**Bharath College of Science and Management, Thanjavur-5**

**Dept of BBA**

**MARKETING MANAGEMENT**

**PROMOTION MIX**

The fourth element of the **4P’s** of Marketing Mix is the Promotion.

The Promotion mix refers to the blend of several promotional tools used by the business to create, maintain and increase the demand for goods and services.

The Promotion Mix is the integration of Advertising, Personal Selling, Sales Promotion, Public Relations and Direct Marketing. The marketers need to view the following questions in order to have a balanced blend of these promotional tools.

The promotion mix describe a blend of promotional variables chosen by marketers to help a firm reach its goals. It has been identified as a subset of the marketing mix.

**PERSONAL SELLING**

Personal selling is the process of helping and persuading one or more prospects to purchase a good or service or to act on any ides through the use of an oral presentation often in **face - to - face** manner or to by telephone. Communication between sellers and customers.

**According to American Marketing Association**

“Personal selling is oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales”

**Example**

Sales presentation, Sales meetings, Sales training, sample and telemarketing.

**PROCESS OF PERSONAL SELLING**

**Pre-Sale Preparation**

Before going for selling job, the salesmen must be prepared for all important aspects of selling. They must be familiar with product, market, organization, techniques of selling and prevailing marketing environment. Background knowledge regarding product, company, competition and customers is called pre- sales preparation.

**Prospecting**

Prospecting is the process of identifying prospective buyers of the product. The prospects are those who have need or will to buy and power to pay. Prospects may be individuals or institutions. A prospect is qualified if he has the authority, need, ability and eligibility to buy.

**Pre-approach**

Pre - approach is the second step in the selling process which emphasizes that the salesman should know, after identifying the prospect in the prospecting stage, the prospect’s like and dislikes, his needs, preferences, habits, nature, behavior, economic and social status etc. This kind of preparation to meet the prospect is called the pre-approach.

**Approach to the customer**

Approach means meeting the prospect face to face. It is the first appearance of the salesman with the prospect. The pre-approach is an effort to know things only in part and to know the prospects completely, an approach is necessary. The salesman should create a favorable sales impression on the prospect.

**Sales Presentation and Demonstration**

At the stage of presentation and demonstration, the prospective buyers are presented with the products physically and demonstrated what the product would do for them.

**Presentation :** Proper presentation of goods is important in creating and holding the interest of the consumer for the products.

**Demonstration :** Demonstration is showing with proof and example how a product or service benefits the buyer”.

**Handling Customer Objections**

An objection is the expression of disapproval of an action taken by the salesman. Once an objection is raised, it indicates that the prospect is undecided about the purchase. Further, it also points out that the prospect is in need of some more convincing and persuasion to arrive at a decision . The salesman to remove all possible doubts and queries from the minds of the prospects.

**Closing the Sale**

All of the effort that has gone into the prospecting, pre-approach, approach, and presentation have as its aim a successful close. Closing is the process of helping people makes a purchase .It is the part of the selling process that ultimately brings the sale to a conclusion .

**Follow-up Action**

Many salespeople have the attitude that making the sale is all that is important. Once the sale is made, they can forget about their customers. One of the most important aspects of their jobs is follow-up-the final step in the selling process, in which they must ensure that delivery schedules are met, that the goods or services perform as promised, and that the buyers employees are properly trained to used the products.

**ADVERTISING**

Advertising is the paid presentation and promotion of idea goods or services by an identified sponsor in a mass media.

The term ‘advertising’ is derived from the original Latin word ‘advertere’ which means to turn the attention. Piece of advertising turns the attention of the readers or the listeners or the viewers or the onlookers towards a product or a service or on idea. Therefore it can be said that any thing that turns the attention to an article or a service or an idea might be well called as advertising.

**According to Wheeler**  “Advertising is any form of paid non-personal presentation of ideas, goods or services fro the purpose of inducing people to buy”.

**Example** : Print ads, Radio, Television, brochures and catalogs, banner ads.

**OBJECTIVES OF ADVERTISING**

**To Increase Demand**

Advertising creates the awareness about the product among the target audience. They are made to feel the need of the product.

**To Sell a New Product and to build New Brands**

Advertising introduces a new product to potential customers. These potential customers are given information regarding features, contents, quality, price and availability of the new product. Advertising is done to build brand familiarity and brand popularity.

**To Educate the Masses**

Non commercial advertisements issued by government department and social organizations aim at educating the masses For example ads issued by health departments about pulse-polio, AIDS, dengue fever, female-foeticide etc. Electricity/Water Department educate the people to check wastage of these resources.

**To Build Brand Preference**

Advertising helps the manufacturers and marketers to build brand preference and brand loyalty of their products. It will help the manufacturers to stay in the market in long run and enable them to charge higher price for their products.

**To Build Goodwill**

Advertising helps to build corporate image and create goodwill among existing and potential customets, employees, shareholders, government, financial institutions and public at large.

**To attract and Help Middlemen**

It is easy to attract middlemen for the advertised products or services. Moreover, advertisement also help the middlemen to inform and persuade the potential customers, because it is easy to persuade customer regarding purchase of a product which is well advertised and is already known to them.

