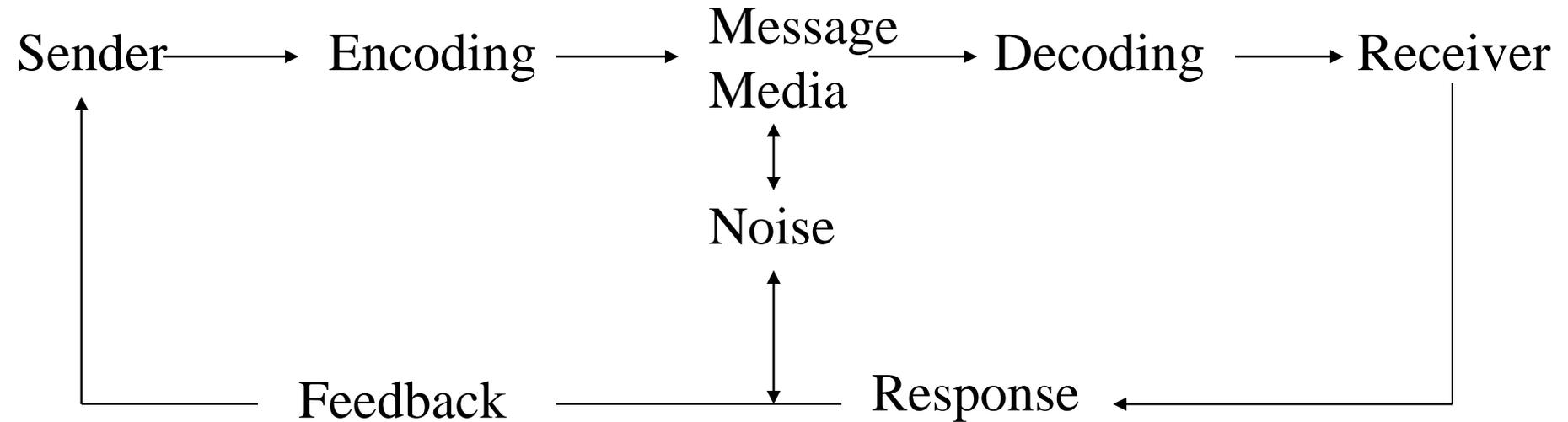


Promotion Mix

Marketing Communication

Marketing communication is the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.

Communications Process



Elements in Communication Process

- 1) Sender-** Someone who is sending the message. The maker of the brand is the sender of the advertising message.
- 2) Encoding-** When we address someone, we use language, visuals, body gestures to communicate. All these are called symbols. The process of putting our thought into symbolic forms is called encoding.
- 3) Message-** The symbols themselves constitute the message. Hence the visuals, headline, body copy, tag line, brand name, logo all are the parts of the message.
- 4) Media-** The channel used for sending the message across to the receiver (customer) is called medium (or media).
TV is an audio visual medium
Radio is an audio medium

5) Decoding- Once we receive the message we start interpreting it. The process of giving a meaning to all these symbols is called decoding.

6) Receiver- A receiver is one who reads/listens/ hears the message of the communicator.

7) Response- After having read the ad, I will react to the message. My reaction could be objective (if I accept what the sender of the message is saying) or negative (if I don't accept).

8) Feedback- Every communicator waits to know whether the message (a) has reached the target audience or not
(b) whether it has been accepted or not.

Elements of Promotion Mix/Marketing Communication Mix

Evaluation Factor	Advertising	Publicity	Personal Selling	Sales Promotion
1. Objective	To appeal to mass audience at reasonable cost, with an aim to persuade and inform	To reach masses with an independently (i.e from a source other than company) message	To deal with one customer at a time to answer questions at	To stimulate sale and to motivate individuals to buy on impulse
2. Audience	Mass customers	Mass (customers, employees, stakeholders)	Small (one/few)	Mass
3. Message	Uniform (same for all)	Uniform for one category of audience	Specific to each customer	Generally same
4. Cost	Low per audience	No	High per customer	Depends on sales promotion scheme

ELEMENTS OF THE PROMOTION MIX

Advertising - Any paid form of non personal communication of ideas goods or services delivered through selected media channels.

Publicity- It involves sending a message to someone because it is newsworthy and is published or broadcast without charge to the sender.

Sales Promotion – A range of tactical marketing techniques designed within a strategic marketing framework, to add value to a product or service in order to achieve a specific sales and marketing objective.

Public Relations - The deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its publics".

Selling and Sales Management - The personal interface between a company and its customers, aimed at achieving a sale.

Direct marketing - Direct communication using direct mail, telephone response media and more recently the Internet.

