

Promotion – Powerpoint Note

1. A “_____” is a blend of all of the marketing communications the business generates to increase sales.
2. The four main elements of a “promotional mix” are:

A. _____

- Any _____ of communication of ideas or products in the "prime media"
- Advertising is intended to _____ and inform
- The two basic aspects of advertising are:
 - the _____ (what you want your communication to say)
 - the _____ (how you get your message across)

» Examples:

B. _____

- Involves personal interaction with potential _____ of a product with the intention of making _____ .
- The personal selling may focus initially on developing a relationship with the potential buyer, but will always ultimately end with an attempt to "_____” .
- The four main roles involved in personal selling are:
 - a. _____
 - b. _____
 - c. _____
 - d. _____

C. _____

- Providing incentives to customers to _____
- More than any other element of the promotional mix, sales promotion is about “_____”.
- Its ultimate goal is about _____
- There are a variety of popular promotional techniques....they are:

D. _____

- otherwise known as " _____ " or PR.
- It is the communication of a product, brand or business by placing information about it in the media without _____.
- The main goal of Public Relations is to enhance a company’s _____ by presenting the company or individual to the world in the best light.
- Some examples of PR are:

Mix Element	Advantages	Disadvantages
Advertising	•	•
Personal Selling	•	•
Sales Promotion	•	•

Public Relations	•	•
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So...how do we ever decide on which elements and variables to use in our “promotional mix”? You need to consider the following three factors:

A.

B.

C.

As a result, the “promotional mix” is a _____.....you simply need to put the right pieces together in order to achieve your marketing goals.