as 4th of July events might tout paying the sales tax. This is another discount strategy for high-priced items such as appliances.

Joint Offers With Partners A joint offer uses the power and clout of another company to help yours company. It could be a formal agreement with a strategic partner to offer your clients a discount for doing business with you. For example, AAA offers discounts to members who want to go to Disneyland. This is a joint offer.

Chapter 7 : Unit Public Relations, Sales Promotion, & Personal Selling

Likewise, in any promotional effort for the church, the most ready-made audience will be the one closest to you-the church herself. And this should be the first and most prominent effort of promotion.

The word entered the English language in the 14th century. The terms, promotion and marketing communications can be used synonymously, but in practice, the latter is more widely used. To differentiate a product. The purpose of a promotion and thus its promotional plan can have a wide range, including: To the public or the market, phrases like " special offer " are more common. Types[edit] There have been different ways to promote a product in person or with different media. In a physical environment[edit] Promotions can be held in physical environments at special events such as concerts , festivals, trade shows , and in the field, such as in grocery or department stores. Interactions in the field allow immediate purchases. The purchase of a product can be incentive with discounts i. This method is used to increase the sales of a given product. Interactions between the brand and the customer are performed by a brand ambassador or promotional model who represents the product in physical environments. Brand ambassadors or promotional models are hired by a marketing company , which in turn is booked by the brand to represent the product or service. Person-to-person interaction, as opposed to media-to-person involvement, establishes connections that add another dimension to promotion. Building a community through promoting goods and services can lead to brand loyalty. Traditional media[edit] Examples of traditional media include print media such as newspapers and magazines, electronic media such as radio and television , and outdoor media such as banner or billboard advertisements. Each of these platforms provide ways for brands to reach consumers with advertisements. Digital media[edit] Digital media, which includes Internet, social networking and social media sites, is a modern way for brands to interact with consumers as it releases news, information and advertising from the technological limits of print and broadcast infrastructures. With the rise of technological advances, promotions can be done outside of local contexts and across geographic borders to reach a greater number of potential consumers. The goal of a promotion is then to reach the most people possible in a time efficient and a cost efficient manner. Social media, as a modern marketing tool, offers opportunities to reach larger audiences in an interactive way. These interactions allow for conversation rather than simply educating the customer. Facebook , Snapchat , Instagram , Twitter , Pinterest , Google Plus , Tumblr , as well as alternate audio and media sites like SoundCloud and Mixcloud allow users to interact and promote music online with little to no cost. You can purchase and buy ad space as well as potential customer interactions stores as Likes , Followers, and clicks to your page with the use of third parties. As a participatory media culture, social media platforms or social networking sites are forms of mass communication that, through media technologies, allow large amounts of product and distribution of content to reach the largest audience possible. You also can stand risk of losing uploaded information and storage and at a use can also be effected by a number of outside variables. Brands can explore different strategies to keep consumers engaged. One popular tool is branded entertainment, or creating some sort of social game for the user. Users will be more likely to absorb and not grow tired of advertisements if they are, for example, embedded in the game as opposed to a bothersome pop-up ad. Personalization increases click-through intentions when data has been collected about the consumer. However, this may be seen as a distraction to the user if they are trying to absorb a different part of the site such as reading text. However, when data is covertly collected, consumers can quickly feel like the company betrayed their trust.

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A "gift with purchase" is a very common promotional technique and provides the customer with something in addition to the main purchase. It is commonly used to promote consumer luxuries, such as.

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Future promotional efforts will likely be: custom-designed to reach smaller audiences The activity 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 is called.