

PRINCIPLES OF MARKETING

DBB 1313

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DSK SCHOOL OF MANAGEMENT IIC

CHAPTER 8:

PROMOTION STRATEGY



Learning Outcomes

LO¹

Discuss the role of promotion in the marketing mix

LO²

Explain the goal of promotion

LO³

Discuss the role of advertising in the promotional mix

Learning Outcomes

LO⁴

Discuss the role of public relation in the promotional mix

LO⁵

Discuss the role of personal selling in the promotional mix

LO⁶

Discuss the role of sales promotion in the promotional mix

LO⁷

Describe the marketing communication process

The Role of Promotion in the Marketing Mix

LO¹

**Discuss the role of
promotion in the marketing mix.**

The Role of Promotion

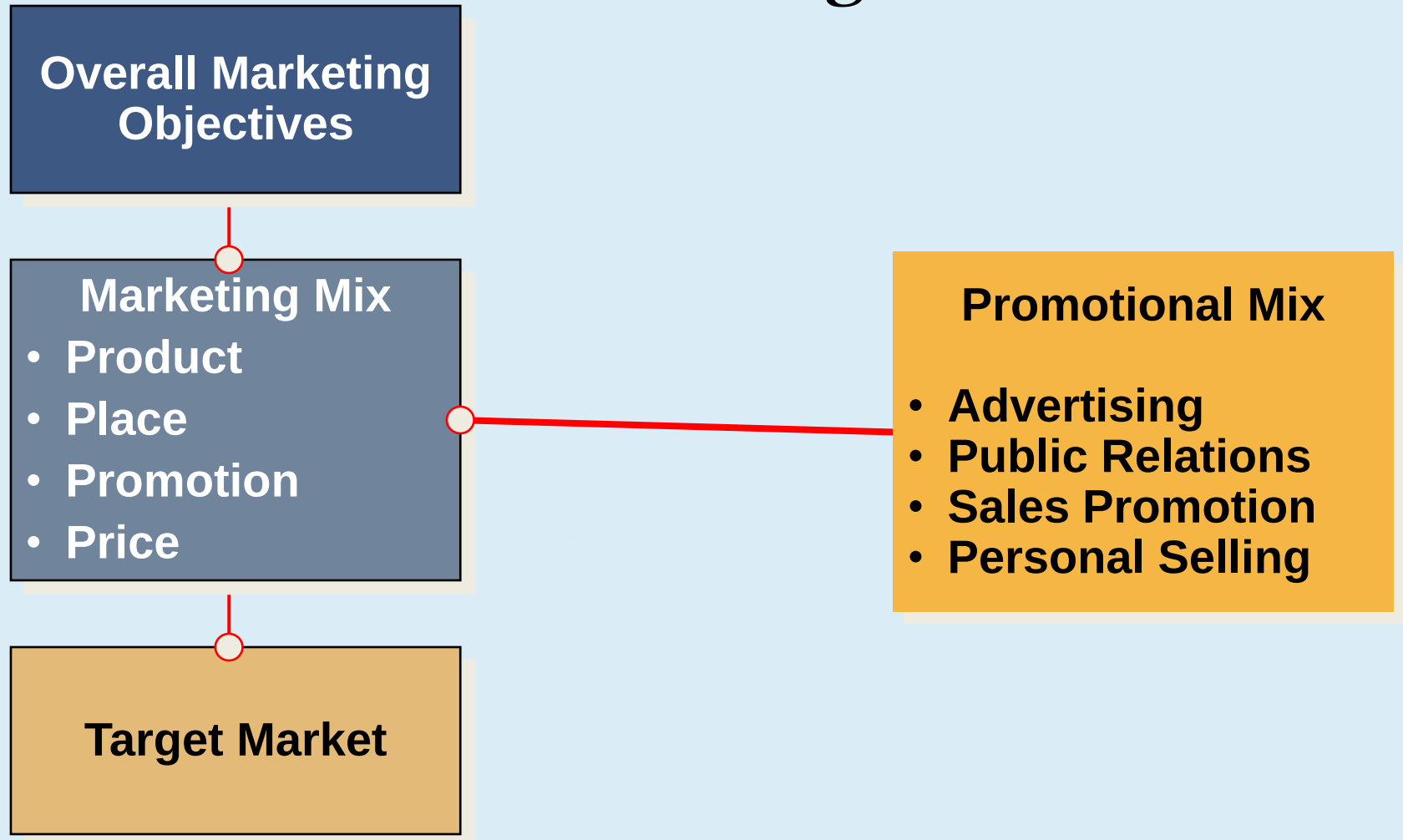
**Promotions –
Communications by
marketers that informs,
persuades, and reminds
potential buyers of a
product in order
to influence an opinion.**

The Promotional Mix

Combination of promotion tools used to reach the target market and fulfill the organization's overall goals.

