

# Promotional Mix

# Objective A

Describe the elements of the promotional mix.

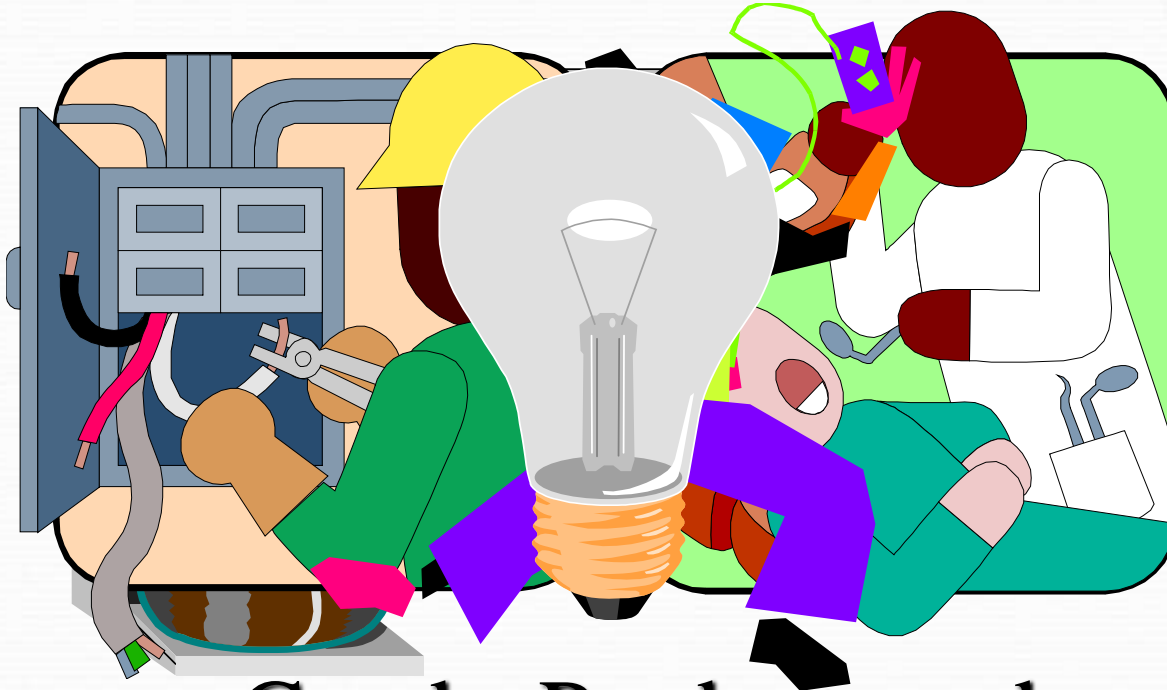
# What is Promotion

- Elements of the Marketing Mix
- Promotion is a form of communication that uses various methods to reach a targeted audience.



# Purposes of Promotion

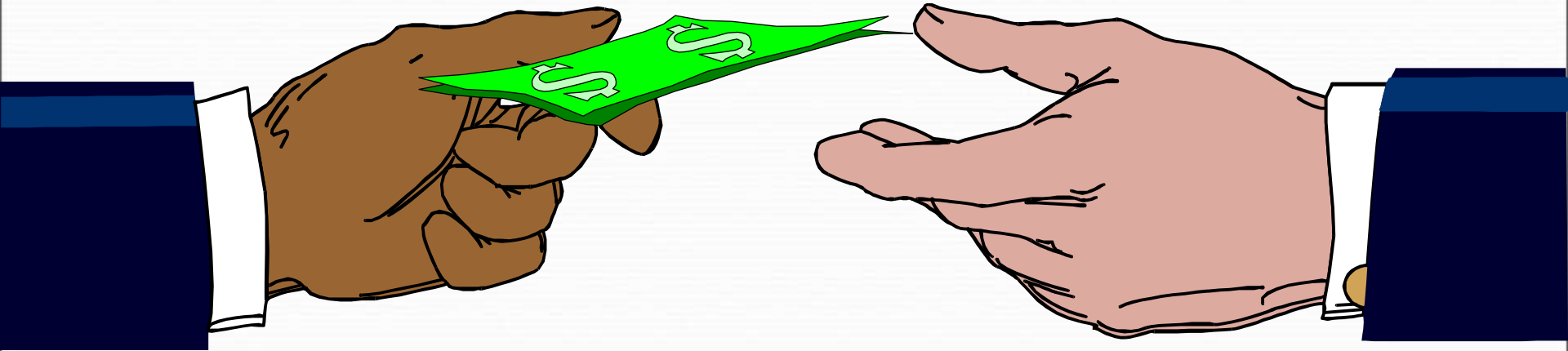
To tell consumers about a company's ...