Publicity

- Responding to requests from media
- Supplying the media with information on events and occurrences
- Carry the information about the viewpoint of the organisation
- Credible message
- No media cost
- Loss of control of publication
- Loss of control of content
- Loss of control of timing

Functions of Public Relations

- Facilitates company's overall operations
- Aids promotion
- Helps in tackling social and environmental issues
- Ensures that customers are treated well
- Helps in attracting and retaining talented employees
- Stakeholders give it benefit of doubt
- Develops reputation as a good supplier and customer
- Responds effectively to negative publicity

Developing a Sales Promotion campaign

- Planning the program
- Duration
- Incentive to be given
- Assessing viability
- Pre-testing
- Implementing and controlling
- Evaluation

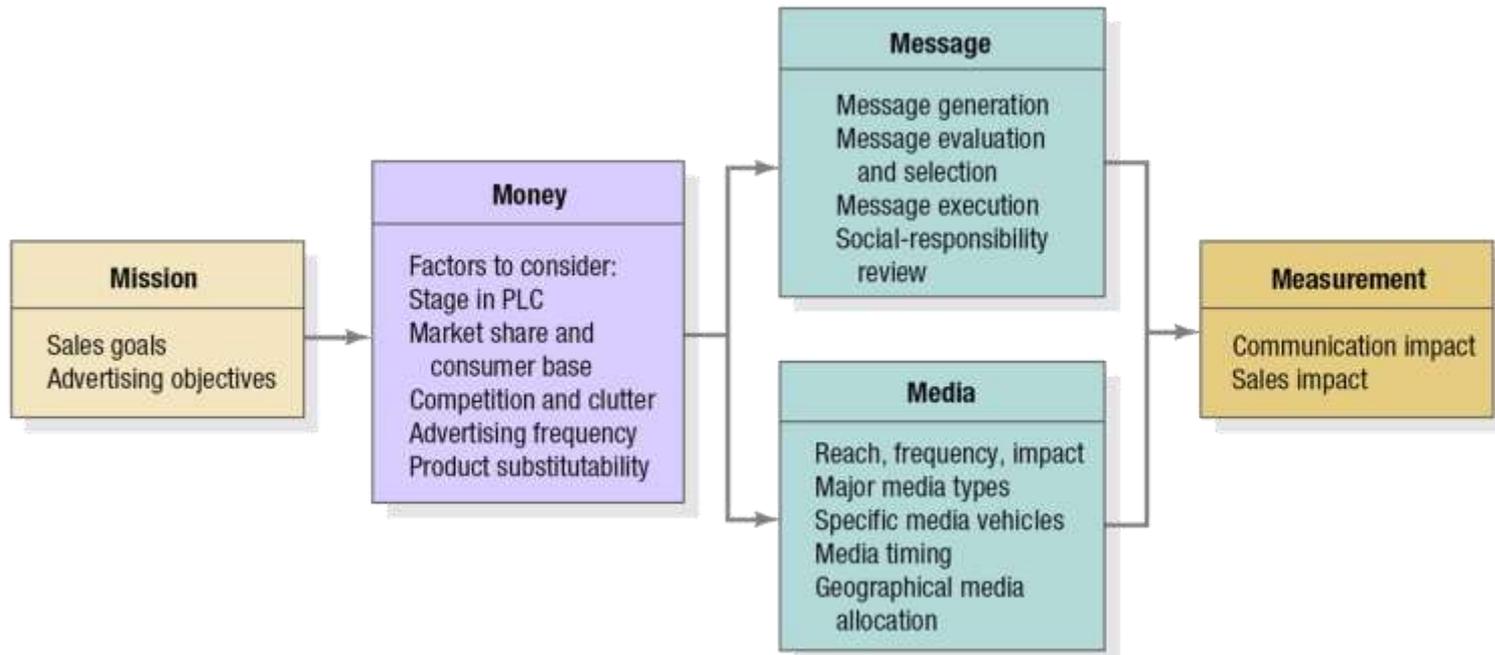
Sales Promotion Techniques

- Money off
- Bonus packs
- Free in or on-pack gifts
- Free in-the-mail offers
- Free samples
- Coupons
- Competitions
- Draws

What is Advertising

- It is any **paid** form of **non – personal** presentation and promotion of ideas, goods, services by an **identified sponsor**.

The Five M's of Advertising



The 5 Ms of Advertising

- Mission – objectives
- Money – budgets
- Message – communication
- Media – what vehicles?
- Measurement - evaluation

Media Decisions

The most cost effective media mix to ensure achievement of the advertising goal.

