



# Promotion

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# PROMOTION

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

PROJECT PLAN SOLUTION SALES BUSINESS RISK PERFORMANCE COMPANY RESEARCH MANAGEMENT ONLINE STRATEGY SOURCES TREATMENT ANALYSIS IDENTIFICATION RESEARCH TARGET SOCIAL





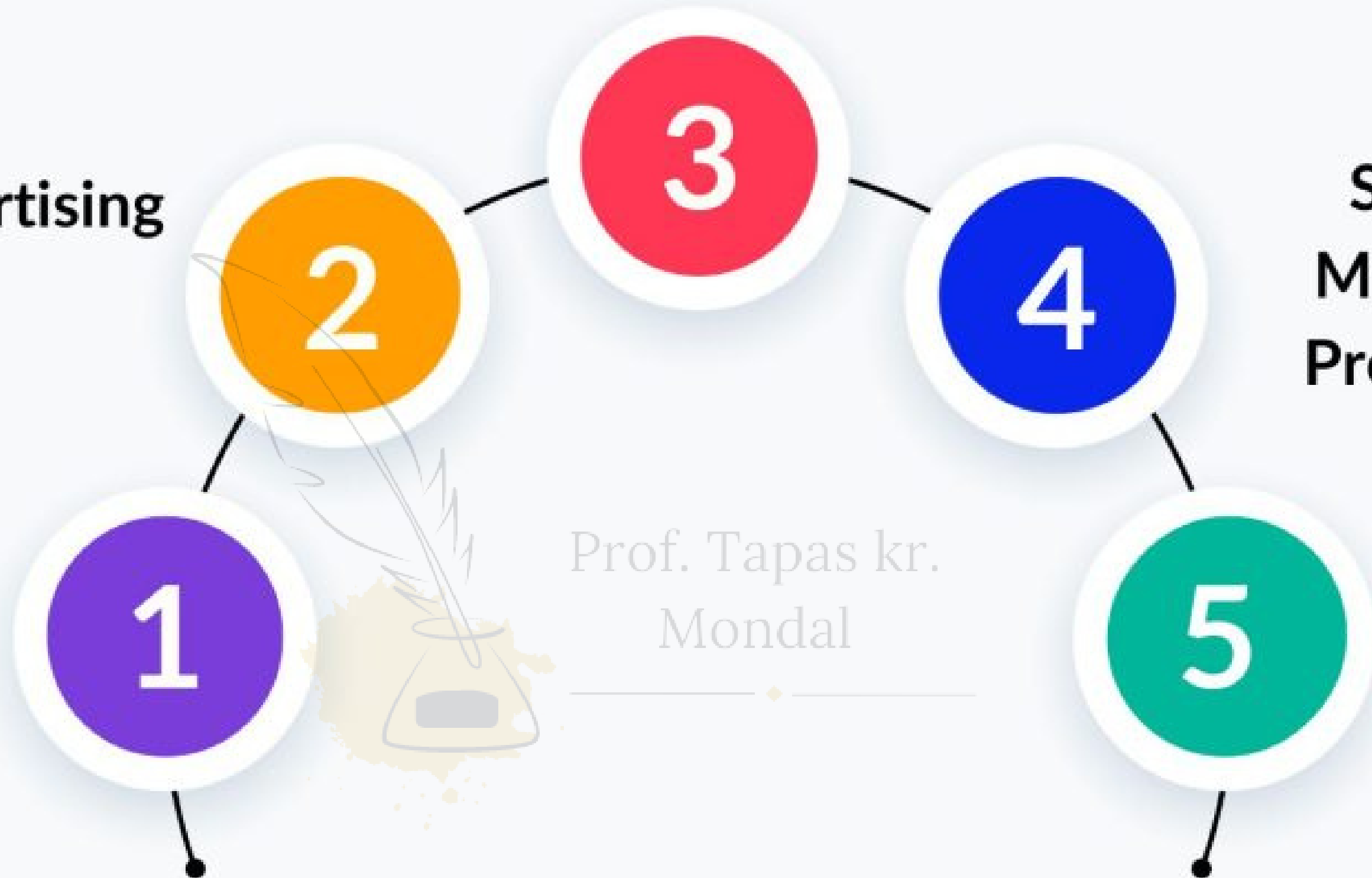
Direct Marketing

Advertising

Sales & Marketing Promotions

Personal Selling

Public Relations



Promotional Mix



# THE PROMOTION MIX:

## MARKETING COMMUNICATION METHODS



## 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

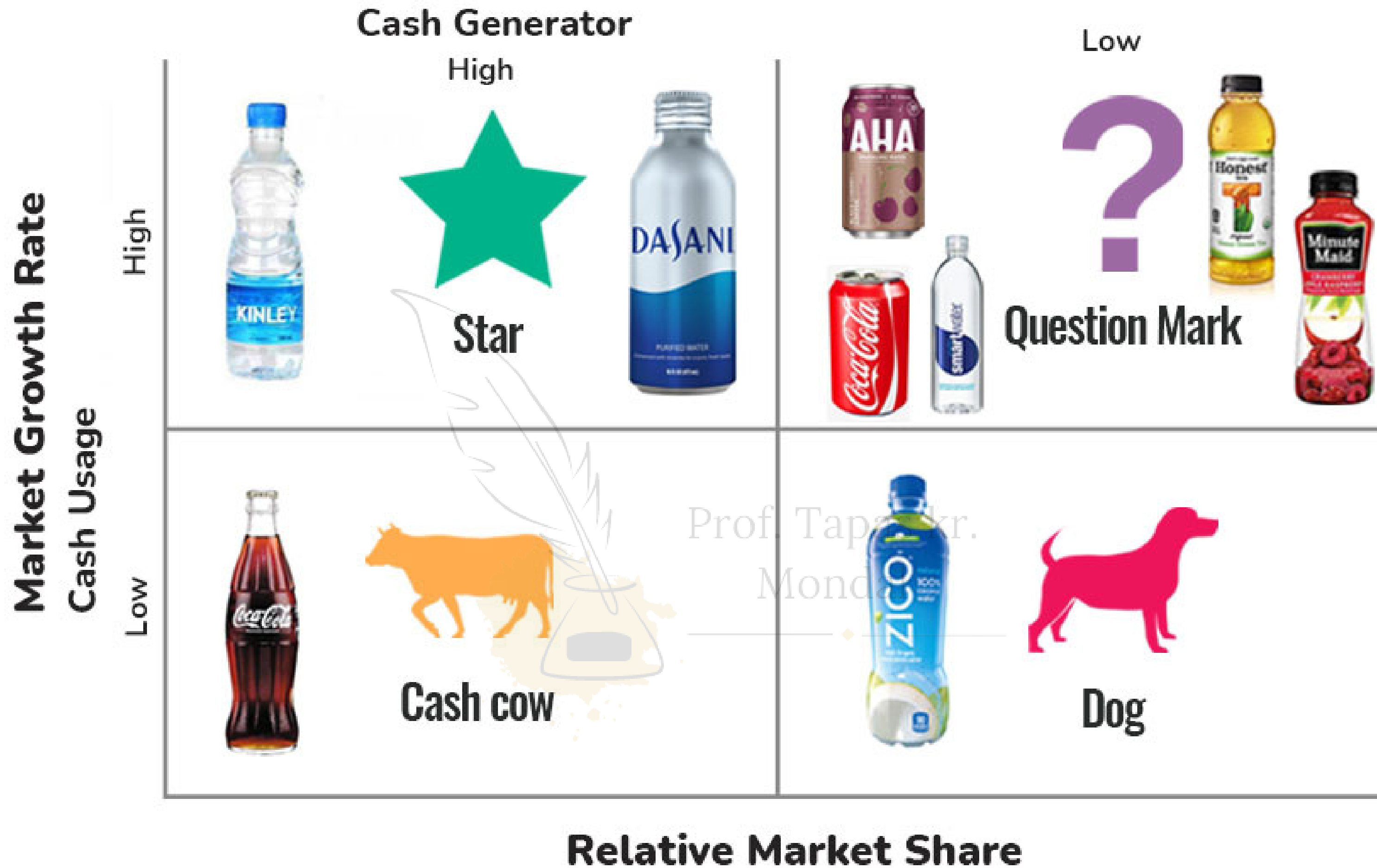
### Process

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

### Physical evidence

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

# BCG MATRIX OF COCA COLA



# *Limitations of Sales Promotions*

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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.



**WHAT  
MAKES A  
GOOD AD?**

The infographic features a central white circle with a red airplane icon and the text 'WHAT MAKES A GOOD AD?'. Five colorful, organic shapes radiate from the center, each containing a point. The shapes are: a dark green shape at the top, a blue shape on the right, an orange shape at the bottom, a purple shape on the left, and a light green shape at the top-left. A faint watermark 'Prof. Tapas Kr. Mondal' is visible in the background.

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.

# Benefits of effective advertisements



# Thank You



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