





THE PROMOTIONAL MIX

- Promotion is one of the four P's.
- Promotion is a type of persuasive communication.
- Enhance public image and reputation.
- AIDA

PRODUCT VS. INSTITUTIONAL PROMOTION

- **Product promotion**
 - Method used by businesses to convince prospects to select their goods and services.
- **Institutional promotion**
 - Creating a favorable image for a business.

TYPES OF PROMOTION IN THE PROMOTIONAL MIX

- Combination of methods to aid in the process of creating value in the eyes of the customer.

Personal Selling

- Requires sales representatives to communicate with customers.
- Personal meetings, in-home demonstrations, email and phone contact

Advertising

Direct Marketing

Sales Promotions

- Directed at business or retail customers.

Public Relations

- Creates a favorable public image for a company.
- Supporting charitable organizations, sponsorships.

THE PUSH-PULL CONCEPT

- Two methods for attracting customers.
- Push concept
- Pull concept

TYPES OF PROMOTION

- Sales promotion are incentives to make a purchase.
- Sales promotion also:
- There are two categories of sales promotions:
 1. Trade promotions.
 2. Consumer promotions.

TRADE PROMOTIONS (B2B)

- Designed to gain support
- More money is actually spent on promoting to businesses rather than customers.
 - Need to convince businesses that there is value in products so they carry them for customers to purchase.
 - Pharmaceutical reps –
- Promotional allowances
- Co-operative advertising
- Slotting allowances
- Sales force promotions
- Trade shows and conventions

CONSUMER PROMOTIONS (B2C)

• Any promotion that encourages a potential customer to purchase a product or service.

- Coupons
- Premiums/giveaways
- Deals/package offers
- Incentives
- Product samples
- Sponsorship
- Promotional tie-ins
- Product placement
- Loyalty programs
- Point of purchase displays


