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Introduction to the Module

This unit describes the performance outcomes, skills and knowledge required to support promotional and marketing programs as a frontline sales staff member mainly to attract and retain customers for further business dealings under the marketing and sales management fields. This module is designed to meet the industry requirement under the Handling customer complaints occupational standard, particularly for the marketing and sales management.

This module covers the units:

- Confirm promotional and marketing activities
- Respond to enquiries on promotional and marketing activities
- Support marketing and promotional programs

Learning Objective of the Module

- Know how to confirm promotional and marketing activities
- Understand how to respond to enquiries on promotional and marketing activities
- Know support marketing and promotional programs

Learning Instructions

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the specific objectives of this Learning outcome.
2. Follow the instructions described below 3 to 5.
3. Read the information written in the —Information Sheets Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
4. Accomplish the —Self-check|| given at the end of each information sheet
5. If you earned a satisfactory evaluation, proceed to next information sheet. However, if your rating is unsatisfactory, contact your teacher for further instructions

Preface

The reformed TVET-System is an outcome-based system. It utilizes the needs of the labor market and occupational requirements from the world of work as the benchmark and standard for TVET delivery. The requirements from the world of work are analyzed and documented taking into account international benchmarking as occupational standards (OS).

In the reformed TVET-System, curricula and curriculum development play an important role with regard to quality driven TVET-Delivery. Curricula help to facilitate the learning process in a way, that trainees acquire the set of occupational competences (skills, knowledge and attitude) required at the working place and defined in the occupational standards (OS). Responsibility for Curriculum Development will be given to the Regional TVET-Authorities and TVET-Providers.

This curriculum has been developed by a group of professional experts from different Regional TVET Bureaus, colleges, Industries, Institutes and universities based on the occupational standard for **Marketing and Sales Management level II**

It has the character of a model curriculum and is an example on how to transform the occupational requirements as defined in the respective Occupational Standard into an adequate curriculum.

The curriculum development process has been actively supported and facilitated by **Ministry of Labor and Skills**.

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UNIT ONE: - CONFIRM PROMOTIONAL AND MARKETING ACTIVITIES

This learning guide is developed to provide you the necessary information regarding the Following content coverage and topics:

- Obtaining marketing promotional programs
- Accessing relevant sources of information
- Confirming relevant supervisor personnel
- Communicate marketing and promotional programs

This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Obtain and confirm marketing promotional programs
- Access relevant sources of information on promotional activities
- Confirm specific marketing promotional programs
- Communicate promotional programs.

Introduction

Promotional activities as an element of marketing communication processes are continuous exchange of information messages and inform the company with immediate and wider environs. Promotion is the process of communication between the company and the environment (consumers) in order to create positive attitudes about products and services that lead to their favor in the process of buying the market. Communication can be mass and individual, personal and impersonal, according to which the promotional activity involved in the process of communicating with certain recipients. The company wants to communicate with your current and future customers, the people who sell and offer its products and services, with distributors, their employees, friends, relatives, employees, suppliers, vendors, business partners, creditors, sociopolitical entities, cultural, sports and other workers, with the public at large - so the promotional activities, we mean a combination of different activities which the company interacts with individuals, groups or the public in the form of personal and impersonal messages to coordinate the mutual interests and needs.

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There is hardly a single, universally accepted meaning /definition of promotion. The concept has been defined in a variety of ways. It is often defined as the series of services involved in moving product, goods or commodity from the point of production to the point of consumption.

This definition takes into account the activities of many organizations, and governments involved in commodity marketing in the developing world. However, this approach to agricultural marketing omits two key elements of any definition of marketing production to effuse the marketing concept: a customer orientation and inbuilt sustainability. In the light of this development, an alternative definition of promotion in marketing has emerged, which overcomes the problems posed by these two omissions. It has now been defined as a management orientation focusing all the activities of the organization on satisfying customer needs and wants thereby helping achieve the organization's long-term objectives.

The latter definition promotes both customer orientation and the organization's long-term sustainability. Thus, the marketing concept is that an organization achieves its goals through the provision of customer satisfaction. Promotion in marketing is also acknowledged as an integrative force that matches production to customer needs and Satisfaction. It is instructive to note that the definition of promotion in marketing does not preclude non-profit organizations, including cooperatives. Therefore, promotion will be examined in a broad context in this course, highlighting their contributions to the organization.

1.1. Obtain timing and purpose of marketing and promotional programs

Marketing is defined as a social and managerial process by which, individuals and groups obtain what they need and want through creating and exchanging products value with others. Therefore, marketing is a key factor to business success by creating consumer value in the form of goods, services, or ideas that can improve the consumer's life.

Promotion is a marketing activity which is aimed at informing, persuading and reminding the consumer to buy a company's product. Firms use promotion to communicate with its current or potential customers about its products. Promotion efforts can be directed to the ultimate consumer, to an intermediary such as a retailer, a wholesaler or a distributor, or to both. Promotion is fundamental to the success of your firm because, without promotion, potential customers won't know about the existence and benefits of your product or service. Not even the best product or service sells without some promotional effort!

