

J. D. Women's College
Department of MBA
Course- PG Vocational MBA
1st Sem
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Subject -Marketing Management
Topic- Promotion Decision - part 2
(Promotion Mix)

Promotion Mix (Marketing Communication Mix)

Promotion mix refers to the combination of all promotional elements a firm could use to communicate its brand positioning to its intended customers. A company's total marketing communication mix also called promotion mix consists of specific blends of advertising, personal selling, sales

promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives.

1. **Advertising**- it is any paid form of non personal presentation of ideas, goods and services by an identified sponsor.
2. **Personal Selling**- it is also known as door to door selling or face to face selling. It consists of one to one interaction with one or more prospective purchasers for the purpose of making presentations, answering questions and procuring orders. Even though it is considered to be one of the most expensive forms of promotion, it is also considered to be the most successful as a seller-buyer relationship can be created and developed.
3. **Sales Promotion**- it consists of a variety of short term incentives to encourage trial or purchase of a product or service.
4. **Publicity and public Relations**- a variety of programs designed to promote or protect a company's image or its products. Public relations is a deliberate and continuous effort to establish and maintain favorable relations between the organization and its public which includes Customers, employees, stockholders, government and society.
5. **Direct Marketing**- In direct marketing, organisations communicate directly with target customers to generate a response and/or a transaction. Social media marketing, Email marketing, Internet marketing are all types of direct marketing used by companies. They have become important in the promotional mix lately because

consumers use the internet far more than they did in the past. Company's employ direct marketing in order to engage in one-way communication with its customers, about product announcements, special promotions, order confirmations as well as customer inquiries.

Objectives of Promotion

1. **To build awareness (to inform)**- The first and foremost role of promotions in marketing is to create Awareness. Whenever a new product is launched, or a company introduces a new scheme, the aim of Promotion is informing consumers about features, qualities, performance, price, and availability of the firm's products. Market promotion is also a valuable means to inform consumers the changes made in the existing products and introduction of new products.
2. **To remind**- the aim of promotion is to keep reminding people about the firm's products and services over and over again.
3. **To persuade**- Market promotion aims to create liking, preference and conviction and purchase of a product. It is an effective way to persuade consumers the superiority of a product over competitors. A firm can communicate competitive advantages the product offers to distinguish it from competitors' products. Advertising is one of the most effective tools to distinguish the product from competitors' products.

4. **To reinforce-** such a technique is aimed at convincing the current or first time purchasers that they have made the right choice and should be happy about it.
5. **Brand Recall-** Many brands over a time become so common in the market, that they might not need brand recall ads. But there are sectors which have high competition and a line of generic products that regularly need to release promotions which promote the brand recall in the market. Thus, promotions in marketing can help the recall of the firm's brand in the customers market, thereby promoting the sales of the product.
6. **To acquire new customers-** The ultimate aim of promotions, or of any activity in marketing for that matter, is to attract new customers, convert them to repeat buyers and gain better profit margins for the company.

Other important objectives of promotion are stimulating demand, brand building & positioning, improving brand image and facing the competition.