



Promotion

Presented by: Prof. Tapas Kr. Mondal



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PROMOTION

STRATEGY ORGANIZATION RISK PLAN PROMOTION PRODUCT ASSESSMENT SALES CUSTOMER RESEARCH SOCIAL MEDIA IMPACT RETENTION BUSINESS COMMUNICATION TARGET MANAGEMENT

PROJECT PLAN SOLUTION RESEARCH MANAGEMENT SALES BUSINESS ASSESSMENT RISK PERFORMANCE COMPANY RESEARCH TARGET SOCIAL ONLINE IMPORTANT SOURCES STRATEGY





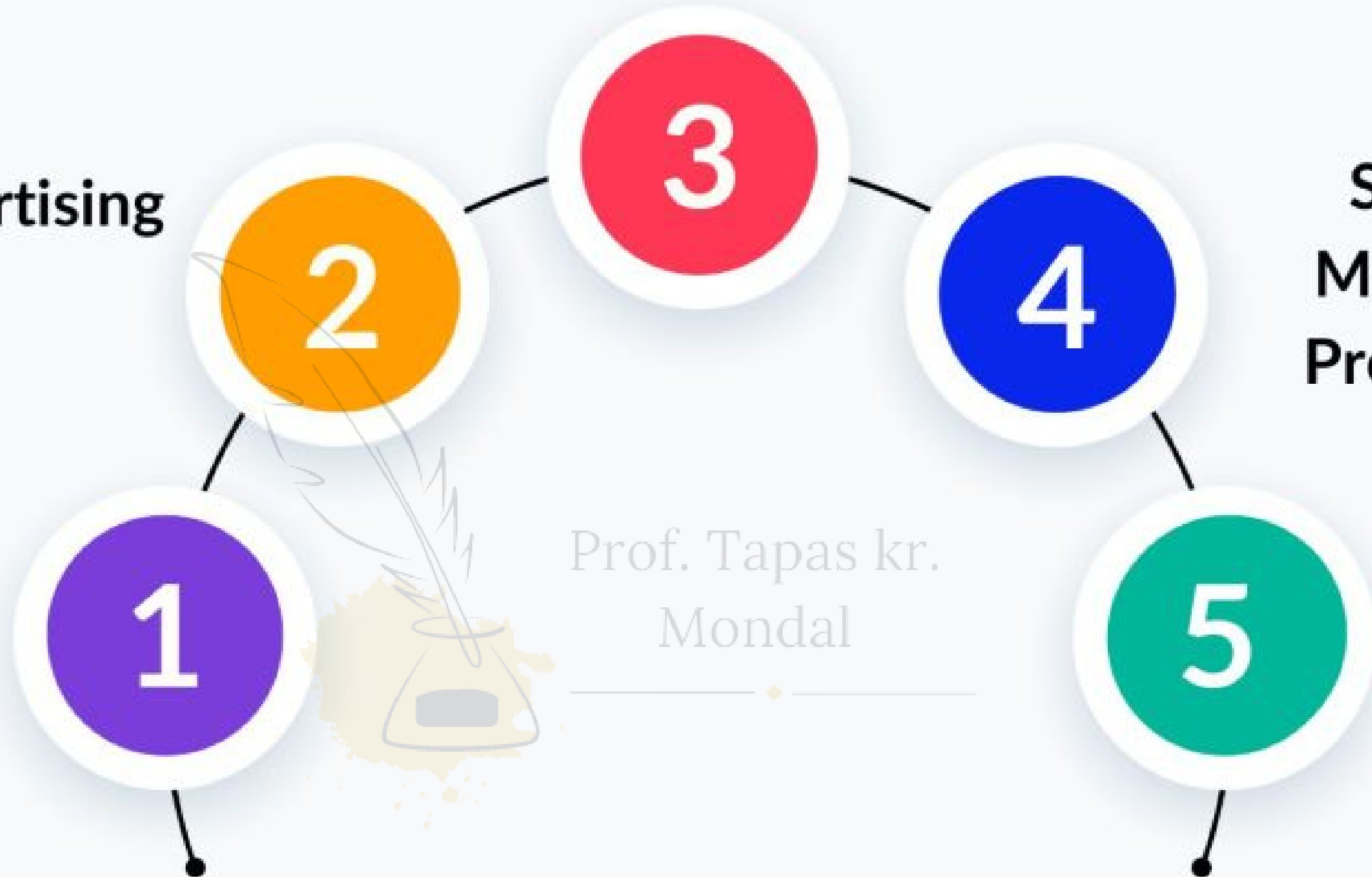
Direct Marketing

Advertising

Sales & Marketing Promotions

Personal Selling

