

The Marketing Mix: Promotion

In this recording we summarise the content of chapter 33 The Marketing Mix: Promotion. Studying this chapter should help you understand the role, purpose and aims of promotion in the marketing mix; discuss and evaluate the principal methods of promotion; explain what is meant by relationship marketing; discuss the technologies used to enable marketing; .

Introducing the chapter, the authors start with 1. Every product needs to be promoted, that is to say it needs to be drawn to the attention of the marketplace, and its benefits identified. Promotion is another ingredient of the marketing mix that is concerned with decisions about marketing communications. Many definitions have been offered for the marketing term of promotion. It has been defined as all types of marketing communication; one of the four Ps in the marketing mix and the use of communications to persuade individuals, groups, or organizations to purchase products and services. Marketing communication is the transmission of persuasive information about goods, services or an idea, aimed at key stakeholders and consumers within the target market segment. Marketing communication aims to raise product visibility and awareness and, at the same time, differentiate the company's products and services from its competitors.

2. Within the marketing function, the term Promotional mix is often discussed. This refers to the specific combination of communication tools an organisation uses to promote a product, including: advertising, personal selling, publicity and public relations, sales promotion; and direct marketing. Furthermore, some marketing practitioners and scholars distinguish between online and offline promotional tools. The scope of marketing communications is vast. In his book *Essentials of Marketing Communications*, Jim Blythe (2006) discusses: print media advertising, active media, TV, radio and cinema, outdoor advertising, public relations and corporate image, branding, packaging and merchandising, managing exhibitions and trade events, direct and database marketing, sales promotion, personal selling and sales management and twenty-first century marketing communications. In addition Kotler et al (2008) add building customer relationships and more recently, De Pelsmacker, Geuens and Van Den Bergh (2010), in their book on *Marketing Communications*, add sponsorship and coverage of e-communication, including e-marketing, mobile marketing and interactive television. They also comment on integrated communications and ethical issues in marketing communications. In this chapter we touch on many of these issues but limit ourselves to an overview of the key concepts, tools and techniques.

3. When discussing promotion, many marketing textbooks start with an overview of the communications process. Communication is concerned with a sharing of meaning through the transmission of information. Many organisations will typically develop a central 'promotional' or brand-related message to be communicated to stakeholders (mainly prospects and customers but others included); for example "I'm lovin' it" is a trademark of McDonald's Corporation and its affiliates. Communication was covered in chapter 26 (refer back to figure 26.1). Such textbooks may also discuss culture (chapter 15) and the role of Internet technologies (chapter 30). We start by considering the various tools of marketing communications and will then consider relationship management and the specific role of technology and its application in marketing (the Internet, databases and customer relationship management)..

The key concepts discussed within this chapter are:

Customer relationship management (CRM) - The entire process of maximizing the value proposition to the customer through all interactions, both online and traditional. Effective CRM advocates one-to-one relationships and participation of customers in related business decisions.; Marketing communication - the diffusion of persuasive information about a product aimed at key stakeholders and consumers within the target market segment; Promotion - Communication with individuals, groups or organisations in order to facilitate exchanges by informing and persuading audiences to accept a company's products; Promotional mix - The combination of five key communication tools: advertising, sales promotions, public relations, direct marketing, and personal selling.; Relationship marketing - Places emphasis on the interaction between buyers and sellers, and is concerned with winning and keeping customers by maintaining links between marketing, quality and customer service; .

Other terms discussed include:

Advertising; Direct marketing; market segment; Personal selling; Publicity; Push strategy; Sales promotion; Sponsorship; .

Summarising and concluding, the author(s) make the following comments - 32. The primary role of promotion is to communicate with a range of stakeholders with the aim of directly or indirectly facilitating exchanges. Promotion is often referred to as marketing communications. To gain maximum benefit from promotional efforts, marketers must make every effort to plan, implement, coordinate and control (manage) communications properly. An important purpose of promotion is to influence and encourage prospects and customers to access or adopt goods and services. The major promotional methods include advertising, personal selling, public relations and sales promotion and may include sponsorship, direct marketing and the use of Internet technologies such as the World Wide Web. The basic (traditional) marketing approach is presented around the marketing mix (4Ps) concept. However, some practitioners and scholars consider this to be both an outdated and inappropriate explanation of how marketing works. Marketing may also be regarded in terms of interactions with individuals (prospects and customers). Traditional marketing places emphasis on the marketing mix and individual transactions whereas relationship marketing focuses on winning and retaining customers. Relationship marketing requires a differing philosophy within the organisation and is reliant upon database technologies to support customer acquisition, retention and continued selling activities..

We have now reached the end of the chapter 'The Marketing Mix: Promotion'.

There are a number of references for this chapter where further reading opportunities are identified for you.