

# Promotion

by Sophia



## WHAT'S COVERED

How do you think you would go about telling people about your product? What are the ways that manufacturers and sellers and companies promote products to you? How do you find out about a product that you want to buy that fulfills one of your wants or needs? This tutorial will focus on promotion, which is one of the 4 P's in the 4 P's marketing model. Our discussion breaks down as follows:

1. [Promotion in the Marketing Mix](#)
2. [Media Mix](#)

## 1. Promotion in the Marketing Mix

Let's look at promotion and its place in the marketing mix. As you know, promotion is part of the four P's:

- Product
- Price
- Place
- Promotion

Promotion is used to sell a product--that good, service, or idea--and it's done through what's called a promotion mix. There are five main aspects of a promotion mix.

Promotion Mix	Description	Examples
Advertising	Presentation and promotion of a ideas, goods, or services	Print ads Television Web pages
Personal Selling	Process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation	Telemarketing Sales meetings Sales Presentations

Sales Promotion	Media and non-media marketing communication which is used for a pre-determined, limited time to increase consumer demand or stimulate market demand	Coupons Contests Sweepstakes
Public Relations	Practice of managing the spread of information between an individual or organization and the public	Newspapers and magazine articles Speeches Seminars
Direct Marketing	Form of advertising that allows business and non-profits to communicate straight to the customer	Email Promotional letters Newsletters

Some of the ways to promote a product could be simply imparting knowledge about the product, or telling consumers that there's been a change in price, as in "Look at the new price and how much more value I'm offering you for this particular product!"

These are all types of promotion, and as a business, you're going to mix several different ones. You're not going to rely on just one type of promotion.

## 2. Media Mix

**Media mix** comprises the various communication forms that can be used by an organization to inform or promote its offerings. With media mix, we're primarily concerned with advertising or advertising media. There are many different types of media, such as:

- Internet
- Radio ads
- Television ads
- Point-of-sale displays
- Signs
- Direct calling (telemarketing)

These are all ways to advertise a different product. Typically you'll see companies hit a variety of different advertising media in order to get their product message out.

The internet is an important communication channel that uses the powerful tool of data mining. Data mining is simply understanding who it is that's looking at your product or buying your product. If you can define who is buying your product through avenues like rewards cards that track purchases and demographic data, then you can target your promotional media in order to hit that target market--specifically the people you want to sell to.

⇒ **EXAMPLE** Those pop-up ads that suddenly appear for things that you've searched the internet for recently and let you know about a product that's out there is a result of companies collecting browsing data. Or, you may see promotions at the point of purchase, like additional savings or incentives offered for signing up for a rewards cards or special discount club. You may be offered rebates if you buy something, or come into

contact with any number of other displays within a store that touts a particular item that's on sale or being promoted.

Trade shows involve getting a product out there in a very public way.

⇒ **EXAMPLE** An auto show, for example, is a forum for all of the car companies to come out with their newest and greatest concept cars and latest models in order to generate media buzz and interest within the marketplace.



#### TERM TO KNOW

##### **Media Mix**

The various communication forms used by an organization to inform or promote its offering.



#### SUMMARY

Today, we learned about the role of **promotion in the marketing mix**. We also learned about **the media mix**--that mix of different media and advertising that you want to put together to hit as wide a market as you can for your target audience, hopefully generating interest and ultimately sales.

Good luck!

Source: adapted from sophia author james howard



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