Promotional Program means a program designed to influence, inform, or persuade a potential buyer's purchasing decision. It is developed with the intention to increase demand for merchandise or services and/or to differentiate a product. It may include incentives such as discounts, free items, or a contest with the intent of increasing the sales of a given product.

A program is a series of marketing promotions that make up a larger marketing effort designed to create company, product, or service awareness and to generate leads in the form of prospect responses.

1.1.1. Definitions of Promotion

- ✓ Stanton (1975) described promotion as exercise information, education, persuasion and influence.
- ✓ Achumba (1995) defined Promotion as coordinated sellers initiated efforts to established channels of information and persuasion to faster the sale of a good and service or the acceptance of idea or point of view.
- ✓ Ahmed-ogundipe (2001) described promotion as part of marketing activity is communication with the target market. This is to inform the public of the existence of the company's products and the likely benefits to be derived from their usage.
- ✓ Ezumah and Anekeoku (2008) defined promotion as the efforts by a firm to design and disseminate information about its products existence, features/terms and the benefits to the target market using different media.
- ✓ Ebue (2000) suggested that a company's communication responsibilities do not ends with the target customer. He opined that company must communication with other parties in its task environment, particularly its dealers and suppliers.
- ✓ Everyone communicates in some way each day. However, it is important to realize that communication is a process with identifiable components. As shown in the diagram below, every communication involves a source, a message, a channel, and a receiver. The diagram represents a small business communication – a company communicating with a customer.
- ✓ Promotion consists of marketing communications that inform, persuade, and remind consumers of a firm's total product offering. Small businesses use promotion in varying degrees, with any given firm applying some or all of many promotional tools.
- ✓ Communications objectives organize and coordinate company resources toward common objectives. They specify the target to be reached, the message to be conveyed, and the response

to be expected from the target. They are also useful in determining how the promotion target is to be reached with a message strategy and a media strategy.

- ✓ Communications objectives serve four main functions:
- ✓ They act as the initial step in planning communications strategy and facilitate the accomplishment of all subsequent steps, such as control and evaluation.
- ✓ They set the meaning to be conveyed to the promotion target, as well as the number of receivers to be reached.
- ✓ They establish expectations and help to ensure coordination of the communications program with other marketing activities.
- ✓ They provide the means for program evaluation.

Some examples of communications objectives might be these:

- (1) To increase awareness of Brand name from 10 percent to 15 percent among middle-income-group.;
- (2) To establish a quality brand image for our product among married men with teen-age daughters at home; and
- (3) To secure an increase in package recognition from the present 25 percent to 40 percent among low income earner e.g. gardeners, housekeeper.

1.1.2. Nature of Promotional program

Your business may be in a good location and you may have a good product at prices that customers are willing to pay, but your sales may still be low. What is the reason? Maybe customers do not even know that your business exists. You need to communicate to them about your business and what it can offer. This is called Promotion and is the fourth —P— of marketing. Promotion means informing and attracting the customers to buy your product.

Before doing a promotion, you should answer these two questions:

- Who would you like to attract to buy your product?
- What is it about your product that you would like to tell them?

Promotion the last element in marketing that gave rise to the study of marketing communication that is application of basic principles of general communication to achieve a wider customers, clients, stakeholders as well as interest groups' common understanding on any pre-conceived

idea, opinion, information, thought, feelings etc. this is also referred to as marketing promotion. Promotion is the act of making the customers to be aware of a particular product. In a sense it involves some effort. Promotion and selling can be regarded as synonyms but the two do not connote the same meaning. Promotion is attempting to provide information whereas selling is act of exchange.

Promotion entails both personal and non-personal selling elements and they are used to familiarize the prospective customers with the products being sold or the service being rendered. The non-personal selling elements of promotion include advertising, sales promotion, public relations and publicity. They set stage for personal selling while personal selling is the final step in the promotion effort both personal and non-personal selling are used to accomplish the goal of promotion programme.

1.1.3. Promotion Objectives

Intelligent promotion management requires clearly stated objectives for each promotion tool to be used in the promotion mix. Frequently, objectives for the promotion tools are not stated at all, or are expressed in such broad terms that they are useless to promotion managers. If promotion managers are asked what the objectives of their programs are, some answers that can be expected are (1) to increase sales (too vague and broad); (2) to increase sales by a set percentage, such as 10 percent (this is a marketing program objective, and very difficult to attribute to any one promotion tool); or (3) to increase buyer preference for my product (too broad and difficult to measure). The setting of specific objectives against which to measure the results of advertising and publicity programs is recent marketing phenomenon; many promotion programs are still being run without concrete objectives against which results can be measured.

1.1.4. Rules for Setting Workable Promotion Objectives

Promotion objectives should meet the following seven criteria:

They should be built on a solid foundation of research. The product features consumers want to buy should be uncovered and stated in terms of customer benefits. Many times, products are being used for purposes other than what manufacturers think. For example, Scotch cellophane tape was found to be used in so many different ways that the manufacturer ran a contest to determine all the purposes for which it was being used.

They should be stated in concrete and measurable terms. Vague objectives are of little help in planning and of no help when evaluations need to be made. Where possible, objectives should be subject to quantitative measurement.

They should contain a well-defined promotion target whenever possible. Promotion programs are built for target groups, and it is wise to specify the characteristics of the target in the statement of objectives. This will help top management and promotion managers keep the target in mind when making decisions.