Public Relations



Promotional Mix



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Methods of Sales Promotion

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Coupons

Premiums

Incentives

Product samples

Sponsorship

Product placement

Loyalty programs

Point- of-
Purchase
displays

THE PROMOTION MIX:

MARKETING COMMUNICATION METHODS



Limitations of Sales Promotions

1. It typically cannot reverse a genuine declining sales trend.
2. Marketers cannot reasonably expect sales promotion to convert rejection of an inferior product into acceptance.
3. Sales promotion may even weaken the brand image.
4. Sales promotion has also been blamed for encouraging competitive retaliation.
5. Short-term volume gain at the sacrifice of profits.

PERSONAL SELLING



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What They Say:

Earning Referrals,
Testimonials, Reviews
and Case Studies

How You Say It:

Communicating through
Email, Text, Video, and
Online Meetings

What You Do:

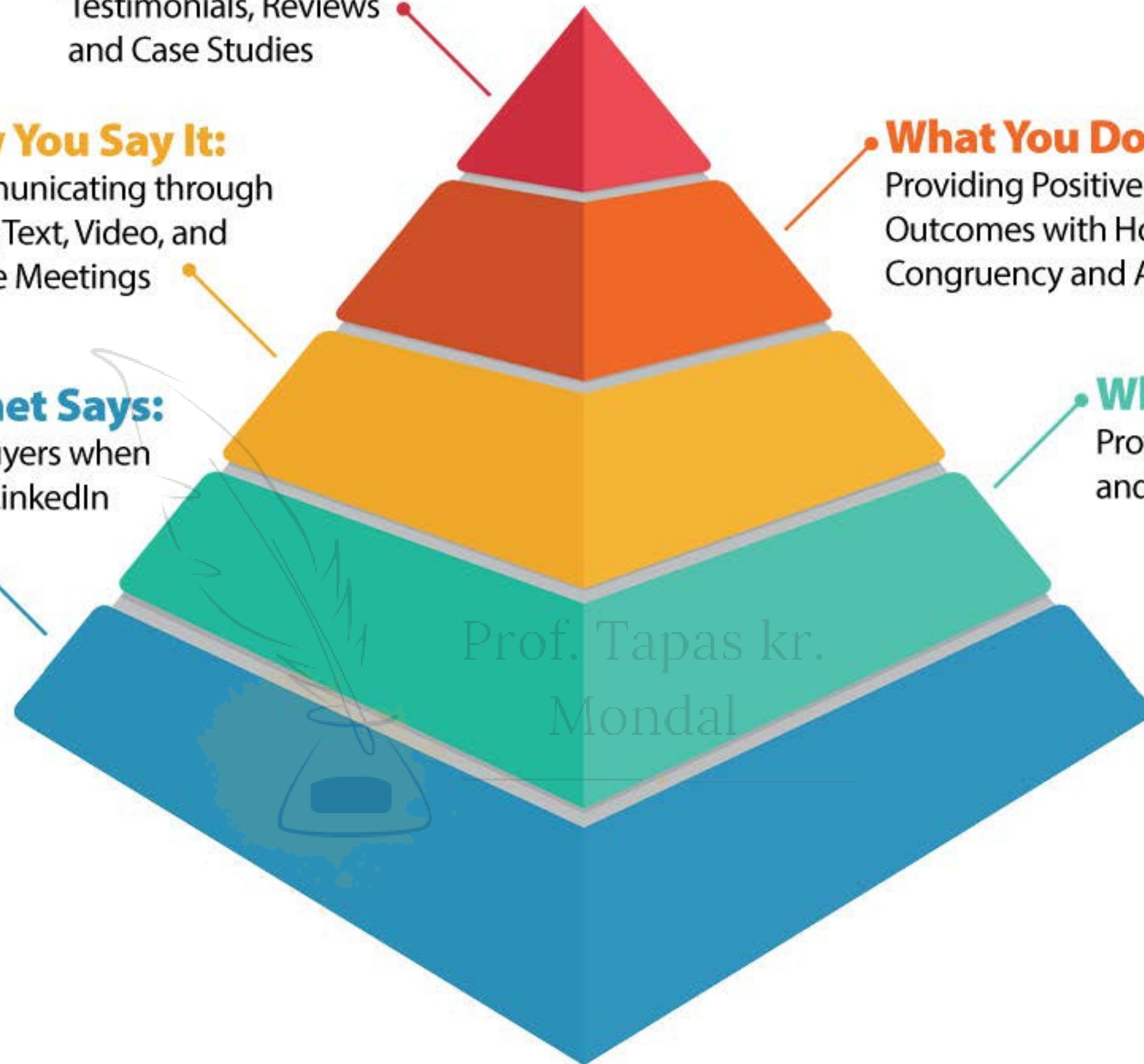
Providing Positive Business
Outcomes with Honesty,
Congruency and Authenticity

