

Component 3

Promotion

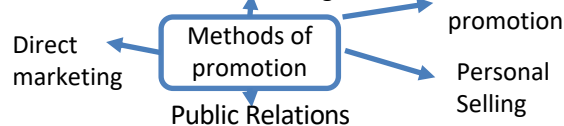
What is promotion?

Promotion is any method of communication that tries to encourage current and potential customers to buy products

The purpose of promotion

- Create a positive image of the enterprise in minds of current and potential customers
- Encourage current and potential customers to buy products

Promotional Mix



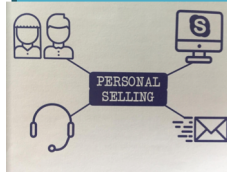
Advertising

The message – what the communication needs to say

The medium – How to get the message across to current and potential customers – the target market

Personal Selling methods:

- Face to face
- Telephone
- Email
- Video or web conferencing



Advertising methods:

Moving image – television, cinema.

Print – newspapers, magazines, leaflets, billboards

Ambient – bus stop, public places

Digital – company websites, social media

Audio – local and national radio



Target Markets

Groups of people who are most likely to buy their products. The enterprise will choose the promotional mix based on the best way to reach their target markets

Types of Market:

Business to Business (B2B)
Business to Consumer (B2C)

Psychographic

- Social class
- Attitudes
- Lifestyle
- Personality Characteristics

Behavioral

- Spending
- Consumption
- Usage
- Loyalty Status
- Desired Benefits

Geographic: location

Segmenting the Market

Demographics

- Age
- Race
- Religion
- Gender
- Family size
- Ethnicity
- Income
- Education level
- Socio-economic group



Sales Promotion: Providing incentives to customers.

- Coupons
- Competitions
- Money off
- Loyalty incentives
- Discounts
- 'Buy one get one free'



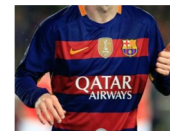
Factors which influence choice of promotional method.

- Size of enterprise
- Budgetary constraints
- Appropriateness for product/service
- Target Market



Public relations activities : Promoting a product/service, brand or enterprise by placing information about it in the media without paying for the time or media space directly.

- Exhibitions
- Sponsorship
- Press Releases



Direct Marketing: to establish an individual relationship between the enterprise and the customer.

- Direct Mail (junk mail)
- Mail order catalogues
- Magazines
- Telemarketing



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What I need to know:

Elements of the promotional mix and their purpose			
1. What does message mean in advertising?			
2. What does the medium mean?			
3. Name the 4 methods of advertising			
4. Why is sales promotion used?			
5. What are the 6 methods of Sales Promotion?			
6. Name the 5 methods of Personal Selling			
7. Define what Public Relations is			
8. Name the 3 methods of Public Relations			
9. What is the purpose of Direct Marketing			
10. Name the 4 methods of Direct Marketing			
Targeting and Segmenting the Market			
1. What is Business to Business (B2B)			
2. What is Business to Consumer (B2C)			
3. How can you segment at market through demographics?			
4. How can a market be segmented using geographic?			
5. What is Psychographic segmentation?			
6. What is behavioural segmentation?			
What are the factors that can influence the choice of promotional methods?			