

# Promotional Mix

The 4<sup>th</sup> P

# Promotional Mix Elements

- (remember, it is NOT the Marketing mix)
- Advertising
  - Impersonal, one-way mass communication about a product or organization that is paid for by a marketer.
- Public Relations
  - The marketing function that evaluates public attitudes, identifies areas within the organization that the public may be interested in, and executes a program of action to earn public understanding and acceptance.
  - Functions of Publicity
    - Maintain a positive image
    - Educate the public about the company's objectives
    - Introduce new products
    - Support the sales effort
    - Generate favorable publicity
- Personal Selling
  - Planned presentation to one or more prospective buyers for the purpose of making a sale.
  - 2-way direct communication
- Sales Promotion
  - Marketing activities—other than personal selling, advertising, and public relations—that stimulate consumer buying and dealer effectiveness.
  - The goal is to generate sales
- Social Media
  - Promotion tools used to facilitate conversations among people online.
    1. Social media include blogs (online journals), microblogs (Twitter), podcasting (online audio shows), vodcasts (online videos and newscasts, especially on YouTube), and social networks such as Facebook and LinkedIn.
    2. Social media are ubiquitous—it just depends on how deep that layer goes for each brand.

# Promotional Strategy

- A plan for the optimal use of the elements of the promotion mix.
- The purpose/goal of promotion
  - communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence an opinion or elicit a response

# Characteristics of Promotion Mix Elements

Exhibit 14.3

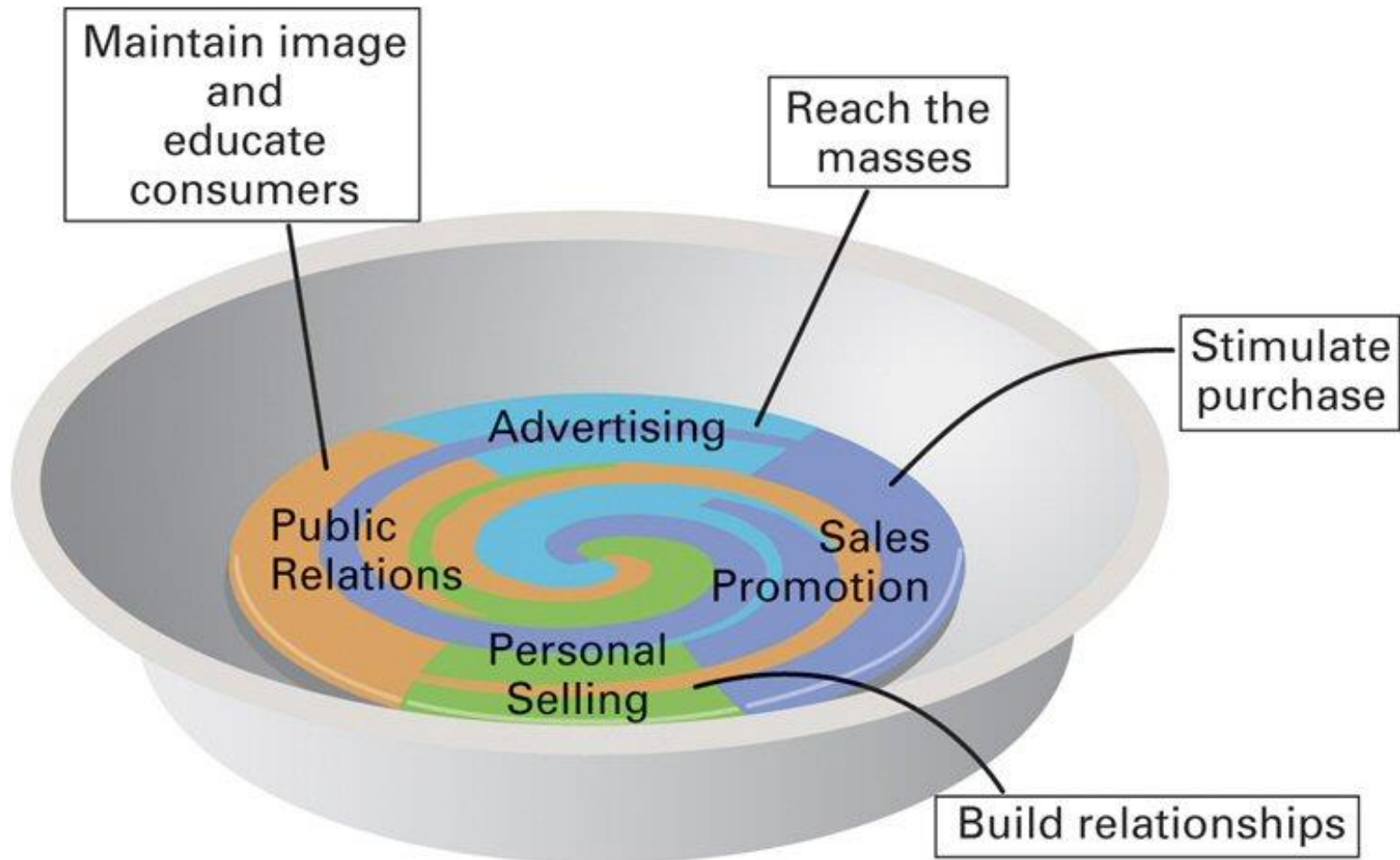
Characteristics of the Elements in the Promotional Mix

|                                            | Advertising                   | Public Relations                       | Sales Promotion                         | Personal Selling              |
|--------------------------------------------|-------------------------------|----------------------------------------|-----------------------------------------|-------------------------------|
| <b>Mode of Communication</b>               | Indirect and impersonal       | Usually indirect and impersonal        | Usually indirect and impersonal         | Direct and face-to-face       |
| <b>Communicator Control over Situation</b> | Low                           | Moderate to low                        | Moderate to low                         | High                          |
| <b>Amount of Feedback</b>                  | Little                        | Little                                 | Little to moderate                      | Much                          |
| <b>Speed of Feedback</b>                   | Delayed                       | Delayed                                | Varies                                  | Immediate                     |
| <b>Direction of Message Flow</b>           | One-way                       | One-way                                | Mostly one-way                          | Two-way                       |
| <b>Control over Message Content</b>        | Yes                           | No                                     | Yes                                     | Yes                           |
| <b>Identification of Sponsor</b>           | Yes                           | No                                     | Yes                                     | Yes                           |
| <b>Speed in Reaching Large Audience</b>    | Fast                          | Usually fast                           | Fast                                    | Slow                          |
| <b>Message Flexibility</b>                 | Same message to all audiences | Usually no direct control over message | Same message to varied target audiences | Tailored to prospective buyer |

# The Role of the Promotion Mix in Marketing



# Elements of Promotion Mix and Their Role



# Goals and Tasks of the Promotion Mix