They should be written. Verbal objectives have a way of being changed as they are passed from person to person. The only way to ensure that each person working with objectives has the same understanding of them is to put the objectives in writing and furnish each responsible person with a copy.

They should be stated in terms of what promotion can realistically achieve. Promotion objectives set too high lead to discouragement and low morale when they are not reached. If they are set too low, the incentive to excel is removed. Promotion objectives should be capable of being reached with good, sustained efforts.

They should help reinforce and attain the overall marketing objectives. Advertising, publicity, personal selling, and sales promotion objectives, when achieved, should contribute to the securing of marketing objectives. Promotion objectives are subordinate to marketing objectives and must be designed to support and enhance them.

They should be reviewed periodically to determine if promotion programs are running according to plan or whether changes are necessary. This review should take place at least quarterly, so that any required changes can be made before serious disruptions in the programs occur.

These criteria for objectives can be applied to determine whether an objective is properly stated. As an illustration of this, consider the following advertising objective stated by a major department store. —The objective of this year's advertising is to communicate to the maximum number of consumers that convenient credit terms can be arranged so that you can buy now and pay later.¶ Two obvious shortcomings of this objective are that:

- (1) The advertising target is ill-defined and provides little help in the creation of an advertising message or the selection of advertising media;
- (2) There is no basis on which to assess the effectiveness of the communications message.

Would an increase in awareness of 25 percent be enough, or is 40 percent needed? A much better

statement of the advertising objective would be the following: —The objective of this advertising campaign is to communicate the availability of easy credit terms to an additional 25 percent of customers and potential customers where they are located and who are 25 to 54 years of age and earnings per year.¶

1.1.5. Benefits of Promotion to the Firm

In an accounting sense, promotion is a current expense to a firm. From the expenditure of its promotion budget, the firm expects to make a short-term or long-term profit. However, this profit may come about in different ways. Some of the basic contributions promotion can make, directly or indirectly, to a firm's profits are these:

- Promotion provides a —voice¶ for the firm in the marketplace, so that it can communicate product features and benefits to prospective customers.
- Promotion helps a firm increase the sales of its products in all but purely competitive markets.
- Promotion aids a firm in establishing new products.
- Promotion aids a firm in securing distribution of its products among marketing-channel members.
- Promotion helps a firm in establishing a preference for its branded products.
- Production aids a company in building a favorable corporate image.
- Promotion can assist a firm in leveling out peaks and valleys in its production schedule.
- Promotion keeps a seller in contact with his markets. Customers and prospective customers (prospects) want to know of the existence of want-satisfying products, where to buy them, and their qualities expressed in terms of benefits. Without this information, buyers are severely handicapped in attempting to maximize the results of their expenditures. Some product information is available to buyers through such publications as *Consumer Reports*, but most is delivered by various forms of promotion.
- Ultimately, sellers expect the use of promotion to increase the sales of their products or services. Sales are necessary to ensure the existence of any profit-making enterprise; they provide the revenue with which a firm keeps operating.

New products are particularly difficult to establish in markets served by strong competitors. In general, the odds are against a new product's succeeding in the marketplace. In fact, some

studies have estimated that 8 out of 10 new products introduced to the market fail. A survey by the National Industrial Conference Board, of 87 companies to be highly successful in introducing new products, revealed that even with the application of modern marketing methods, 3 out of 10 new products introduced had failed during the preceding five years. A high failure rate among new-product introductions can be considerably reduced when proper promotion methods are applied. The members of a marketing channel (wholesalers and/or retailers) wish to handle products that are properly promoted, since well-promoted products sell rapidly and with a minimum of effort. Before they stock a new product, one of the key questions middlemen ask is, —How much and what kind of promotion effort is behind the product in my area?|| New products without sufficient promotion of the right kind are unlikely to be stocked. A brand preference within a product class, often exhibited by consumers, is brought about by satisfactions received from the use of that brand and the actual and/or psychologically perceived qualities attributed to it. Proper promotion can do much to enhance the value of a brand in the buyer’s mind by pointing out the satisfactions to be received, the social status of the brand, and other benefits of interest. It is important to develop a favorable corporate image, as this helps with product sales as well as other matters.

1.1.6. Planning promotional activities

Promotional activities need to be effectively planned and scheduled if the organization’s ultimate marketing and promotional objectives are to be achieved.

The promotional plan provides a framework for the organization’s promotional activities. The foundation of any promotional plan is the development of objectives or goals – what will the organization’s promotional efforts achieve?

- **The Promotional Programme**

Promotion refers to the activities to push forward or to advance an idea, in such a way as to gain its approval and acceptance. Promotion is telling and selling. Product planning, pricing and distribution are marketing activities that are performed mainly within the company or between the company and its marketing ‘partners.’ Sales are the life-blood of business. Tough competition has increased the importance of sales promotion efforts on the part of the producers. Thus, sales promotion means all the steps that are taken for the purpose of increasing sales. Promotional activity in marketing is basically an exercise in communication. Communication is

very essential. For example, we have the best products with good package, fair price etc. The products cannot be sold to consumers unless they know about it. People must know that the right products are available at the right place and at the right price. This is the job of promotion in marketing.