**To Support Salesmen**

Advertising provides great support to salesman. It becomes easy for the salesmen to sell the product that are well advertised. People respond favorably to the call of salesman if the brand is popular. Advertising may be used to open customer’s door for salesmen, for example, in advertisement of Eureka Forbes, the appeal is given to target audience to attend the salesmen of the company.

**To Remind the Customers of the Product and company.**

The regular advertisements remind the product and the company to the consumers. Many customers are likely to forget the company and its products, but repeated ads on popular media help the firms to remain to touch with customers.

**To Reach Customers Left Out of Salesmen**

Some customers may be left out by salesmen either because they are not easily accessible or because they are too small to justify sales calls. Advertising helps to bring such customers within the purview of promotion.

**To Inform about Changes in Marketing Mix**

If the company has made certain changes with regard to product, price, place like it has introduced new product design, model or opened new retail outlet, changed price, launched new sales promotion schemes, then it has to inform about these changes to the buyers. Advertising is useful to inform about these changes.

**TYPES OF ADVERTISING**

**Printing Advertising** : Newspaper, magazines & brochure advertisements, etc

**Broadcast Advertising** : Television and radio advertisements

**Outdoor Advertising** : Hoardings, banners, flags, wraps, etc.

**Digital Advertising** : Advertisements displayed over the internet and digital devices.

**Product/Brand Integration** : Product placements in entertainment media like TV show, You Tube, etc

**SALES PROMOTION**

Sales promotion is media and non-media marketing communication used for a pre-determined limited time to increase consumer demand. Stimulate market demand or improve product availability.

**Example** : Coupons, Trade shows & Exhibition

**OBJECTIVES OF SALES PROMOTION**

**To Introduce New Product** : To induce buyers to purchase a new product, free samples may be distributed or money and merchandize allowance may be offered to business to stock and sell the product.

**To Attract New Customers** : New customers may be attracted through issue of free samples, premiums, contests and similar devices.

**To Induce Present Customers to Buy More** : Present customers may be induced to buy more by knowing more about a product, its ingredients, and uses.

**To Help Firm Remain Competitive** : Sales promotions may be undertaken to meet competition from a firm.

**To Increase Sales in Off Season** : Buyers may be encouraged touse the product in off seasons by showing them the variety of uses of the product.

**To Increase the Inventories of Business Buyers** : Retailers may be induced to keep in stock more units of a product so that more sales can be affected.

**To Develop Patronage Habits among Customers :**  It can be done by popularizing goods and services of the producer among the potential consumers and to motivated them towards larger purchases.

**To Educate Customers :** Educating customers/dealers and salesmen simplifies the efforts of salesforce and motivate them for larger purchase.

**To Stimulate Sales :** Sales promotion can promote larger sales in certain specified segments of market. To stimulate maximum sales on special occasions such as Diwali,religious festivals, and other such occasions.

**To Facilitate Coordination** : Sales promotion can be easily used to facilitate coordination and proper link between advertising and personal selling.

**METHODS OF SALES PROMOTION**

* Consumer Promotion
* Middlemen Promotion
* Sales Force Promotion

**Consumer Promotion**

Sales promotion directed at consumers may be done with a view to increase the products rate of using among existing consumers or to attract new consumers to the company’s product.

\* Free Distribution of Samples

\* Coupons

\* Premiums or Bonus Offers

\* Money Refund Offer

\* Price off or Temporary Price Reduction

\* Contests or Sweepstakes

\* Bonus Stamps

\* Draw

\* Cheap Bargain or Self Liquidating Premium

\* After sale Service

**Middleman Promotion**

Incentive programmes for dealers aim at obtaining maximum cooperation from distribution channels such as **wholesalers, semi-wholesalers and retailers**, who form the vital links in the distribution chain. Manufacturers want preferred store locations and special displays.

There are different types of deals and the most common among them are described below.

\* Buying Allowance Discount

\* Buy-back Allowance

\* Display and Advertising Allowance

\* Dealer-Listed Promotion

\* Push Money

\* Sales Contests

\* Free Gifts

\* Advertising Material

\* Credit Facility

**Sales Force Promotions**

Personal selling by far is the most important method of sales promotion. To make it highly effective, sales force promotion schemes are felt necessary. The tools for sales force promotions are

\* Bonus to Sales Force

\* Sales Force Contest

\* Sales Meetings, Salesmen’s Conventions and Conferences

**PUBLICITY**

Publicity is gaining public visibility or awareness for a product, service or your company via the media. It is the publicist that carries out publicity, while PR is the strategic management function that helps an organization communicate, establishing and maintaining communication with the public.

**William J.Stanton** “ Publicity is any promotional communication regarding an organization and/or its products where the message is not paid for by the organization benefiting from it.

**Examples** of advertising include commercials on TV or before YouTube videos, News stories/interviews in trade journals, industry sites, newspapers, magazines etc.

**PUBLIC RELATIONS**

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. “Public relations can also be defined as the practice of managing communication between an organization and its publics.

Most firms in today’s environment are not only concerned to customers, suppliers and dealers but also concerned about the effect of their actions on people outside their target markets. It is a planned effort by an organization to influence the attitudes and opinions of a specific group by developing a long term relationship.

**According to Public Relations Society of America (PRSA)** “ Public Relations (PR) help an organization and its publics relate to each other to the benefit of both.

**Example** Press releases or corporate anniversary parties.