

SUBJECT: MMHRM

**CHAPTER: PROMOTION & RECENT DEVELOPMENTS IN
MARKETING**

SEMESTER – II

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Promotion



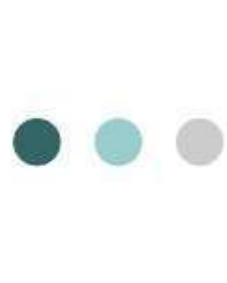
A word cloud centered around the theme of promotion. The words are arranged in a cluster, with some being larger and more prominent than others. The colors of the words range from dark red to black. The words include:

- PUBLIC-RELATIONS
- PERSONAL-SELLING
- EMAIL
- DIRECT-MAIL
- SALES-PROMOTION
- PRADVERTISING
- DIRECT-MARKETING
- CAMPAIGN
- BRAND
- MIX
- RESPONSE
- RETURN
- BRANDING
- MEASUREMENT
- SHORT-TERM
- BUDGET
- PERSUASIVE
- COVERAGE
- COST
- COMMUNICATION
- MERCHANDISING



DEFINITION OF PROMOTION

- According to Philip Kotler,
 - “Promotion compasses all the tools in the marketing mix whose major role is persuasive communications.”
- According to Stanston,
 - “Promotion includes, advertising, personal selling, sales promotion and other selling tools.”



Objective of Promotion

- Leads to Behavior Modification.
 - ii. **Modify behavior and thought. Eg. Persuading to drink Coca Cola rather than Pepsi.**
 - iii. **Reinforces existing behavior. Eg. Persuading to continue coca cola once customer began to take.**
- Objective to Inform.
- Objective to Persuade.
- Objective to Remind.
- Specific to Remind.



Role of Promotion

- Promotion helps marketers to communicate information to potential customers. This information could be about the Product existence (awareness), value and benefits offered by the product (utility).
- A well designed promotion mix is extremely crucial for brand building and positioning. In fact communication or promotional mix is at the centre stage in brand positioning and brand building activities.
- Promotional mix or IMC help marketers to attract, persuade, urge and remind customers of the companies brand.
- Effective promotion prove helpful in product differentiation and also help to counter competition.

IMPORTANCE OF PROMOTION

SALES TOOL

INCREASING
BRAND
AWARENESS

PRODUCT
DIFFERENTIATION

INCREASING
CUSTOMER
TRAFFIC

THE COMMUNICATION PROCESS IN MARKETING



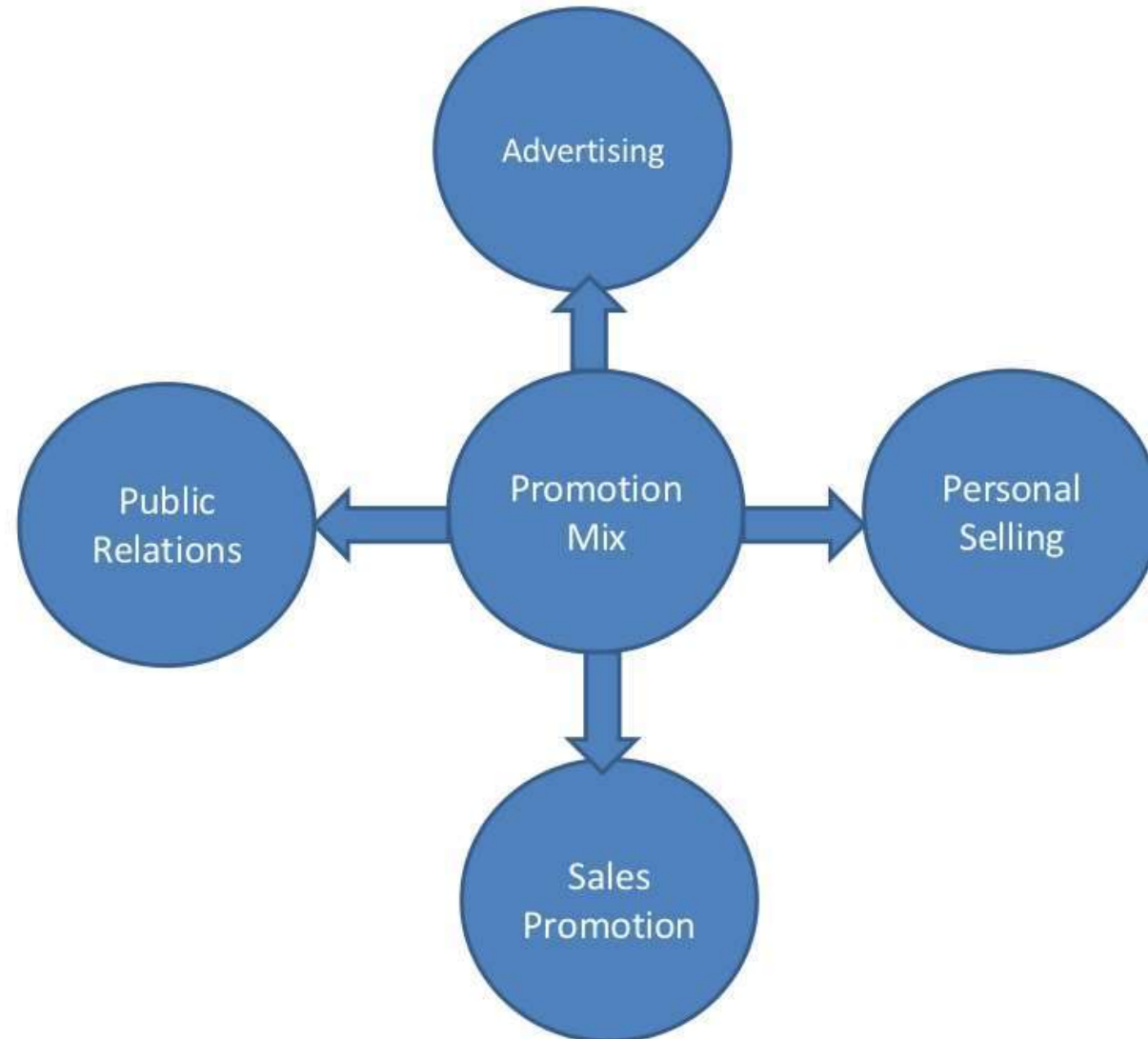
- Promotion uses the same communication process as does all communication
 - ▣ the marketer is the sender
 - ▣ the target market is the receiver