- Advertising
- Public Relations
- Sales Promotion
- Personal Selling

The Role of Promotion in the Marketing Mix



LO¹

Review Learning Outcome

The Role of Promotion in the Marketing Mix



The Goals of Promotion

LO²

Explain the goals of promotion.

The Goals of Promotion

The three goals of promotion:

- Informing
- Persuading
- Reminding

Informing

Informative Promotion

- **Increase awareness**
- **Explain how product works**
- **Suggest new uses**

Persuading

Persuasive Promotion

- **Encourage brand switching**
- **Change customers' perceptions of product attributes**
- **Influence immediate buying decision**

Reminding

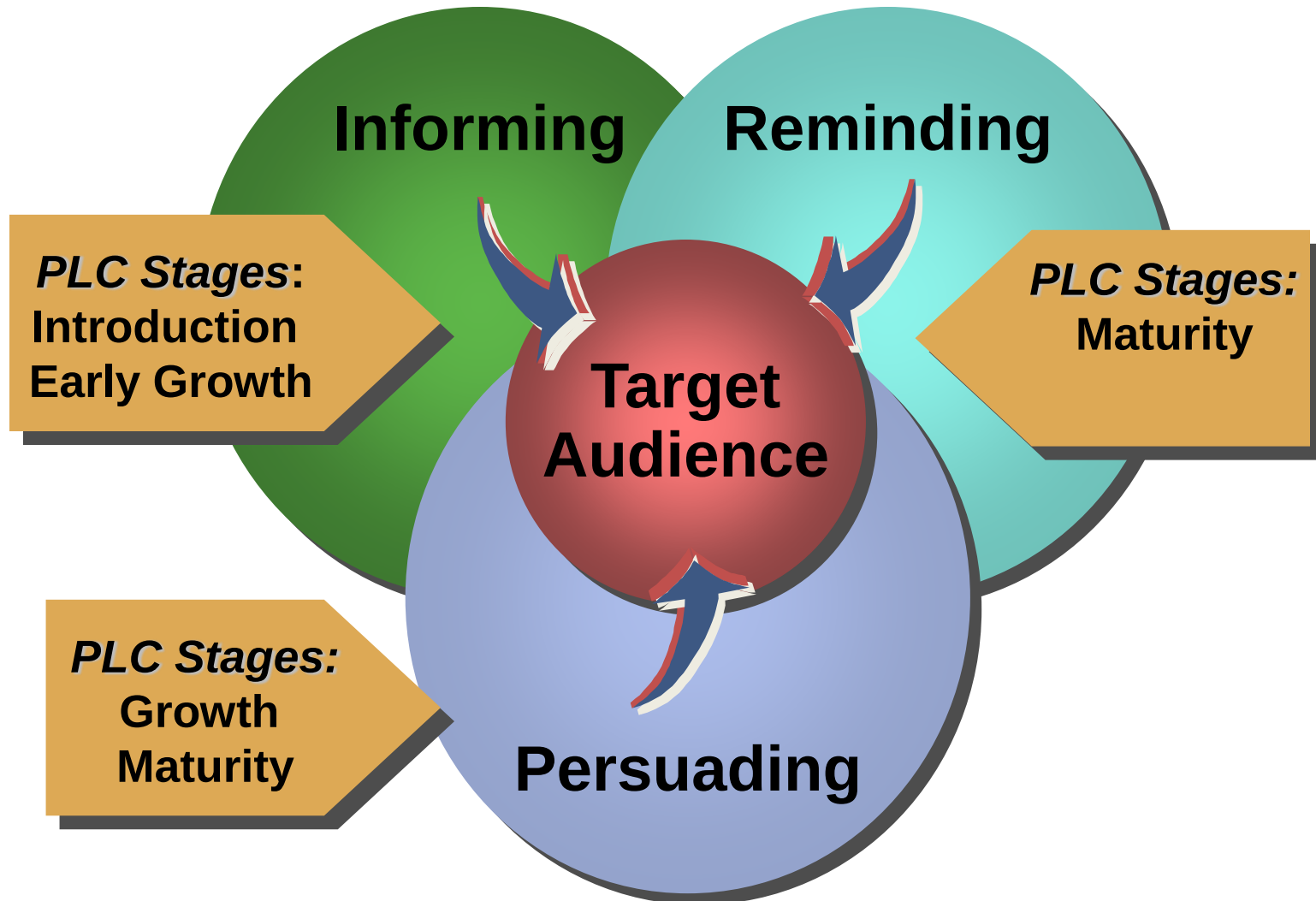
Reminder Promotion

- Remind customers that product may be needed
- Remind customers where to buy product
- Maintain customer awareness

LO²

Review Learning Outcome

Goals of Promotion



Advertising

LO³

**Discuss the role of advertising
in the promotional mix**

Advertising

**A form of one-way,
paid communication.**

Advertising Media

Traditional Advertising Media

- Newspapers
- Magazines
- Radio
- Television
- Billboards

New Advertising Media

- Internet
- Banner ads
- E- mail
- Videos
- Social media apps

Public Relations

LO⁴

Discuss the role of public relations in the promotional mix.

Public Relations

**A type of promotion that
execute programs or events
to gain public acceptance.**

The Function of Public Relations

- Maintain a positive image
- Educate the public about the company's objectives
- Introduce new products
- Support the sales effort
- Generate favorable publicity

Personal Selling

LO⁵

**Discuss the role of
personal selling in the
promotional mix.**

Personal Selling

**A purchase situation involving
a personal communication
between two
people in an attempt to
influence each other.**

Advantages of Personal Selling

Personal Selling Advantages

- ✓ **Directed to potential customers**
- ✓ **Detailed explanation or demonstration**
- ✓ **Effective at obtaining sale**
- ✓ **Building trust among customers**
- ✓ **Help to gain customer satisfaction**



