

Promotion Definition



- Promotion include distribution of information about the brand company or its products and services. Among the four key aspect of advertising mix, this is one of them. The other remaining aspects distribution cost and product marketing.
- To improve sale and profits of the products, its benefits have to informed to customers. In marketing, this methodology is known as "promotions"

Six Key Promotion Strategy



- Publicity of product and brand
- Improving public relation
- Publicity, especially in the key areas
- Advertising
- Sale promotion
- Direct marketing

Advertising



- The means of rendering most motivational selling messages accordance with future requirements at the cheapest possible prices

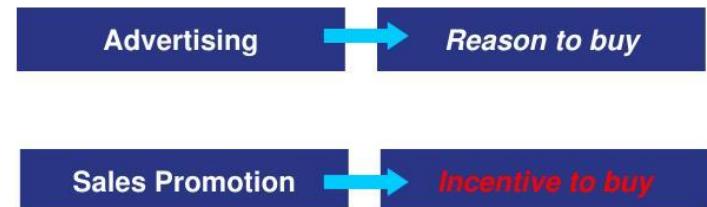
Definition

- Advertising is non personal form of presentation and promotion ideas, goods are services through mass medias like television, magazine and newspaper

Sales Promotion

- It is an activity used to enhance the sales of product and services. It include many strategies like advertising campaign, improved PR(public relation) activities, distributing a free gift, organizing, exhibition, arranging competition with attractive prices, telemarketing and many more.

Sales Promotion



Types of sales promotion

- **Consumer promotion**
Targeted on end consumers
- **Trade promotion**
Targeted on intermediaries and channel partners
- **Business promotion**
Targeted on business/institutional consumers

Sales Promotion Types

Consumer

- Price Differential
 - Coupons
 - Refunds/Rebates
 - Price – pack deals
 - Price deals
- Value Promotion
 - Freebies/Free gifts
 - Samples
 - Contests/Sweepstakes

Trade

- Buying Allowances
- Free merchandise
- Allowances
- Cooperative ads
- Push money
- Dealers sales contests

Sales Force

- Target Incentives
- Bonus
- Contests
- Sales Rallies

Public Relationship



- Public relations (PR) is a way for companies, organizations or people to enhance their reputations. This task typically is performed by public relations professionals or PR firms on behalf of their clients. PR usually involves communicating with the media and through the media to present the clients in the most favorable way possible. It also often involves cooperative efforts with other people and organizations to create good will within the community and enhance the client's image.

The purpose of Promotion



- The purpose of promotion

Promotion may have a number of purposes depending on the needs of an organization. For example, it can raise awareness of a brand or business, highlight the benefits or value of its products to attract sales or help to change the image of a firm.

Promotion covers a variety of techniques by which an organization communicates with its customers and potential customers. These communications may have different forms and content to ensure that the target audience can understand and receive the messages properly.



THANK YOU FOR ATTENTION