Promotion Mix

Definition: The Promotion Mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services.

To be successful in marketing of products and services it is necessary that there must be exchange of information between the producers and consumers, which establishes an effective communication system between them and for this reason promotion mix is also known as communication system.

ELEMENTS OF PROMOTION MIX





Advertising

- “Advertising is any paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor.”
- Advertising is the form of communication intended to promote the sales of the product or services to influence the public opinion, to get political support or to advance a particular causes.

1)Electronic Media Advertising

TV:- Major source for advertising is TV because most of the people watching the TV, then in TV there are infomercial and commercials

Commercial advertisement: 4 minutes and less then 4 minutes.

Infomercial: which has to much information.



Radio: radio is also a media which is most important for advertisement.



Printing Advertising

Billboards



Brouchers



News Paper



Mobile Billboards



Magazine



Online Advertisement

Online Advertisement is a format of advertisement through which the advertisers or companies advertising their products. Online media includes all social medias like: Facebook, Skype, Websites, g+, Twitter, YouTube and etc..



Advertising + / -

Advantages	Disadvantages
Wide coverage	Often expensive
Control of message	Impersonal
Repetition means that the message can be communicated effectively	One way communication
Can be used to build brand loyalty	Lacks flexibility
	Limited ability to close a sale

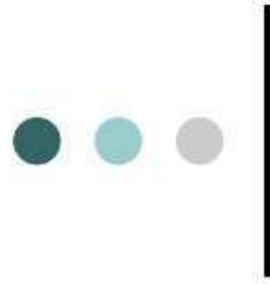
Personal selling

- Promotion on a person to person basis
- Two way communications
- Meeting with potential customers to close a sale
- By telephone, at meetings, in retail outlets and by knocking on doors
- Highly priced, low volume and highly technical products rely heavily on personal selling



Personal selling + / -

Advantages	Disadvantages
High customer attention	High cost
Message is customised	Labour intensive
Interactivity	Expensive
Persuasive impact	Can only reach a limited number of customers
Potential for development of relationship	
Adaptable	
Opportunity to close the sale	



Sales Promotion

- According to Philip Kotler,
- “Sales Promotion consist of diverse collection of incentive tools, mostly short term designed to stimulate quicker or greater purchase of particular product or services by consumers or the trade.”
- From the above definition one can understand the following characteristics of Sales Promotion
 4. It is mostly short term in nature.
 5. Its only objective is to promote sales quickly.
 6. Sales promotion is done with channel partners as well as the customers.