- Print Media (Newspaper, Magazine)
- Electronic Media (Television, Radio, Cinema)
- Outdoor Media (Posters, billboards/hoardings)

How should you select media

- Reach- No. of persons exposed to a particular media schedule at least once during a specified time period.
- Frequency- No. of times within the specified period that a person is exposed to that message.
- Impact- Qualitative value of an exposure through a given medium.
- TRP

Promotion Mix Strategies

1) Push strategy

- Sales force and trade promotion to push the product through the channels.
- Producer promotes product to wholesalers, the wholesalers promote to the retailers and retailers promote to the consumers.

• Pull strategy

- Promotion strategy that spends a lot on advertising and consumer promotion to create consumer demand.

Push versus pull promotion strategy



Push versus pull promotion strategy

What is Direct Marketing

Direct marketing is the use of consumer-direct channels to reach and deliver goods and services to customers without using market middlemen.

Direct Marketing Channels

1) Direct Mail- Direct mail marketing means sending an offer, announcement, reminder or other item to an individual consumer.

2) Catalogs

3) Telemarketing

4) Other Direct Response- At home shopping channels, Videotext, Kiosks

Online Marketing/ Web Based Marketing

- Websites
- Microsites
- Search ads
- Display ads
- Internet-specific ads and videos
- Sponsorships
- Alliances and affiliate programs
- Online communities
- Email
- Mobile marketing

Integrated Marketing Communication

IMC is the development of an Integrated Marketing Communication (Promotion) Plan that links the marketing function with the communication function to deliver Effective Marketing Messages capable of informing, convincing and persuading people to buy.

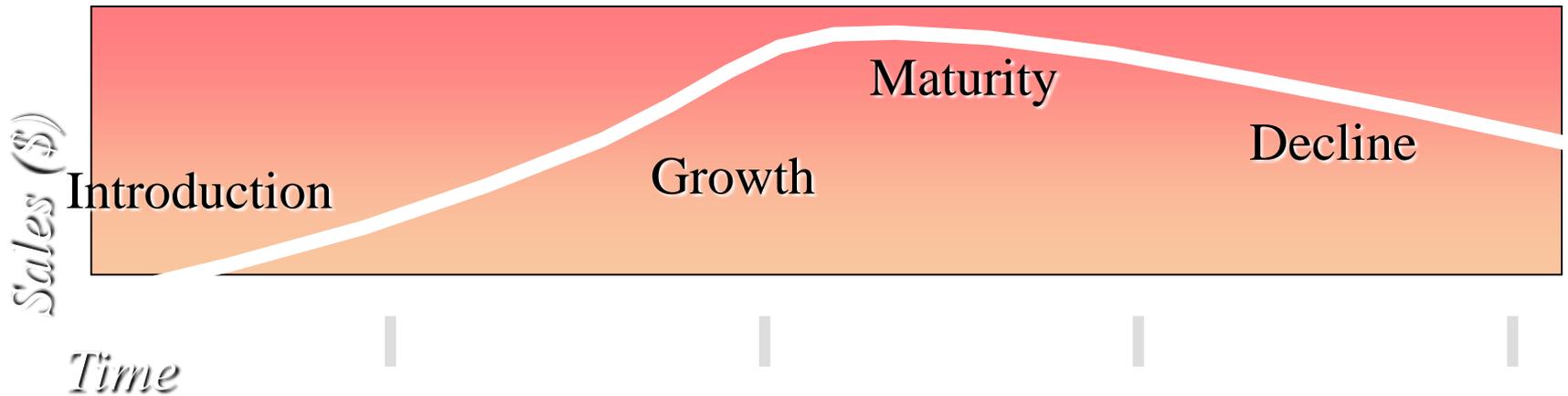
Integrated Marketing Communications Planning Model



AIDA Model and the Promotion Mix

	Awareness	Interest	Desire	Action
<i>Advertising</i>	Very effective	Very effective	Somewhat effective	Not effective
<i>Public Relations</i>	Very effective	Very effective	Very effective	Not effective
<i>Sales Promotion</i>	Somewhat effective	Somewhat effective	Very effective	Very effective
<i>Personal Selling</i>	Somewhat effective	Very effective	Very effective	Somewhat effective

Product Life Cycle and the Promotion Mix



<p>Light Advertising, pre-introduction Publicity</p>	<p>Heavy use of advertising, PR for awareness; sales promotion for trial</p>	<p>Advertising, PR, Brand loyalty Personal Selling for distribution</p>	<p>Ads decrease. Sales Promotion, Personal Selling Reminder & Persuasive</p>	<p>AD/PR decrease Limited Sales Promotion, Personal Selling for distribution</p>
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