

Promotion & Advertising

Promotion Definition

- Promotion includes all the communication that a company takes to manage its relationship to its consumers.



Components
(Channels) of
Promotion
(**Promotional
Mix**)

Advertising Media

Sales Promotion

Direct Marketing

Public Relations

Personal Selling

Advertising Objectives



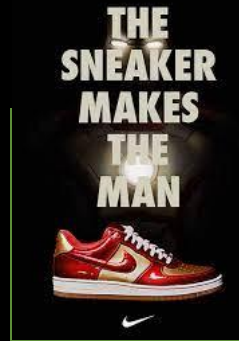
Inform

Increasing the awareness of a new brand, product class, or product attribute

Explaining how the product works

Suggesting new uses for a product

Building a company image



Persuade

Encouraging brand switching

Changing customer's perception of product attributes

Influencing customer to buy now

Persuading customers to call







Remind

Reminding consumers that the product may be needed in the future

Reminding where to buy the product

Maintaining awareness

AIDA Framework

Attention	Interest	Desire	Action
			
Advertising ✓+ Public Relations ✓+ Sales Promotion ✓ Personal Sell ✓	✓+ ✓+ ✓ ✓+	✓ ✓+ ✓+ ✓+	✓- ✓- ✓ ✓+

Types of Promotion Channels (Advertising MIX)

- Digital
- Magazines
- Newspapers
- Television
- Radio
- Out-of-home
- Direct-to-home
- Interest
- Special
- Guerilla

Works Cited

- Notman, David, and Jack Wilson. *The World of Marketing: A Canadian Perspective*. Thomson Nelson, 2003.