**Goods, Products and  
Services**

# Purposes of Promotion

To persuade consumers to buy





## Promotion's Recipe for Success:

Mix various  
communication  
activities together and  
serve to potential  
customers until desired  
outcome is achieved.

# Promotion Techniques

- Advertising
- Personal selling
- Publicity
- Sales promotion



The Combination, or Blend, of Marketing Communication Channels Is Called the...

Sales Promotion Advertising Publicity Personal Selling







# Elements of the Promotional Mix

# Advertising

Any paid form of non personal presentation of ideas, images, goods, or services

It Takes Two To Tango.  
That's Why  
We Created  
The New 2-Door  
Camry Coupe.



Table for two. Two-company. Two in charge. It's likely obvious when we get the idea for the new 2004 Camry Coupe, how does that open the way to a more personal driving experience. What was so obvious is that it's all every thing a Camry ought to be. Elegant. Responsive. With a fair bit of dynamism.

A more more powerful V6 is available, while the new Camry Coupe

drives and passes grade, provide the little extra piece of mind.

And it's equally comforting to know that every Camry Coupe is engineered and built in America.

To learn more, call 1-800-GO-TOYOTA for a brochure and location of your nearest dealer.

The new 2004 Camry Coupe. Call us. Now!

**TOYOTA Camry Coupe**  
"It does what we do for you."

**Shell presents  
the credit card that can save  
your business  
time *and* money**



A Shell Fleet Card saves you time and money by putting a complete fleet expense management system at your disposal.

If service one of your drivers makes a purchase with the Shell Fleet Card, Shell automatically makes a computerized record of it for you. That can save your company hundreds of man-hours each year because we do so much of the accounting for you. And you don't have to pay on your drivers for buying or repairing and expense reports, because every detail is reported on the monthly statement.

Each month you get a clear, concise month-to-month report of all card activity. You can quickly identify and correct problems, such as incorrect fuel expenditures or unauthorized purchases. Add with our monthly billing and 25 days to pay without interest, you could realize your fleet expenses.

No need to have to pay a higher price for the convenience of using a credit card either. At Shell you pay the same price, each and every time.

For more information call (813) 656-4996 and ask for our Commercial Accounts Division.

**Experience the Difference**



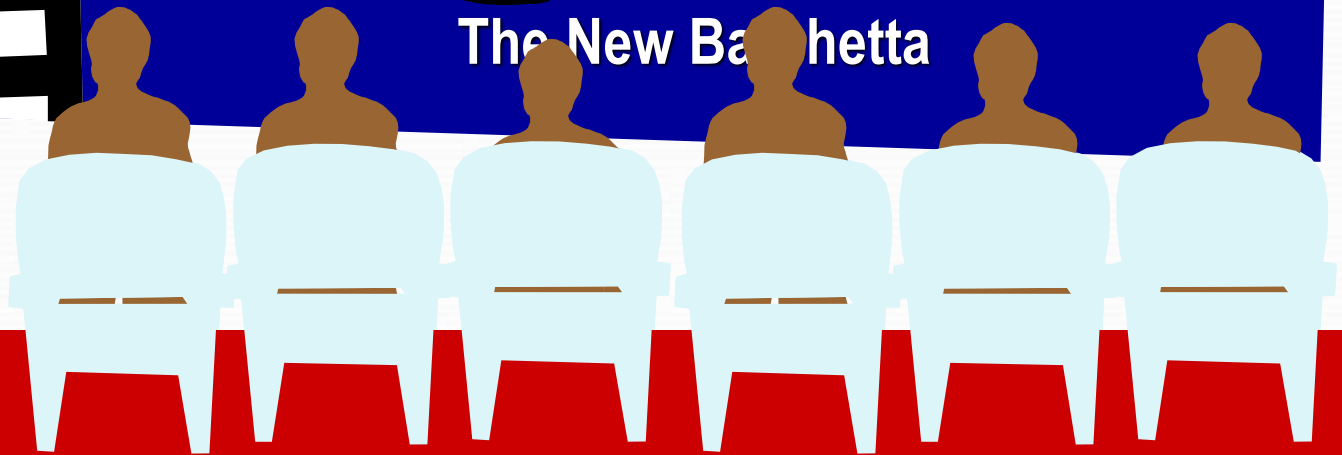
The most visible element of the promotional mix

# Driving Excitement!

- Actual cost of advertisement is quite high.
- Since many people receive the message, the per contact cost is very low.