1.1.7. Forms of Promotion

- **Personal selling:** It is the most important, the most effective and the most costly form of promotion. It is the best means of oral or face-to-face or direct communication. Personal presentation influences sales positively.
- **Advertising:** It is an impersonal method of communication as well as an impersonal salesmanship for mass selling and it is a means of mass communication. Advertising is also an important form of promotion and it costs less than personal selling.
- **Sales promotion:** The marketing activities other than advertising, publicity and personal selling are known as sales promotion. It serves as a bridge between selling and advertising. It is an aggressive method of selling.
- **Publicity:** It increases demand for a product or service or a business unit by making publicity through radio, television or stage.
- **Public relation:** It is a form of promotion. It creates, develops and maintains a good image of an organization on the public. Thus the goodwill of the seller increases and it leads to good selling and promotes the sale of goods. When there is heavy competition, this method is very effective.
- **Point of purchase display:** It is the silent salesperson that attracts the buyers' attention to the product and makes them decide to buy. Promotion at the point of purchase is very effective. Proper display of products is done by manufacturers or distributors. It varies widely. Automobile showroom with promotional literature and pricing information helps the buyers to test the products. Display serves to examine the product and make buying decision. With the combination of personal selling and advertising, display gives the maximum effectiveness.
- **Packaging:** It differentiates and protects a product. It plays two important promotional roles. First, it calls the attention of the customer to the product in retail stores. Secondly, it carries the selling messages and other information to make buying decision. Package provides product protection, ease of handling, selling ability, convenience and information. It attracts the customers.
- **Direct mail:** Newspaper advertisement reaches millions of people, while direct mail is sent to the selected customers. It will attract the customers to buy the goods. It gives information directly. It supports other forms of promotion. It helps the product awareness or acceptance.

Promotion and Promotional Mix



Figure 1.1. Promotion and promotional mix elements

Importance of Sales Promotion

In recent years, the importance of sales promotion has increased. This is due to the changes in the marketing environment. It is also due to the thinking of new ideas for creating a favorable condition for selling and promoting future sales. It is a part of marketing strategy. For a new product or new brand, sales promotion is very important. Sales promotion methods inform, remind or encourage the buyers at the point of purchase. A good sales promotional programme will remove the consumer's dissatisfaction with respect to retail selling. Sales promotion increases as a result of the growing use of self-service and other sales methods.

Objectives of Sales Promotion

The main objectives of sales promotion are:

- To increase buying interest at the customers' level;
- To increase the sales efforts of dealers and sales personnel;
- To attract new customers;

- To inform the public about the new product and its specialties, attraction and advantages;
- To get the major share of the market;
- To create a good impression about the product;
- To meet the competition of other companies;
- To effect off-season sales to increase sales;
- To encourage the demand by popularizing the products;
- To establish and maintain communication with large markets;
- To keep the memory about product alive;
- To create additional talking points to sales personnel;
- To create brand image;
- To remove customers' dissatisfaction;
- To bridge the gap between advertising and personal selling.

Kinds of Sales Promotion

Sales promotion can be divided into three kinds:

- Consumer sales promotion
- Dealer sales promotion
- Sales force promotion

1. Consumer sales promotion: Activities aimed at reaching the consumer at his home or in his office may be called consumer sales promotion. It is aimed to inform or educate the consumers and to encourage them to buy certain products. Consumer sales promotion increases the use of the product by the consumers, and attracts new customers. The following are the various sales promotion schemes at the consumers' level:

- **Sampling:** Free samples are given to consumers to increase their interest in the product. They are also given to introduce a new product and increase the market share. It increases the sales volume when the product is a new one to the customers. It is an effective method when the product is purchased often e.g. soaps, detergents, tea, coffee etc. It is a method of demand creation.

Sampling gives a chance to the consumers to compare certain products with others. Samples may be delivered door to door, sent by mail, picked up in a store, attached to another product etc. It is the most effective way to introduce a new product.

- **Coupons:** Coupons are supplied along with a product. Coupons can be mailed, enclosed in the packets or printed in the advertisements. The purpose is to attract the customers and bring them to a particular shop to increase the sales of a particular brand.
- **Demonstration:** It is a promotional tool to attract the attention of customers. When products are of a complex and technical nature, demonstration is necessary e.g. computers, software, field machinery etc. Demonstration is also done in front of customers for goods such as mixer, grinder, in retail shops etc.
- **Contests:** These are conducted to attract new customers or to introduce new products. The consumers are asked to state in a few words why they prefer a particular product. To participate in the contest, the consumers must purchase a product and submit the evidence (a label of package or a card attached to the product) with the entry form for the contest. Consumers' skill and their ideas are tested and the prize is given to the best entry. It encourages sales at the retail level.
- **Money refund offers:** If the purchaser is not satisfied with the product, a part or all of the purchaser's money will be refunded. It is stated on the package. It will create new users and strengthen brand loyalty. Sometimes, the money will be refunded if 10 top covers or empty bottles or packages are sent back to the manufacturer.
- **Premium offer:** It is a temporary price reduction which encourages the buyers. Products are offered at a reduced price to encourage purchasing. It is offered to consumers mainly for consumer goods like soap, brush, toothpaste, washing powder, soft drinks, milk cartons etc. For example, when the customer buys two pieces of soap, a soap box is given free. The soap box is the premium. In certain cases, the price is reduced. The reduced price is the premium.
- **Price off offer:** It encourages sales during the period when the sales are quite low. It gives a temporary discount to the consumers i.e. goods are offered at a price less than the printed price. For example, fans may be sold at reduced price during winter,
- **Consumer raffle draw:** Retailers give tickets or coupons to the customers on the purchase of goods for a certain amount. At the specified time, lots will be drawn, and the prizes given.
- **Free trial:** Customers are invited to try the product without cost, in the hope that they will buy the product. Thus buyers are encouraged by free trial to create interest in purchase.

