

PDF - ANALYSIS OF PROMOTION MIX AS A TOOL OF MARKETING COMMUNICATION -

researchcub.info Marketers have to understand the unique characteristics and the cost of each promotion tool in deciding the promotion mix. Let us examine each of the major tools.

A Advertising: the company forms of advertising make it hard to generate above its unique qualities. However, several qualities can be noted.

Advertising can reach masses of geographically dispersed buyers at a low cost per exposure for example, tv advert can reach huge audiences.

Beyond its reach, large scale advertising by a seller says something positive about the seller size, popularity and success.

Because of advertising's public nature, consumers tend to view advertised products as standard and legitimate – buyers know that purchasing the product will be understood and accepted publicly.

Advertising enables the sellers to repeat a message many times, and it lets the buyer receive and compare the messages of serious competitors.

Advertising is also very expensive in nature and allows the company to dramatise its products through the artful use of print, sound and colour.

On the other hand, advertising can be used to build up a long – term image for a product (such as cola – cola advertising).

Lastly, advertising can trigger quick sales (as when a department store advertises a weekend sale).

B Personal Selling: personal selling is the most affective tool of certain stages of the buying process, particularly in building up buying preferences, convictions and action. Compared to advertising, personal selling has several unique qualities.

It involves personal interaction between two or more people, so each person can observe the other's needs and characteristics and make quick adjustments.

Personal selling also allows all kinds of relationships to spring up, ranging from a matter – of fact selling relationship to a deep personal friendship. The effective sales person keeps the customer's interest of heart in order to build a long – term relationship.

Finally, with personal selling the buyer usually feels a greater need to listen and respond, even if the response is a polite “no thank you”

C Sales promotion: sales promotion includes a whole assortment of tools: coupons, contest price reductions, premium offers, free goods and other all of which have many inquired qualities.

They attract consumer attention and provide information that may lead to purchase.

They offer strong incentives to purchases by providing inducements or contributions that give additional values to consumers.

Moreover, sales promotion invites and rewards quick response. Whereas advertising says ‘buy our product?’

Sales promotion offers incentives to consumers to buy it now.

D Public Relation: public relations officers have several unique qualities; it is all those activities that the organization does not communicate with target audience which are not directly paid for.

Public relations believable: news stories feature and events seen

more real and believable to research than advertising do.

Public relation can reach many prospects who avoid sales person's and advertisement since the message get to the buyers as 'news' rather than as a sales directed communication .

An, like advertising, public relation can dianatise a company or product. The body shop is one of the few international companies that have used public relation as a more effective alternative to mass tv. Advertising

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