Customer buying products at Etude House can choose whether they wanted the salesperson to help them with their purchase or not.



Sales promotion

LO⁶

**Discuss the role of
sales promotion in the
promotional mix.**

Sales Promotion

Marketing activities, other than advertising, personal selling, and public relations, that stimulate consumer buying.

Sales Promotion

Sales discount

Voucher

Free gift

Free samples

Rebate

Contest

Sales Promotion

Sales discount

A promotion that entitles consumers to an immediate price reduction.

Voucher

A certificate that gives consumers commercial entitlement.

Free gift

An extra item offered to the consumer, usually in exchange for some proof of purchase.



Sales Promotion

Free samples

A promotional program that allows the consumer the opportunity to try a product or service for free.

Rebate

A cash refund given for the purchase of a product during a specific period.

Contest

A competition in which people compete for the award and prizes



SHOPBACK

UP TO **30%** Cash rebates + **P300** Sign up and shop bonus

LAZADA ZALORA Shopee AliExpress Luvula

Shop online and earn up to 30% cash rebates.
Register now via www.shopback.ph/bpi and get P200 sign up bonus plus an additional P100 on your first spend.

Learn More

Promo period is from January 22, 2016 - April 30, 2016
Per DTI FTEB SPD Permit No. 1035, Series of 2016

Make the best happen. **BPI**

Buy & Win
Grand Prize worth RM 200,000

Let's Go To **JAPAN** with **Yakult**

First PRIZE iPad Mini 4
Second PRIZE X3 Baskin-Robbins Gift Card

TOKYO & HOKKAIDO
5 days 4 nights for 3 families (10 persons per family) with Yakult Ambassador, Entrance & Round Trip Ticket

Chance to be featured **ON TV**

Assortment of Yakult merchandise will be given for every purchase of 100 bottles.

Contest period: 28 August - 15 October 2016

How to participate

1. Buy minimum 20 bottles of Yakult Ace or Yakult Real Light. Place it in the box.
2. Collect the plastic wrapper of Yakult's product with expiry date and bar code.
3. Write a slogan.
4. Complete the contest form, include the plastic wrapper and tag, post to the stated address.