2. Dealer sales promotion: Manufacturers use a number of techniques to get the cooperation of wholesalers, retailers or the middlemen. These activities, which increase the interest of dealers and distributors, are called dealer or distributor sales promotion. It is the middlemen who are important for the fast movement of products. Following are the dealer promotion methods:

- **Buying allowance:** It is an offer of money off or temporary reduction to dealers for purchasing during a particular period of time. It is a very effective method to introduce new products in the market. It encourages the dealers to buy a quantity that they will not buy in normal time. This buying allowance gives the dealers immediate profit.
- **Merchandise allowance:** An advertising allowance is given to the dealers for advertising the features of the manufacturer's product. A display allowance is given to them for arranging special displays of the product. After verifying the promotional activities of the dealer, the manufacturers will give a certain amount of money for promotional activities. They hope that additional efforts will be made to increase the sales at retail level. Some manufacturers, as an encouragement, offer additional quantities of merchandise. This technique is known as merchandise deal.
- **Price deals:** Apart from the regular discount, special discounts are also offered to the dealers for a specified quantity of purchase. This special discount is over and above the regular discount.
- **Push money or premium:** Manufacturers may offer push money. It is a payment in cash or gifts to dealers or to their sales force to push the manufacturer's product. To push his brand, the manufacturer will offer free specialty items that carry the company's name, such as pens, pencils, calendars, memo pads etc.
- **Cooperative advertising:** Dealers spend money on advertising manufacturer's product with the consent of the manufacturer. The dealer can claim an allowance by giving the proof of the advertisement. This is an indirect advertising for the manufacturer. It will increase the sales of the manufacturer's product. But it is a burden on the manufacturer's budget.
- **Dealer sales contests:** This is an indirect way of increasing the sales. This type of contest is conducted at the level of retailers and wholesalers. This is in the form of window display, store display, sales volume etc. Prize is awarded for outstanding achievement. This method is aimed at encouraging distributors, dealers, sales staff etc.

- **Dealer's listed promotion:** Listing dealer is an advertisement. It gives a list of dealers or retailers who stock the product or who are engaged in its promotion. The consumer can buy the product from anyone of the listed dealers. This method encourages the dealers to stock the products, and the consumers are encouraged to buy the products from the listed dealers.
 - **Dealer's gift:** Manufacturers give attractive and useful articles to dealers against their order. The articles may be mobile phone, radio, television, clock, watch etc. Sometimes manufacturers offer free family holiday tours to dealers who place more orders.
 - **Point of purchase:** This plays the role of the silent salesperson. The competition among the retailers encourages point of purchase advertising, which is an important method for sales promotion. It is generally at the retailer's shop. Floor displays, overhead signs, wall signs, posters etc. are examples of point of purchase method. Retailers adopt this method to draw the attention of customers. This method is suitable for consumer goods as well as industrial goods.
- 3. Sales force promotion:-** As dealer and consumer promotion, the sales force promotion also is a necessary one. The activities of sales force must be encouraged. The role of a salesperson is very important. The idea of sales force promotion is to make the salesperson's effort more effective. The methods for sales force promotion are:
- **Bonus to sales force:** The manufacturer sets a target of sales for a year. If the sales force sells the products above the targeted sales, bonus is offered to them. This is an encouragement given to the sales personnel to sell more products.
 - **Sales force contests:** To increase the interest and efforts of sales force over a specified time, these contests are announced. Prizes are given to the sales personnel who secure the maximum sales in sales contests. Thus it encourages the sales force to sell more products.
 - **Sales force meetings and conferences:** The idea behind these is to educate, inspire and reward sales personnel. Encouragement is given to them during the discussions. New selling techniques are described to them and discussed in the conference



Figure 1.2. Kinds of Sales Promotion

Stages Involved in Sales Promotion Planning

The main stages which are involved in sales promotion planning are: 1. Establishment of objectives, 2. Selection of promotional tools, 3. Planning the sales-promotion programme, 4. Pre-testing, 5. Implementation and 6. Evaluation

As in the case of advertising, effective sales promotion involves an on-going process with a number of stages.

1. Establishment of objectives:

Sales-promotion objectives vary according to the target market. If the target is the customer, objectives could include the encouragement of increased usage or the building of trial among non-users or other brand users. For intermediaries, objectives could be to encourage off-season sales or offsetting competitive promotions. Sales-promotion activity could also be aimed at internal personnel, making up part of the reward system

2. Selection of promotional tools:

Promotional objectives form the basis for selecting the most appropriate sales-promotion tools. The cost and effectiveness of each tool must be assessed with regard to achieving these objectives in respect of each target market. The tools available to the service marketer are described in more detail in the next section.