Commonly used tools and techniques of sales promotion

- Sponsorships.
- Demonstration.
- Trade fairs and Exhibition.
- Coupons.
- Exchange offers.
- Free samples.
- Loyalty programmes.
- Contest.

Sales Promotion + / -

Advantages	Disadvantages
<p data-bbox="522 508 1284 648">Effective at achieving a quick boost to sales</p> <p data-bbox="522 715 1174 933">Encourages customers to trial a product or switch brands</p>	<p data-bbox="1319 508 1946 648">Sales effect may only be short-term</p> <p data-bbox="1319 715 2040 933">Customers may come to expect or anticipate further promotions</p> <p data-bbox="1319 993 1997 1058">May damage brand image</p>

Public Relation

- Is that type of promotion in which the companies make relationship with its public and maintain that relation ship



Main Aims of PR

- To achieve favourable publicity about the business
- To build the image and reputation of the business and its products, particularly amongst customers
- To communicate effectively with customers and other stakeholders

Social Marketing

Social Marketing is the Practice of Utilizing the Philosophy, Tools, and Practices of Commercial Marketing for Health and/or Social Programs.

Social Marketing Sells a Behavior Change to a Targeted Group of Individuals

- Accept a New Behavior
- Reject a Potential Behavior
- Modify a Current Behavior
- Abandon an Old Behavior

Examples of Social Marketing

- Accept a New Behavior
 - Take a Folic Acid Supplement (reduce incidence of birth defects)
- Reject a Potential Behavior
 - Don't Drink Alcohol While Pregnant (reduce incidence of birth defects)
- Modify a Current Behavior
 - Drink > 8 Glasses of Water Daily (reduce incidence of birth defects)
- Abandon an Old Behavior
 - If You Smoke, Quit (reduce incidence of birth defects)

What is Online Marketing?



- ▣ Online Marketing is the marketing of products or services over the Internet & it ties together creative and technical aspects of the Internet, including design, development, advertising and sale
- ▣ Online marketing is used by companies selling goods and services directly to consumers as well as those who operate on a business to business model

Methods and Channels

Types of online marketing are :

Email Marketing

Blogging

Pay per click (PPC) marketing,

Social media marketing,

Digital Marketing

Viral Marketing

Direct Marketing

Promotional material directed through mail, email or telephone to individual households or businesses

Direct marketing + / -

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Advantages	Disadvantages
Focus limited resources on targeted promotion	Response rates vary enormously
Can personalise the marketing message	Negative image of junk mail and email spam
Relatively easy to measure response & success	Databases expensive to maintain and keep accurate
Easy to test different marketing messages	
Cost-effective if customer database is well managed	

Defining Service Marketing ...

- ❖ The overall approach of generating awareness, **interest, desire and action (AIDA)** to consume services that are put on offer of the provider may be referred to as service marketing.
- ❖ **Communication** of the core meaning, benefits, and procedures of consumption of a service; making it **convenient** for the reach of target customers; building a sound in-bound and outbound **logistics support system**; selection, development and promotion of an effective **service distribution network**; and developing and promoting **systems visibility** are a few integrated functions related to marketing of services.



GREEN MARKETING

INTRODUCTION

- "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment."

WHY GREEN MARKETING

- Opportunities or competitive advantage.
- Corporate social responsibilities (CSR).
- Government pressure.
- Competitive pressure.
- Cost or profit issues.

Rural Marketing...

- *Meaning*

Planning & Implementation of marketing function for Rural Areas

- *Definition*

Rural marketing has been defined as the process of developing, pricing, promoting, distributing, rural specific goods & services leading to exchange between urban & Rural markets, which satisfies consumer demand & also achieves organizational objectives



Various factors which have made rural markets viable

- 1. Large population*
- 2. Remoteness is no longer a problem*
- 3. Growth in consumption*
- 4. Life-style changes*
- 5. Market growth rates higher than urban*
- 6. Rural marketing is not expensive*

What is the consumerism?

As commonly understood consumerism refers to wide range of activities of government , business and independent organisations designed to protect rights of the consumers.

Consumerism is a process through which the consumers seek redress(to set right) , restitution and remedy for their dissatisfaction and frustration with the help of their all organised or unorganised efforts and activities.



IMPORTANCE OF CONSUMERISM

- Stop unfair trade practices.
- Provide complete & latest information.
- Discourage anti-social activities.
- Implementation of consumer protection laws.
- Protect against exploitation.
- Consumer groups can liaison between government & industry.

