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# Marketing Modules Series

## Module 8: Promotion

### Teaching Slides



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Pierce Brosnan's Choice

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Complete Marketing Modules Series available at: <http://hortmgt.gomez.dyson.cornell.edu/Marketing-Modules.html>

# What is Promotion?

Promotion refers to the mix of promotional elements a firm uses to communicate with its current or potential customers to induce them to buy their product or service

*It can be directed to:*

- the ultimate consumer
- an intermediary such as a wholesaler or a retailer
- both

# “Push” or “Pull” Strategy ?

Promotional strategies are classified into either “push” or “pull” strategies

- With a “**push**” strategy a firm promotes the product to wholesalers, the wholesalers promote to retailers and retailers promote it to consumers
- With a “**pull**” strategy the promotional efforts are directed to the end consumer who demand the product from intermediaries thereby “pulling” it through the distribution system

With either a “push” or a “pull” promotional approach firms need to take into account:

- the size and concentration of the target market
- the target customer information needs
- the promotional budget
- the cost of each promotional element

# The Promotional Elements

- **Advertising**

*The most well-known, widespread and efficient method to reach a large number of people but it is costly and non-personal*

- **Personal selling**

*Second major promotional element, usually implies a face-to-face communication between the seller and the buyer to “close the sale”*

- **Public Relations & Publicity**

*Publicity is a non-personal unpaid presentation of a firm, product or service resulting from the planned and sustained efforts to establish and maintain a favorable public image*

# The Promotional Elements (contd.)

- **Sales promotion**

*Provision of incentives to the end consumer (pull strategy) or to intermediaries (push strategy) to stimulate demand for a product*

- Consumer-oriented or Trade-oriented

- **Direct marketing**

*One of the fastest growing, based on direct communication with the consumer to make a sale on the spot eliminating the middleman (e.g. direct mail, telemarketing, online marketing, SMS/Text marketing)*

# Advertising Media

- Television
- Radio
- Magazines
- Newspapers
- Direct mail
- Signage
- Yellow Pages
- Internet
- Classified ads



# Developing your Promotional Program

The 6 W's approach:

- *Who is your target audience?*
- *What are your promotion objectives?*
- *What is your available budget?*
- *Which promotional elements to use?*
- *Where should the promotion be run?*
- *When should the promotion be run?*



- **Your Target Audience**

*The group of prospective buyers to whom the promotion is directed*

- **Your Promotion Objectives**

- *reaching a certain % of the target market*
- *increasing customers' exposure to a product or service*
- *raising awareness about a new product or service or*
- *achieving a certain level of sales*

*Fine tune according to:*

- Product/Service Lifecycle
- Customer Buying Decision Process

- **The Available Budget**

*Depends on your resources and on how widely and how frequently you want to promote*

- **Promotional Elements to Use**

*Should emphasize the promotional element(s) that will be most effective given the lifecycle stage of your product and the stage in the buying decision process of your potential customers*

- **Where to Run your Promotion**

*Depends on your target audience, your promotion objectives and your budget!*

- *Advertising: different media available. Key factors: reach, frequency and impact*
- *Direct Marketing: direct mail, online, farmers markets, etc.*
- *Public Relations & Publicity: type of events to attend or sponsor*

- **When to Run your Promotion**

- Timing
- Frequency

# **Executing and Evaluating Your Promotional Program**

## **Executing Your Promotional Program**

- Pre-testing your promotional tools
- Implementing the program

## **Evaluating Your Promotional Program**

- Post-testing impact of promotional tools
- Effectiveness
- Synergy of promotional mix