3. Planning the sales-promotion programme:

The major decisions that need to be made when designing the sales-promotion programme relate to the timing of the promotion and how long this tool is to be used. Also important are the size of incentive, rules for eligibility and, of course, the overall budget for the promotion.

4. Pre-testing:

This needs to be undertaken to ensure that potentially expensive problems are discovered before the full launch of a promotion. Testing in selected market segments can highlight problems of ambiguity, response rates and give an indication of cost effectiveness.

5. Implementation:

The programme for implementation must include two important time factors first, it must indicate the ‘_lead time’- the time necessary to bring the programme up to the point where the incentive is made available to the public. Second, the ‘_sell in time’ which is the period of time from the date of release to when approximately 90-95 per cent, of incentive material has been received by potential customers.

6. Evaluation:

The performance of the promotion needs to be assessed against the objectives set. If objectives are specific and quantifiable, measurement would seem to be easy. However, extraneous factors could account for the apparent success of many sales-promotion activities.

For example, competitive actions or seasonal variations may have influenced customers’ decision making. It can also be extremely difficult to separate out the effects of sales-promotion activity from other promotional activity-or indeed from other marketing-mix changes.

PROMOTIONAL PLANNING PROCESS



Figure 1.3 promotional planning processes

Advertising

Today's business is of mass production and mass distribution. Similar products are taken to the market by various producers. This involves tough competition among the producers. Companies adopt various means to remain in the market. All businessmen aim to make profit by increasing the sales. When we manufacture good quality products or offer expert services, these must be known to the public. For this, mass communication is needed as the population is large or the market area is wide. We can adopt sales promotion and advertising as tools for marketing. In the present business world, suitable publicity is done through advertising, which is adopted by almost all types of companies. Therefore, advertisement is a method of publicity.

Definitions of advertising

Advertising is the activity by which visual or oral messages are addressed to the general public. Its purpose is to inform or influence them in order to increase the sales of the advertiser. It is done with a view to sell the goods or services offered by the advertiser. The success of advertising greatly depends upon effective advertising programme.

Objectives of Advertising

Personal selling and other forms of promotion are supported by advertisement. It is the main objective. The long term objectives of advertising are concerned with the achievement of the company's over-all objectives. Some of these are as follows:

- To do the entire selling job;
- To introduce a new product;
- To build brand preference;
- To remind users to buy the product;
- To meet competitors' advertising;
- To increase sales in off-season;
- To introduce price deal;
- To describe the assistance offered by the company;
- To increase market share;
- To convince people about the changes in prices;
- To educate the buyers;
- To announce the location of distributors, retailers etc;
- To invite enquiries;
- To make special offers.

Functions of Advertising

Increasing the number of customers:

- By increasing the customers and widening the market;
- By developing brand loyalty;
- By focusing the qualities of the product in a better way than other similar products.

Increasing the consumption rate among the present customers:

- By explaining the multiple use of the product;
- By reminding the customers about the products;
- By educating the public about the product, its uses, advantages etc.

Advantages of Advertising

Advertising helps in a number of marketing activities. It is technique of sales promotion. Sales volume is increased by advertising. It helps and supports the salesperson in selling the products. Consumer's knowledge about the product is increased by advertising. Advertising helps the consumers to save their

time in purchasing. It also helps the manufacturers to sell their products. Hence quick selling is possible, which leads to more production at less cost. Thus advertising is advantageous to the following groups of people:

A. Advantages to manufacturers:

- It increases the sales volume.
- It increases the net profit.
- It stabilizes the sales volume.
- It controls product price.
- It helps in opening new markets.
- It maintains the existing market.
- It creates reputation.
- It secures more dealers.
- It is less expensive.
- It gives wider information.

B. Advantages to sales personnel:

- It creates a background.
- It reduces the burden of the salesperson's job.
- It helps in selling the product with the least effort.
- It helps in understanding the customer's need.
- It creates confidence.

C. Advantages to wholesalers and retailers:

- It creates easy sales.
- It increases the turn-over.
- It attracts more customers.
- It increases the reputation of the store.
- It gives publicity to them.

D. Advantages to customers:

- It helps in easy purchasing.
- It is a connecting link between the manufacturer and the customers.
- It helps the customers to get the product at a fair price.
- It saves time.
- It ensures the best quality product.
- It educates the customers.
- It helps the people to get the products directly from the producers through mail order business.

E. Advantages to community:

- It increases employment opportunities.
- It raises the standard of living of the people.
- It has educative value.
- It helps the media – radio, television, newspaper etc – to increase their income.

