

Promotion > It is about effective communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence an opinion or elicit a response
Promotional mix > (promotional strategy) is an integral part of the marketing strategy to reach the target market

Role of Promotion:

- **Product** > good product
- **Place** > know where you are distributing
- **Promotion** > how you communicate to target market and make it relevant to them
- **Price**

Competitive advantage > one or more unique aspects of an organisation that causes target consumers to patronize that firm rather than competitors

Communication Process:

Sender (originator) → **encoding the message** (thoughts & ideas into a message) → message channel (medium of communication) → **decoding message** (interpretation) → **receiver** (decoder)

Noise = anything that interferes with transmission of information (other advertisements, news articles, store displays)

Feedback Channel = receiver's response to a message (market research, sales results, change in market share, social media)

4 Goals of Promotion

1. **Informing** > Increase awareness, explain how product works, suggest new uses, Build company image
2. **Persuading** > Encourage brand switching, Change customers' perceptions of product attributes, influence immediate buying decision, persuade customers to call
3. **Reminding** > remind customers that product may be needed, where to buy and maintain customer awareness
4. **Connecting** > Form relationships through social media, encourage transparent information exchange and customers become brand advocates

Digital Media Types

Owned media > Brand's presence on social platforms - Brand's presence in Facebook, YouTube, Twitter, Pinterest, etc. Videos, webinars, recommendations, ratings, and blog

Earned media > Word of mouth or online buzz about a brand - Viral videos, retweets etc.

Paid media > Use of traditional media - Display advertising, paid search words, direct online

AIDA Concept > Model that outlines the process for achieving promotional goals in terms of stages of consumer involvement with the message.

Attention > Gain attention and create awareness of a new idea

Interest > Create interest in the product

Desire > Create desire by comparing and highlighting benefits

Action > Persuade or motivate to act (e.g. buy)

Advertising > Is an impersonal, one-way mass communication about a product/organisation that is paid for by a marketer.

Effects of Advertising

- Popular form of promotion
- New brands with small market shares spend more on advertising and sales promotion because:
 - Advertising response function
 - Requirement of a minimum level of exposure to measurably affect purchase habits
- Helps change a consumer's negative attitude toward a product into a positive one
- Reinforces positive attitudes toward brands and can affect the way a consumer ranks a brand's attributes

Advertising Types:

Institutional advertising is designed to establish, change, or promote the corporation's identity as a whole.

- **Advocacy advertising**, which is typically used to safeguard against negative consumer attitudes and to enhance the company's credibility among consumers who already favour its position.

Product Advertising Touts the benefits of a specific good or service

- **Pioneering advertising**: Designed to stimulate primary demand for a new product or product category. Used in the introductory stage of product life cycle and offers consumers in-depth information about the benefits of the product class.
- **Competitive advertising**: Designed to influence demand for a specific brand. Used when product enters its growth phase with the goal to influence demand
- **Comparative advertising**: Compares two or more specifically named/shown competing brands on one or more specific attributes. Used by some advertisers against their own brands when products experience slow growth or when competition in the market is strong.

Public relations tools > New-product publicity, Product placement, Consumer education, Sponsorship, Experiential marketing, Company websites

Sales Promotion > Marketing communication activities other than advertising, personal selling, and public relations. Goal is to give the consumer an incentive to make an immediate purchase.

- **Trade sales promotion** > Activities directed to members of the marketing channel
- **Consumer sales promotion** > Activities targeted to the ultimate consumer market

Media Schedules

- **Continuous media** > Advertising is run steadily throughout the period (soap)
- **Flighted media** > Advertising run heavily every other month/ two weeks (movie adds)
- **Pulsing media** > Advertising combines continuous scheduling with flighted scheduling (holidays – Christmas etc.)
- **Seasonal media** > Advertising is run only when the product is likely to be used (scarf)