Marketing Communication

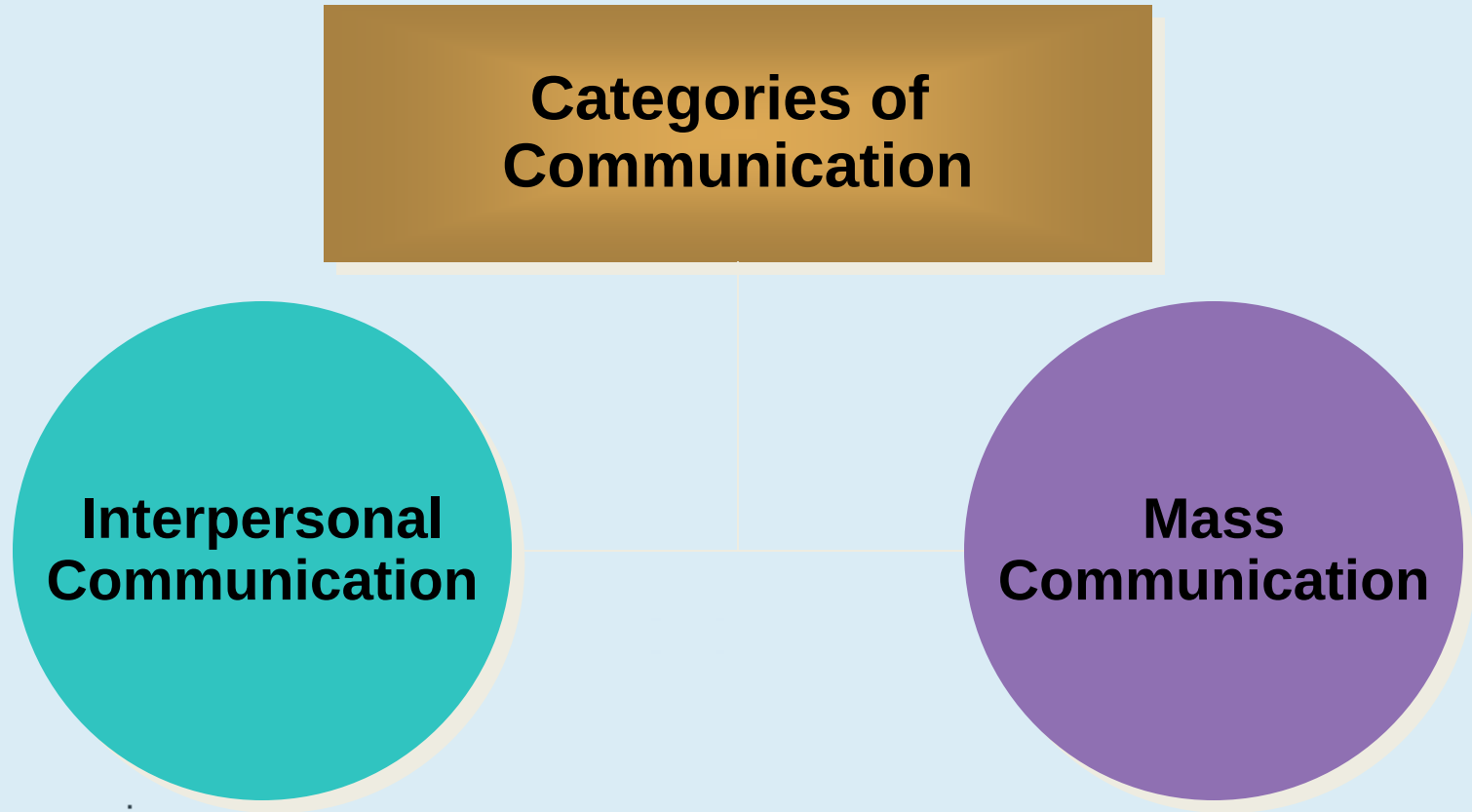
LO⁷

Describe the marketing communication process.

