

**What is Marketing?
Promotion & Advertising
& Sales**

Learning Objectives.

- Compare various methods of advertising a product.
- Assess the effectiveness of advertisements in each of the major media.
- Describe how electronic commerce and communication are affecting product promotion opportunities and strategies.
- Describe the role of the public relations function in a business.
- Identify criteria that should be considered when evaluating a promotional plan.

What are the goals of advertising?

- Brand Awareness and positioning.
- Brand Trial.
- Brand Preference.
- Brand Reminder.
- Brand Repositioning.

Brand Awareness

- Advertising can help
 - Inform the target market about the brand's name
 - Availability
 - Benefits
 - Appearance
 - Details for ordering

Brand Trial

- If a consumer tries a product and likes it, that consumer will probably buy the product.
- Consider giving away a free sample
 - Coupons
 - Directly at store
 - In advertisement

Brand Preference

- Brand preference advertisements try to convince consumers that their products have a stronger value equation than their competitors products.
- Endorsement is a statement by a recognized celebrity that he or she uses the brand. If someone sees someone they respect using the product they are likely to use the product.

Brand Reminder

- For older brands that encounter newer competitors marketers need to remind consumers that their brands are still available.
- Often remind consumers of the traditional or historical aspects of a brand.

Brand Repositioning

- As technology changes marketers sometimes look for product to appeal to their target consumers.
- The brand already has a position and needs to be adjusted slightly.

Creating the Message

- Intention
- Message
- Media
- Reception
- Action

Intention

- Effective advertising is crafted around achieving an objective.
- The advertisers craft with the message in mind.
- Sales representatives originally used advertising as an effective means of selling products

Message

- Translating a client's intention into an effective message requires three major steps.
 1. Researching the product to determine the Unique Selling Proposition
 2. Selecting an appeal that will communicate the proposition and the idea to the target market.
 3. Creating the message around the big idea for the selected media that will deliver it to the target audience.

Determining the Unique selling Proposition or Big Idea

- The unique selling proposition is the feature or benefit of the product or service that cannot be duplicated by any other product or service.
- The Big Idea is the simple message that will be used to communicate the USP to the target audience.
- SWOT analysis can help determine the USP.

What is a SWOT Analysis

- Strengths
 - What are the outstanding features of the brand?
 - What are the features of the brand that are better, different or missing from the competition's brands?
 - What are the positive consumer perceptions of the brand?
- Weaknesses
 - What is missing from the brand (for example, experience, quality control or variety)?
 - What are the features of the competitor's brands that are better, different, or missing from the client's brand.
 - What are the negative consumer perceptions of the brand?
- Opportunities
 - What are the newest trends within the brand's industry that have not yet been addressed?
 - What are the latest developments in technology that the brand can use in distribution, communication, manufacturing and product development.
- Threats
 - Are consumers finding replacement products?
 - Is the industry regulated? Will it be?
 - Do competitors own technology, manufacturing facilities, patents, licences, or distribution rights that will reduce the effectiveness of the client's marketing efforts.

Selecting the Appeal

- Biological
 - Focus on basic health and security
- Emotional
 - Focus on consumers feelings
- Rational
 - Focus on customer reasoning abilities
- Social
 - Focus on social pressure relating to the product

Selecting the Media

- Factors to Determine the Medium
- Reach
- Frequency
- Selectivity
- Durability
- Lead-time
- Mechanical Requirements
- Clutter
- Costs

Types of Media

- Magazines
- Newspapers
- Television
- Radio
- Out-of-home
- Direct-to-home
- The Internet
- Guerilla
- Specialty Advertising

Publicity and Public Relations

- **Publicity**
 - Media coverage of a business for which the business doesn't pay and can be their positive or negative
- **Public Relations**
 - Coordinates media relations, lobbies different levels of government, prepares brochures and annual reports, manages crisis

Sales Promotion

- All nonpersonal activities use to directly increase sales for the following reasons
 - Build traffic in a store, at a trade show, in a manufacturer's showroom
 - Create extra interest in a product or service, especially during a competitive season
 - Motivate staff
 - Introduce a new product and generate a brand trial
 - Clear old, end-of-season or discontinued stock

Sales Promotion

- Contests and sweepstakes
- Refunds and rebates.
- Coupons
- Premiums and self-liquidators
- Samples
- Special sales
- Point-of-purchase displays.

Personal Selling

- The amount of personal selling that is required to market a product depends on several factors
 - Complexity of the product
 - Price of the product
 - Distribution channel the product uses
 - Type of product or service
 - Target market

Personal Selling

- The amount of personal selling that is required to market a product depends on several factors
 - Complexity of the product
 - Complex products require a high degree of personal selling
 - Price of the product
 - The higher the price the higher degree of selling required.
 - Distribution channel the product uses
 - The more specialized the channel the higher degree. Direct requires high selling.
 - Type of product or service
 - A sales associate at retail store
 - telemarketing