What the Internet Says:

How you appear to buyers when
searched on Google, LinkedIn
and social media

What You Say:

Providing Relevant Value
and Asking Smart Questions



What is Advertising?

Advertising is a communication process that promotes a product, service, or event. According to American Marketing Association (AMA) advertising is “any paid form of non-personal presentation and promotion of goods, ideas or services by an identified sponsor”.



Benefits of effective advertisements



**WHAT
MAKES A
GOOD AD?**

Connects with
its audience,
their needs and
desires.

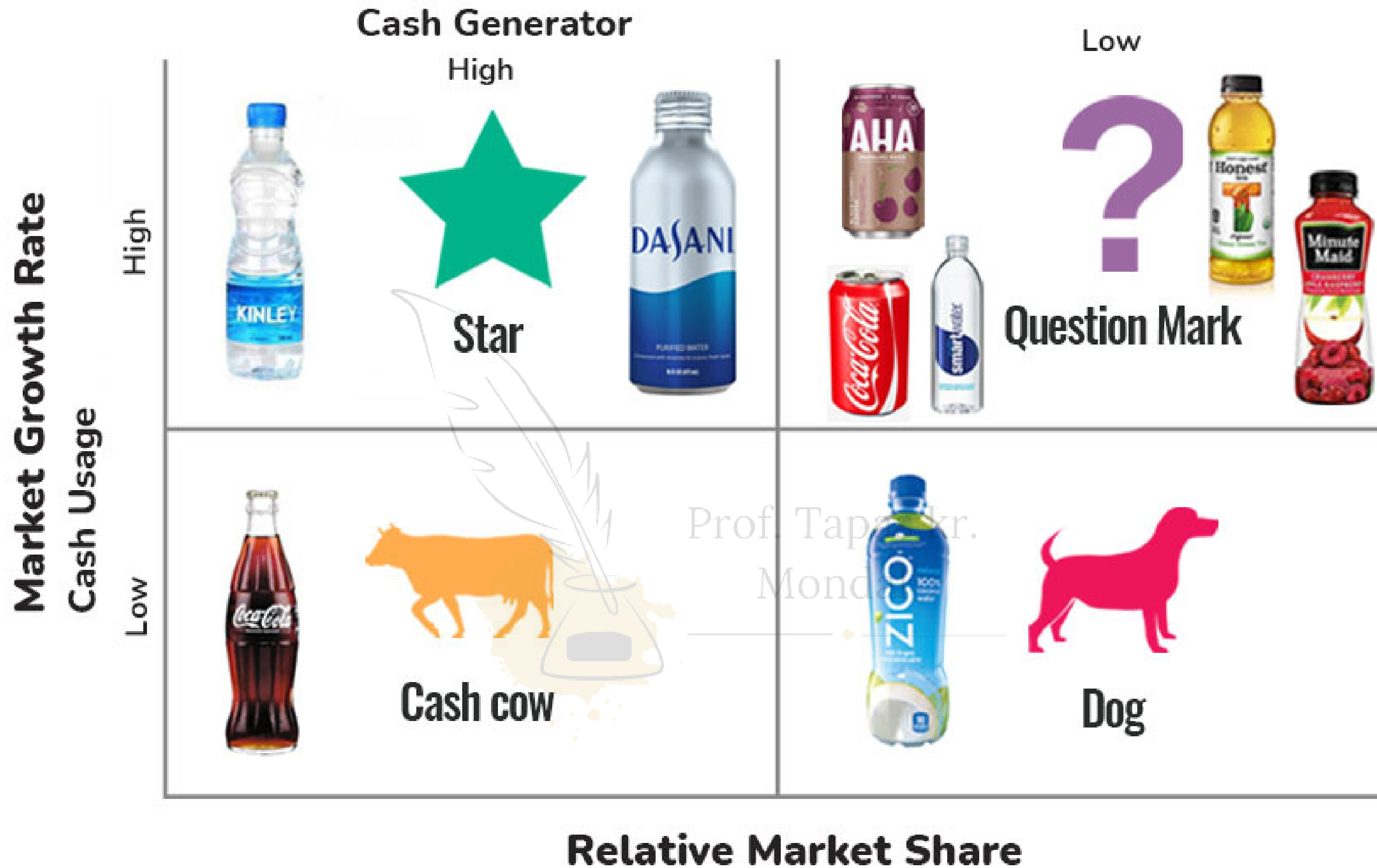
Provides
information
quickly and
succinctly.

Has a clear CTA
or call-to-action
for example -
"To know more,
call..."

Prominently
features the
company logo,
contact information
including website.

Doesn't
confuse the
viewer.

BCG MATRIX OF COCA COLA



Using the Internet to vary the marketing mix

Product

- Quality
- Image
- Branding
- Features
- Variants
- Mix
- Support
- Customer service
- Use occasion
- Availability
- Warranties

Promotion

- Marketing communications
- Personal promotion
- Sales promotion
- PR
- Branding
- Direct marketing

Price

- Positioning
- List
- Discounts
- Credit
- Payment methods
- Free or value-added elements

Place

- Trade channels
- Sales support
- Channel number
- Segmented channels

People

- Individuals on marketing activities
- Individuals on customer contact
- Recruitment
- Culture/image
- Training and skills
- Remuneration

Process

- Customer focus
- Business-led
- IT-supported
- Design features
- Research and development

Physical evidence

- Sales/staff contact experience of brand
- Product packaging
- Online experience