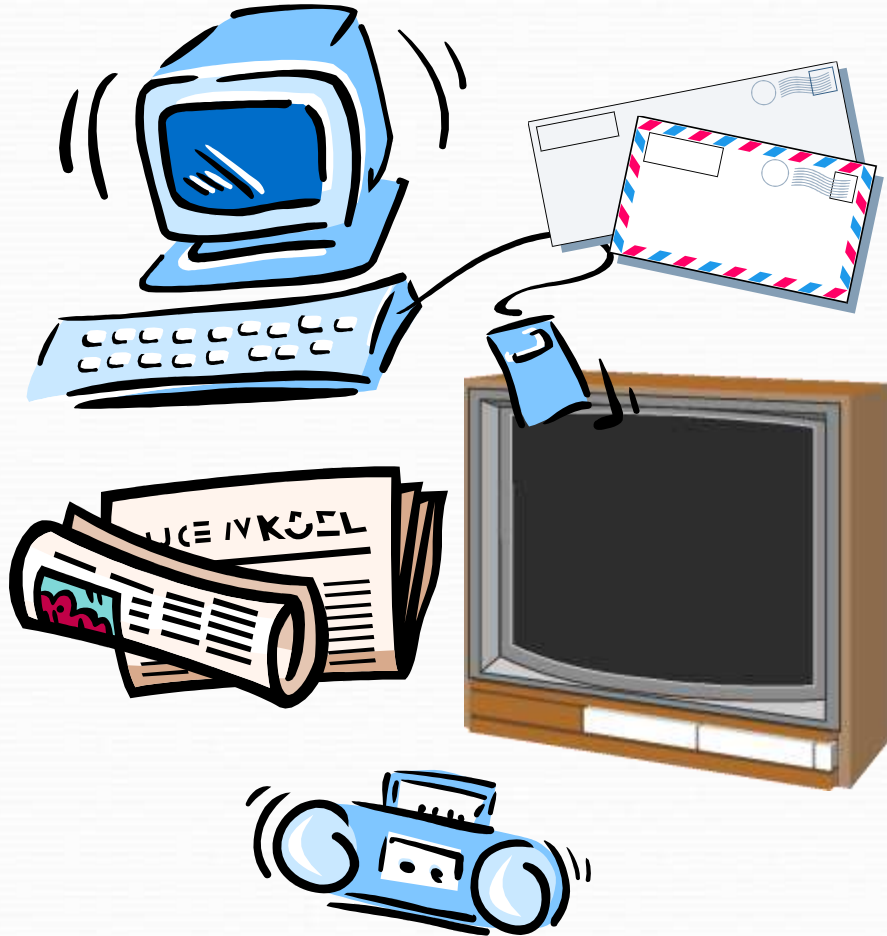


The New Barchetta



# Advertising

Messages can be delivered by:



- Television
- Radio
- Newspapers
- Magazines
- Direct mail
- Outdoor advertisements
- Directories
- The Internet

# Personal Selling

**Planned, personalized communication that influences purchase decisions and enhances future business opportunities.**

Is there anything else  
I can help you find?



# Selling Disadvantage

**On a per contact basis,  
personal selling is the most  
expensive form of promotion.**

# Sales Promotion

- Marketing activities designed to entice customers to buy a product
- Promotional activities other than advertising, selling, and publicity which stimulate



Instant rebates



Visual merchandising displays

# Publicity



**Press release – Vermont Ride Center  
For immediate release  
May 20, 2009**

On Thursday May 28<sup>th</sup> 2009, the Vermont Mountain Bike Association will host the first public meeting regarding the 'Vermont Ride Center' project, which has been in the discussion stages for the past 18 months.

At this meeting we will discuss:

1. The geographical scope of the project, which aims to develop a multi-ability mountain bike trail system between Waterbury – Moscow – Stowe, utilizing public and private land to connect north to Jeffersonville and south to the Mad River Valley, including area ski resorts and campgrounds. Key components of this project are professionally designed and built trails, with the system mapped and signed in a consistent manner
2. Developments to date, including proposals for parcels of Mount Mansfield State Forest, and the Adams Camp property in Stowe
3. The next steps in the project, including tasks to be completed in 2009

All interested parties are welcome to attend to learn about the project, meet the project partners, ask questions, and find out more information.