Types of Advertising Media

Media or medium is a means through which the advertising message is conveyed to the consumers. The proper selection of the media, by which the message is to be conveyed, must achieve the advertiser's goals. Some or all of the following media may be used by the manufacturers:

A. Indoor advertising:

When advertising is done through this method – so that people can get the message at home – it is known as indoor advertising. The following are the kinds of indoor advertising:

- Press – newspaper, magazine
- Radio
- Television
- Film
- Text messages on mobile phones

B. Outdoor advertising:

Outdoor advertising passes the message to those people who are the moving audience. Generally, almost all the people go out on some purpose or other – office, walk, sight-seeing, travel, park visit, shopping etc, and can't avoid looking at the advertisements. Thus outdoor advertising has the best effect of advertising. Following are the various types of outdoor advertising:

- Posters
- Advertising boards
- Vehicles
- Painted display
- Travelling display
- Electric display
- Sandwich-men (dressed in fancy clothes)
- Handbills (leaflets)

C. Direct advertising:

The objective of direct advertising is to create a direct contact with the customers. The advertiser can keep a close touch with the customers or the public who are supposed to have

interest in his product. He contacts them through mail advertising. It is a common method. It is also known as direct mail advertising. It may be of the following types:

- Sales letters
- Circulars
- Booklets and catalogues
- Folders
- Package inserts
- Store publications

D. Promotional advertising:

The objective of promotional advertising is to increase the sales. This is also known as display advertising. By this, we mean that the products are systematically kept in a place so as to attract the attention of the people who walk that way. The following are the important types:

- Window display
- Interior display
- Showrooms
- Exhibition

Examples of advertisement slogans:

- GLAXO builds bunny babies
- NESCAFE – the coffee that tastes good
- DUNLOP leads the way
- NIKE – just do it
- Passion to lead – TOYOTA
- SONY – like no other
- NISSAN – shift the way you move
- NOKIA – connecting people

Personal Selling

Like advertising and sales promotion, personal selling is also a method of communication. Each person is contacted by face-to-face conversation. Personal selling influences the buyers to buy a product. Personal selling reaches the goal of marketing effort i.e. to increase profitable sales. The purpose of personal selling is to bring the right product to the notice of the right customers. Personal selling is very effective as through it the person concerned is contacted in person.

Objectives of Personal Selling:

Personal selling has two types of objectives – long-term and short-term. These objectives are:

- To serve the existing customers;
- To search out and get new customers;
- To keep customers informed of changes in the product line;
- To provide technical advice and assistance to customers;
- To provide advice and assistance to middlemen whenever needed;
- To collect and report market information on significant issues
- To obtain a specified sales volume;
- To secure and retain a specified share of the market.

Duties of a Salesperson:

- Has to make sales of products or services;
- Has to do the assigned duty (travelling);
- Has to make collection of bills relating to sale;
- Has to make reports – sales done, calls made, services provided, customers lost etc;
- Must satisfy customers;
- Must maintain relations with customers;
- Must assist the customers to make good selection;
- Must develop a goodwill for the company and the products;
- Must have cooperative attitude;
- Has to take periodic inventory of the stocks.

Qualities of a successful Salesperson:

- Establishing good relationship with a variety of people;
- Learning quickly;
- Planning and efficiently managing time and efforts;
- Working hard to achieve long-term goals;
- Communicating clearly both in speech and in writing;
- Producing constantly both in quality and quantity
- Possessing and living up to high moral standards that enable people to admire, respect and trust him/her.

Sales Personality

The qualities of a salesperson may be described as follows:

Personal qualities:

Some of the important qualities are:

- Good appearance
- Sound health
- Good manners
- Imagination
- Self-confidence
- Tactful
- Cooperation
- Dependability
- Sincerity
- Loyalty
- Creative talk
- Self-management

Process of Personal Selling

Personal selling aims at oral presentation by conversation between a salesperson and a probable customer. Generally, the following are the methods involved in personal selling:

- **Prospecting:** Prospecting means searching for people to whom sales can be made. Prospect is a person who has wants to be satisfied and has ability and willingness to pay. Therefore, this is a first step in identifying and locating of prospects, either from the company's past records or customers or advertisements. A list of such prospects is prepared, and this helps in planning the selling efforts.
- **Pre-approaching:** It involves developing an understanding about the prospective buyers as to their needs, problems, buying motives, personal character etc. This pre-approach is effective for making a ground for approach.
- **Approaching and attention:** This is a sales interview. This stage is very important. The first impression of the salesperson may bring a long-term benefit i.e. repeated sales.
- **Demonstration:** The characteristics of the product are to be presented or demonstrated. The prospects may be made to understand the benefits of the product. They may also be informed of the special features, merits, benefits etc of the products. The salesperson can also show the survey reports, relevant data, free gifts, referring to specific problems in other products, giving examples etc.
- **Handling objections:** When one shows interest in buying the products, generally, every salesperson faces objections from the prospective buyers. When a buyer purchases a product at a price, buyer asks questions and explanations. The salesperson must face the buyer by giving satisfactory answers.

- **Closing the sales:** It aims at taking an order for the products from the prospective buyer. The salesperson also asks questions about the products – choice of colour, periodicity of delivery, quantity, terms etc. At the final stage, the prospects place orders with the salesperson.
- **Follow-up:** Satisfaction of the buyer is important as a source of publicity. This stage is important to have information from buyers regarding the product use, and problems, if any. The salesperson keeps contact to know the problems, if any. After-sale service should be followed strictly i.e. punctuality, personal attention etc.



