

Methods of Promotion

Promotion is how businesses communicate with customers.

Promotion includes:

- Advertising
- Public Relations
- Sales Promotion
- Personal Selling

Purpose of Promotion:

- To inform
- To persuade
- To remind
- To build brand loyalty

1. Advertising

Advertising builds brands and increases sales

Goals

- A. • Brand Awareness & Positioning
- B. • Brand Trial
- C. • Brand Preference
- D. • Brand Reminder
- E. • Brand Repositioning

A. Brand Awareness

Helps customers recognize and remember a brand.

Advertising helps to:

- Inform about brand name
- Availability
- Benefits
- Appearance
- Ordering details

B. Brand Trial

Encouraging first use of a product:

- Free samples
- Coupons
- In-store trials
- Promotions in advertisements

C. Brand Preference

Convince consumers your brand is better:

- Value comparison
- Endorsements
- Celebrity influence

D. Brand Reminder & Repositioning

Brand Reminder:

- Keeps brand in consumer's mind
- Highlights tradition & history

Brand Repositioning:

- Adjust brand image
- Respond to technology & trends

Types of Media

Advertising channels

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

Selecting the Media

Factors:

- Reach
- Frequency
- Selectivity
- Cost
- Durability
- Lead time
- Clutter

Unique Selling Proposition (USP)

What makes a product unique.

- The feature that makes the product different
- The 'Big Idea'
- SWOT analysis helps determine USP

SWOT Analysis

Analyzes a brand's position:

- Strengths
- Weaknesses
- Opportunities
- Threats

Advertising Appeals

Ways to attract customers

- **Biological** -Targets basic human needs like food, water, sleep, or safety.
- **Emotional**- Appeals to feelings like happiness, fear, love, or excitement. Example:
- **Rational**- Focuses on logic, facts, or benefits
- **Social** -Plays on peer approval, status, or belonging.

2. Publicity & Public Relations

Publicity:

- Free media coverage
- Can be positive or negative

Public Relations:

- Manage image
- Crisis management
- Media relations

3. Sales Promotion

- Short-term activities to boost sales.

- Purpose:

- Increase sales
- Attract customers
- Introduce new products
- Clear old stock

Types of Sales Promotion

- Coupons
- Samples
- Rebates
- Contests
- Premiums
- POP Displays

Personal Selling

Direct communication with customers

Depends on:

- Product complexity
- Price
- Distribution channel
- Target market