**Date:** Thursday, May 28, 2009

**Time:** 7:00 p.m.

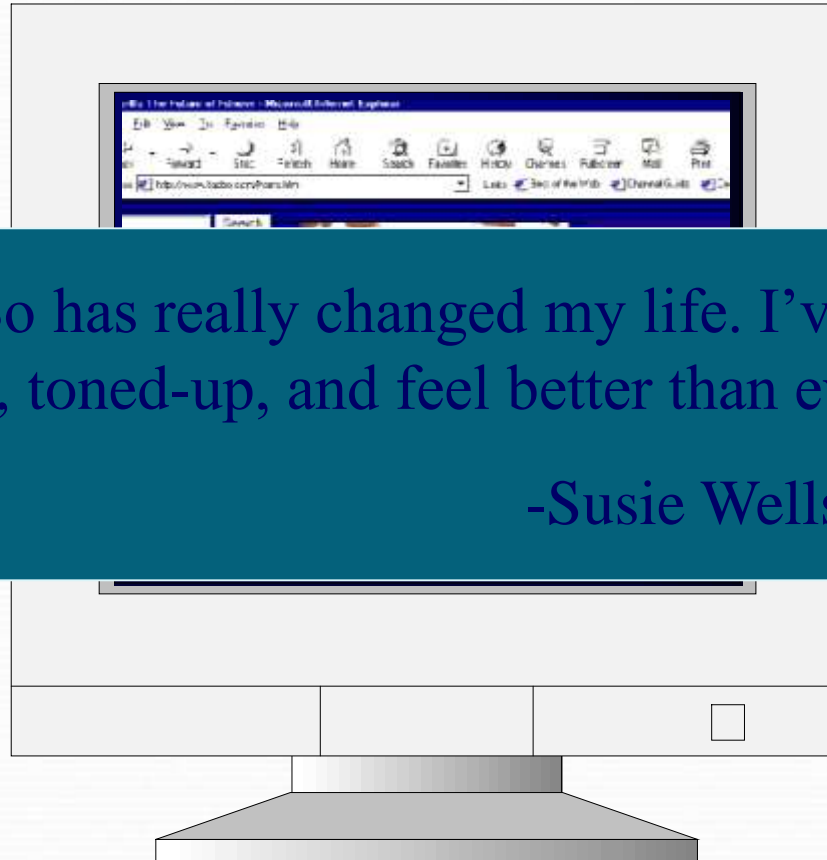
**Location:** Banquet Room - Akeley Memorial Building  
67 Main Street, Stowe, VT 05672

**Contact:** Patrick Kell, Executive Director  
Vermont Mountain Bike Association  
P.O. Box 596, Waterbury, VT 05676  
patrick@vycc.org

- Non personal presentation of goods or service that is not paid for by the company or business
- Free Publicity-  
Newsworthy activities you partake in.
  - Press release
  - Community project



# Ways the Internet Can Be Used as a Source of Publicity



A company web site can be used to obtain and display positive feedback.



Establish Good Will in Community

# Importance of the Promotional Mix

- **Appropriate blend is essential in obtaining and keeping customers**
- **Appropriate blend enables businesses to communicate effectively with customers**
- **Informs consumers about goods/services and persuades them to buy**

# Objective B

Explain factors affecting the selection of a promotional mix.

# Marketers Try To Create the Ideal Blend of Promotional Activities for Their Businesses.

Publicity

Personal selling

Advertising

No magic formula that marketers use to help design promotional mix



best customers and  
con sired message  
rd to fectiveness of the  
methods

# Factors Affecting the Selection of a Promotional Mix

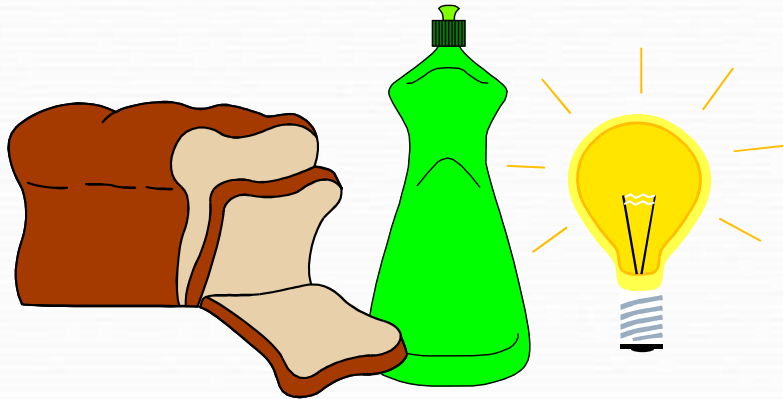


Variety of factors effect the promotional mix:

