

Understanding Market Mix – Promotion

Promotion refers to the methods used by a business to make customers aware of its product. Advertising is just one of the means a business can use to create publicity. Businesses create an overall promotional mix by putting together a combination of the following strategies:



Public Relations (PR) is a promotional technique used to gain media coverage. It is free and is generated through:
events
activities
news-worthy stories

Common PR activities include having celebrities opening a new store and supporting a charity or community venture which generates positive publicity for an organisation

The main aim of the public relations department is to:
build awareness of the brand
create a positive image for the organisation

Examples of PR are: Sponsorship, Press releases and conferences and charities

Web promotion is how **online businesses** get the word out about the **website**.

- **Advertising**, where a business pays for messages about itself in mass media such as television or newspapers. Advertising is non-personal and is also called above-the-line promotion.
- **Sales promotions**, which encourage customers to buy now rather than later. For example, point of sale displays, 2-for-1 offers, free gifts, samples, coupons or competitions.
- **Personal selling** using face-to-face communication, eg employing a sales person or agent to make direct contact with customers.
- **Direct marketing** takes place when firms make contact with individual consumers using tactics such as 'junk' mail shots and weekly 'special offer' emails.

There is no one right promotional mix for all firms. The **combination of promotional elements** selected takes into account the size of the market and available resources. Large businesses have the resources to use national advertising. Small firms with limited resources and a local market may instead opt for leaflet drops to promote their activities.