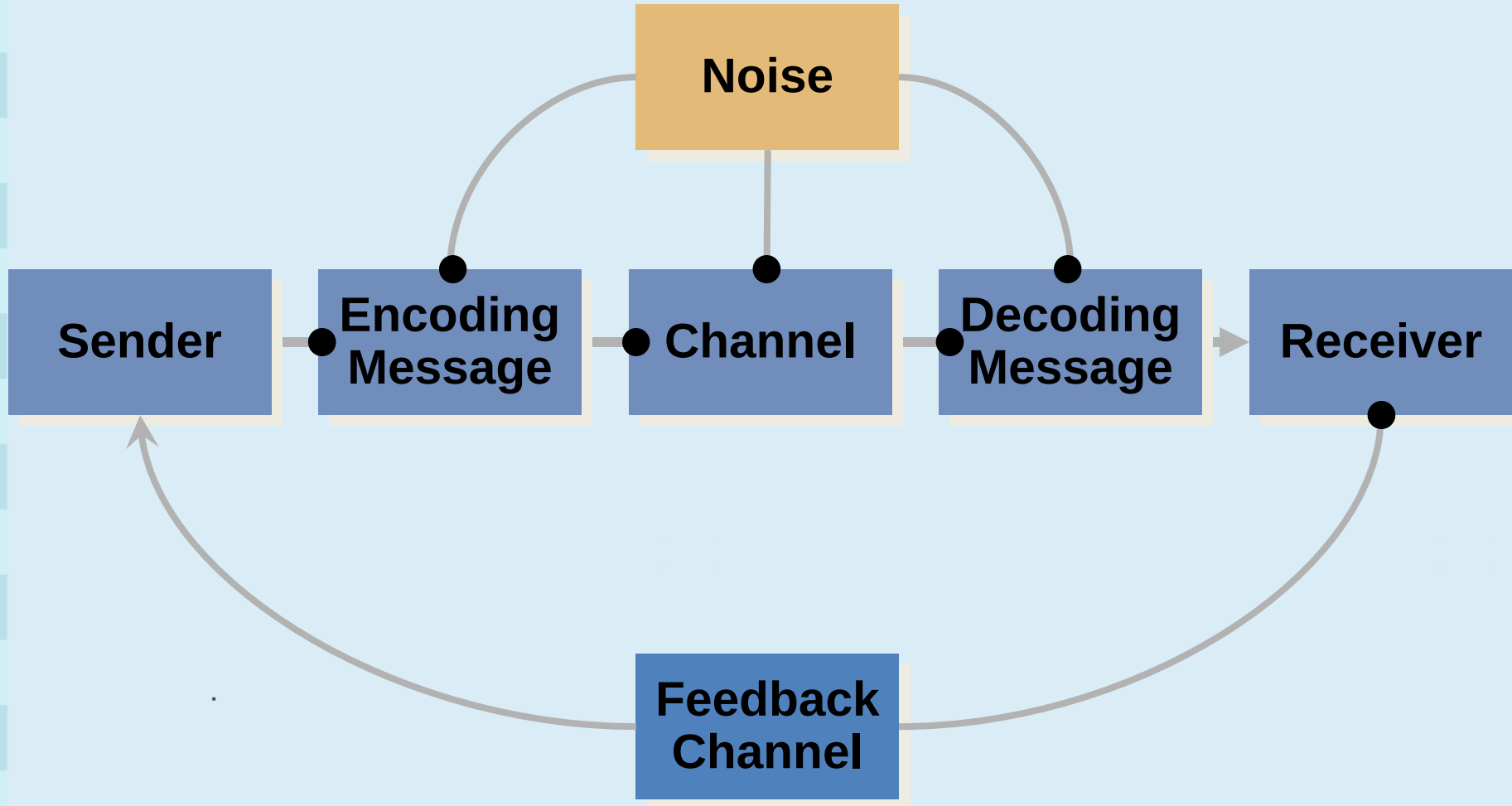
Communication

**The process by
which we exchange or share
meanings through a common
set of symbols.**

Marketing Communication



The Communication Process



The Communication Process

- The sender takes the message to be sent and encodes it either through verbal or written methods.
- They pass the message through the channel
- Then it is handed off to the receiver who receives the message and decodes it.
- The process is hindered by noise or communication barriers such as the perceived message.
- Feedback is the check on how successful we were in passing the correct message to the receiver.

Review Learning Outcome

The Communication Process