1. Product Itself
2. Target Market
3. Distribution channels
4. Company

# Good, Service, Image, or Idea

- Type of product



**Convenience goods**



**Shopping Goods**



**Specialty goods**

# Does Promotion Stay the Same



Maturity

Growth

Declining

Introductory

Stage of life cycle



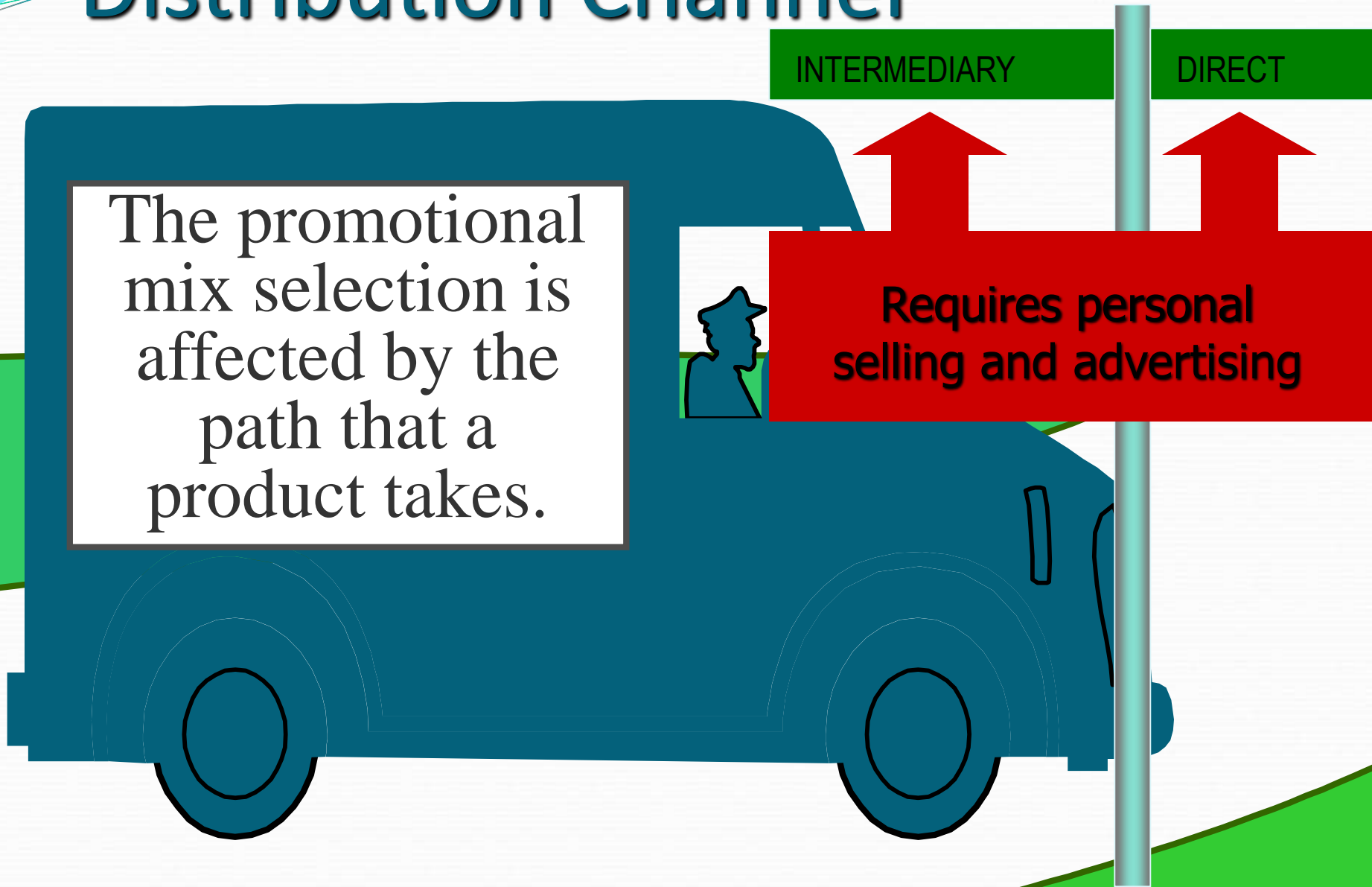
# Distribution Channel

The promotional mix selection is affected by the path that a product takes.

INTERMEDIARY

DIRECT

Requires personal selling and advertising



# What effects Promotion

- Type of Consumer
- Number of Consumers
- Geographical locations
- Available funds
- Competition
- Previous Methods