The Pros of Direct Mail for Startups

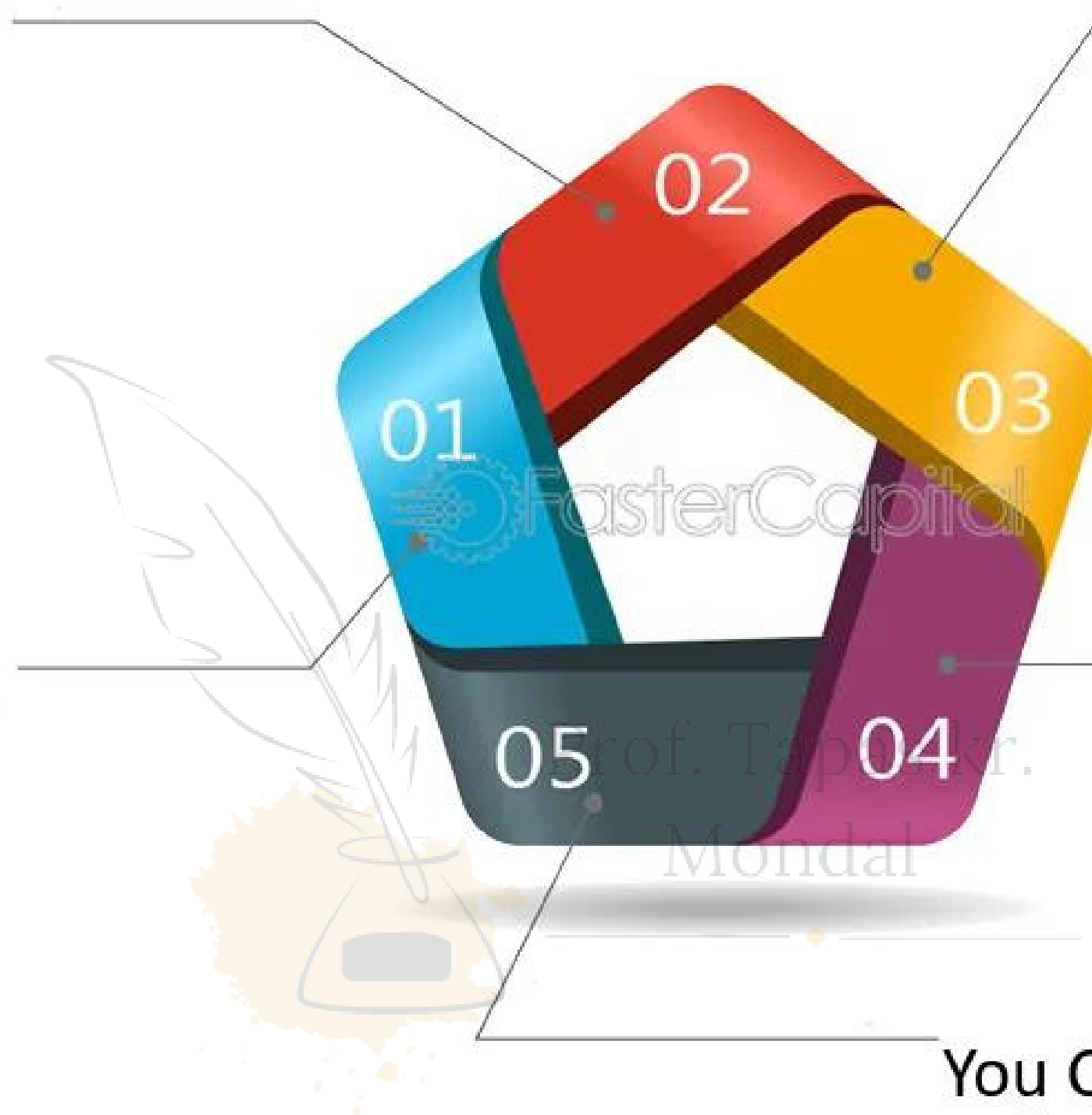
It's a Personalized Form of Marketing

Direct Mail is Measurable

You Can Target a Specific audience

It Can be Cost-Effective

You Can Test Direct Mail Before Scaling Up



Creating a Successful Direct Mail Campaign

You can track your results

You can stand out from the crowd

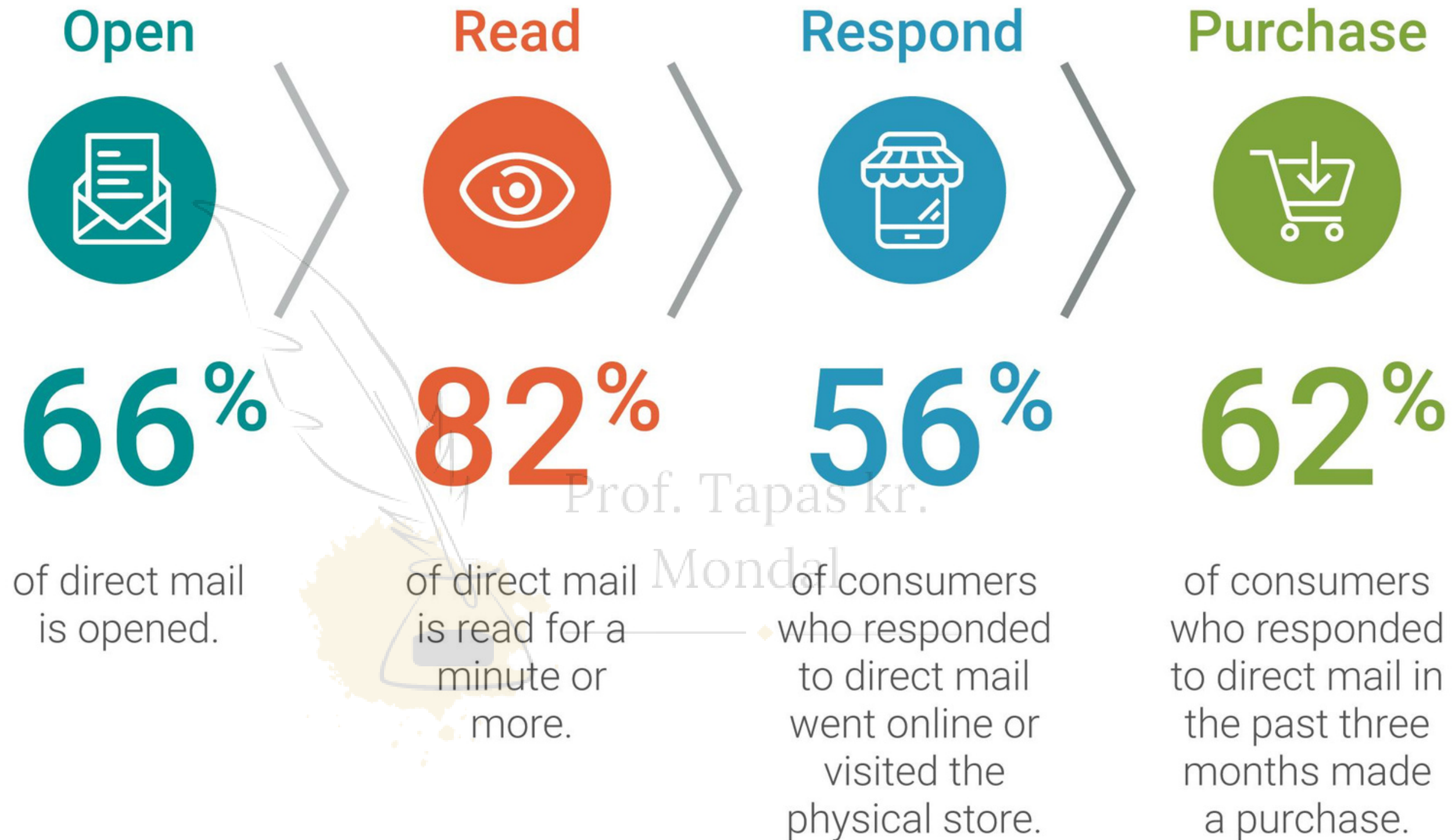
You can control your budget

You can target your audience

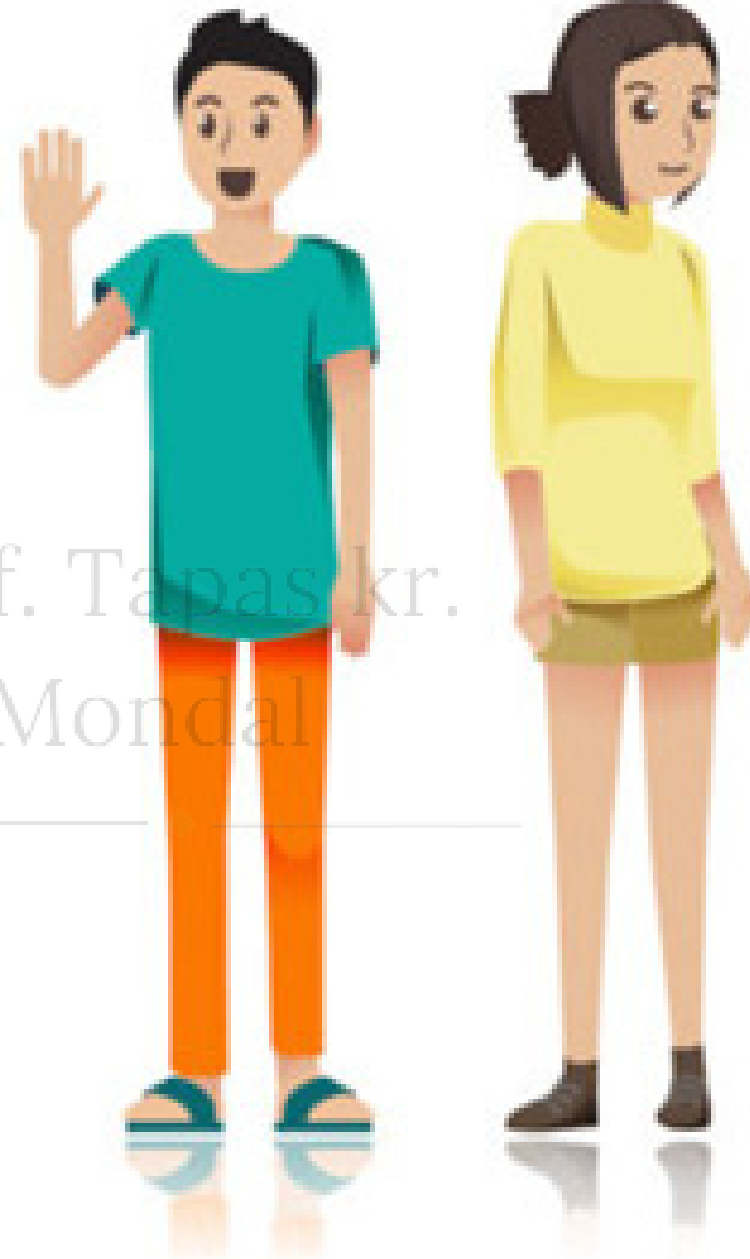
You can test and iterate



—• The benefits of direct mail marketing







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Digital Product Sampling

Traditional Product Sampling

VS



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adani sampling

