

MARKETING MANAGEMENT

UNIT-4 PART- I

MEANING OF PROMOTION

“What is Promotion?” Promotion is a marketing tool, used as a strategy to communicate between the sellers and buyers. Through this, the seller tries to influence and convince the buyers to buy their products or services. It assists in spreading the word about the product or services or company to the people. The company uses this process to improve its public image. This technique of marketing creates an interest in the mindset of the customers and can also retain them as a loyal customer.

Promotion is a fundamental component of the marketing mix, which has 4 Ps: product, price, place, and promotion. It is also an essential element promotional plan or mix, which includes advertising, self and sales promotion, direct marketing publicity, trade shows, events, etc.,

Some methods of this procedure contain an offer, coupon discounts, free sample distribution, trial offer, buy two items in the price of one, contest, festival discounts, etc. The promotion of a product is important to help companies improve their sales because customers reaction towards discounts and offers are impulsive. In other words, promotion is a marketing tool that involves enlightening the customers about the goods and services offered by an organization.

Types of Promotion

Advertising-

It helps to outspread a word or awareness, promote any newly launched service, goods or an organization. The company uses advertising as a promotional tool as it reaches a mass of people in a few seconds. An advertisement is communicated through many traditional media such as radio, television, outdoor advertising, newspaper or social media. Other contemporary media that supports advertisement are social media, blogs, text messages, and websites.

Direct Promotion-

It is that kind of advertising where the company directly communicates with its customers. This communication is usually done through various new approaches like email marketing, text messaging, websites, fliers, online adverts, promotional letters, catalog distributors, etc.

Sales Promotion-

This utilizes all sorts of a marketing tool to communicate with the customers and increase sales. However, it is for a limited time, used to expand customers demand, refresh market demand and enhance product availability

Self-promotion-

It is a process where the enterprises send their agents directly to the customers to pitch for their product or service. Here, the response for the feedback of the customer is prompt and therefore, easy to build trust.

Public Relation-

Popularly known as PR is exercised to broadcast the information or message between a company (NGO, Government agency, business), an individual or a public. A powerful PR campaign can be valuable to the company.

Online Promotion-

This includes almost all the elements of the promotion mix. Starting from the online promotion with pay per click advertising. Direct marketing by sending newsletters or emails.

Key Points of Promotion

- It is a communication tool that incorporates all the elements used to spread awareness and convince customers to buy goods and services
- It is applicable only for short term sales
- It is one of the variables of the marketing mix
- The effect of promotion is short term
- The result or outcome of the promotion is immediate
- It is an economic marketing tool as compared to advertising
- It can be used for all sorts of businesses irrespective of the size, brand of a company

ROLE OF PROMOTION IN THE MARKETING MIX

Mix-marketing is a concept that deals with the main components of a marketing plan. The four main components of the marketing mix are price, location, promotion and product. These four components work together to help create a marketing plan for the business. Without any of the four parts, the marketing plan can suffer and not be as effective as it could be. You could rely more on one aspect than others, but they all play a role.

All components of the marketing mix are interrelated. The marketing manager manages the creation of a product with certain consumer characteristics, assigns a retail price, chooses the place of sale and delivery channels of the goods, informs the potential buyer about the advantages of the goods and convinces them to make a purchase.

In today's highly competitive environment, companies are forced to seek hidden reserves to create competitive advantages for their products. These reserves are concentrated in the main elements of the marketing mix.

Elements of the marketing complex is a certain set of tools that affect the market and significantly affect consumer demand.

In the context of the organization's Marketing Mix, promotion means all marketing communications, with which you can draw the consumer's attention to the product, provide the necessary information about the product and its key characteristics, form a need to purchase goods and make repeated purchases.

Promotion includes such marketing communications as advertising, promotion in points of sales, search engine optimization, PR, direct marketing.

1. Build awareness: The first role of marketing promotion is to build awareness about a product or service. Through advertising, public relations, and social media marketing, it can be done

2. Make people interested: The second role of marketing promotion is to make people interested in a product or service. It occurs through content marketing, SEO, and social media marketing.

3. Create product/service demand: The third role of marketing promotion is to create demand for a product or service. By using sales promotion, events, and sponsorships, businesses do this.

4. Make them take action: The fourth and final role of marketing promotion is to make people take action. It occurs through coupons, contests, and sweepstakes.

Benefits of Promotion Marketing

1. Offer a unique selling proposition

One of the main benefits of marketing promotion is that it can help you offer a unique selling proposition (USP). A USP is a feature or benefit of your product or service that sets it apart from your competition.

2. Improve brand perception

Another benefit of marketing promotion is that it can help improve the perception of your brand. It occurs by sponsoring events, running ads, and creating marketing collateral.

3. Turn visitors into long-term customers

Another benefit of marketing promotion is that it can help turn visitors into long-term customers. It takes place by offering coupons, discounts, and contests.

4. Drive sales and revenue

Finally, one of the most important benefits of a promotional marketing strategy is that it can boost sales promotions and revenue generation. It helps through sales promotion, events, and sponsorships.

Challenges to Marketing Promotion

1. Cost

One of the main challenges to marketing promotion is the cost. Marketing promotion can be expensive, and it can be hard to justify the expense if you are not seeing results.

2. Time-consuming

Another challenge to marketing promotion is that it can be time-consuming. Creating marketing collateral, organizing events, and running ads can take a lot of time and effort.

3. Requires creative thinking

Another challenge to marketing promotion is that it requires creative thinking. To be successful, you need to come up with fresh and innovative ideas that will capture people's attention.

4. Results can be hard to measure

Finally, one of the challenges to marketing promotion is that results can be hard to measure. It can be hard to tell if your marketing campaign is successful if you don't have a way to track results.

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