SCAN FOR A
FREE
PRODUCT

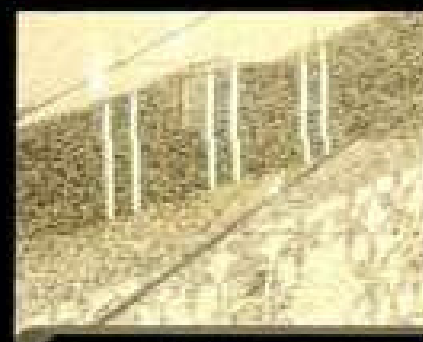


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Verify your mobile number
via OTP

Pick your free sample now



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SCAN FOR A
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PRODUCT



You're just 3 steps away

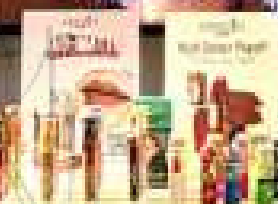
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Pick your free sample now



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Beauty - Fragrance - Makeup



adani
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हशपपीज Hush Puppies



BIBA



Product sampling benefits

Product sampling assists customers in trying out new products.



Product sampling ensures customers about their purchase.



Product sampling also provides a positive customer experience.



The Retail Mix





HALL 3 & Food Court

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In alliance with Midmark Corporation, USA

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MEDICAL INDIA

betik Foot Care India

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IMPACT DISTRIBUTORS
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Juwel

Revival

Advertising

« I'm trustable »
« I'm trustable »
« I'm trustable »



VS

Public Relations

« Believe me,
it's trustable »

Brand



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Thank You



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