Figure 1.4. Basic Steps in personal selling process

1.2. Accessing relevant sources of information

An Information Source is a source of information for somebody, i.e. anything that might inform a person about something or provide knowledge to somebody. Information sources may be observations, people speeches, documents, pictures, organizations

Sources of information or evidence are often categorized as primary, secondary, or tertiary material. Information can come from virtually anywhere — social media, blogs, personal experiences, books, journal and magazine articles, expert opinions, newspapers, and websites — and the type of information you need will change depending on the question you are trying to

answer. Information does not exist in the environment like some kind of raw material. It is produced by individuals working within a particular field of knowledge (or discipline) who use specific methods for generating new information. Disciplines consume, produce, and disseminate knowledge. Looking through a university's course catalog gives clues to disciplinary structure. Fields such as political science, biology, history, and mathematics are unique disciplines, as is social work, with its own logic for how and where new knowledge is introduced and made accessible.

Sources of information or evidence are often categorized as primary, secondary, or tertiary material. These classifications are based on the originality of the material and the proximity of the source or origin. This informs the reader as to whether the author is reporting information that is first hand or is conveying the experiences and opinions of others which is considered second hand. Determining if a source is primary, secondary or tertiary can be tricky. Below you will find a description of the three categories of information and examples to help you make a determination.

Source of information

1. Primary Sources

These sources are records of events or evidence as they are first described or actually happened without any interpretation or commentary. It is information that is shown for the first time or original materials on which other research is based. Primary sources display original thinking, report on new discoveries, or share fresh information. Examples of primary sources: Theses, dissertations, scholarly journal articles (research based), some government reports, symposia and conference proceedings, original artwork, poems, photographs, speeches, letters, memos, personal narratives, diaries, interviews, autobiographies, and correspondence.

2. Secondary Sources

These sources offer an analysis or restatement of primary sources. They often try to describe or explain primary sources. They tend to be works which summarize, interpret, reorganize, or otherwise provide an added value to a primary source. Examples of Secondary Sources: Textbooks, edited works, books and articles that interpret or review research works, histories,

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biographies, literary criticism and interpretation, reviews of law and legislation, political analyses and commentaries.

3. Tertiary Sources

These are sources that index, abstract, organize, compile, or digest other sources. Some reference materials and textbooks are considered tertiary sources when their chief purpose is to list, summarize or simply repackage ideas or other information. Tertiary sources are usually not credited to a particular author. Examples of Tertiary Sources: Dictionaries/encyclopedias (may also be secondary), almanacs, fact books, Wikipedia, bibliographies (may also be secondary), directories, guidebooks, manuals, handbooks, and textbooks (may be secondary), indexing and abstracting sources.

1.3. Confirming relevant supervisor personnel

Supervisory personnel means any Company personnel whose duties include the administrative supervision of others, and who are not covered by the Agreement. Supervision is a process that involves a manager meeting regularly and interacting with worker(s) to review their work. It is carried out as required by legislation, regulation, guidance, standards, inspection requirements and requirements of the provision and the service. Supervision is a process that involves a manager meeting regularly and interacting with worker(s) to review their work. It is carried out as required by legislation, regulation, guidance, standards, inspection requirements and requirements of the provision and the service. The purpose is to monitor tasks and workload, solve problems, support workers in dealing with complex situations and moral and ethical dilemmas and to promote staff development

- **Supervisor's role**

In human resource management is that of setting the strategic course for the department to improve company performance. The supervisor can use HR to create levers to influence how workers focus their energy and select workers with skills and interests aligned with the company's goal

- **Employee Selection Criteria**

A supervisor must set the strategic course of the human resource department. This means setting the correct criteria for selecting staff. The supervisor should match your small business's core needs to the skill set of the staff. Not every skill needed by your company will be strength of each employee, but on a cumulative basis the supervisor must attempt to have employees that cover some of the areas of expertise so that every major key function can be met. This is harder for soft skills such as team building, facilitation and influencing key constituents.

- **Making Staff Carry out Policy**

A supervisor must make sure the human resource staff is performing correctly. The supervisor must understand the staff's jobs well enough to know what is good, bad or average performance by the staff. The supervisor must understand that loyalty is often a function of how well or how slighted an employee feels. This is sometimes related to benefits and other times related to the performance evaluation process. A supervisor must make sure the staff acts in a professional and consistent way so employees feel the workplace is a fair environment.

1.3.1. Main functions of a supervisor

A. Coordinate

In addition to combining two or more elements of the same hierarchical level, coordinate is to follow up on the operative, organizational, logistical and administrative work of the company.

B. Link departments

A supervisor must align the various areas and units towards the objective of the organization. This serves to ensure that there is a link between the work, the actions and the decisions of all the individuals who work in the company.

C. Distribute the work

After making the design of the jobs, follow the distribution of the same. This function is necessary for the creation of the equipment. The supervisor will define who is responsible for the activities, who to ask and who will be informed, always taking care that the distribution of work is equitable.

D. Mediate and advise

Supervisors often resolve situations between employees and senior managers. A supervisor can have a role as a counsellor and consultant. To be able to advice, it is necessary to have an expert opinion, with which you can influence another person in the field of decision making. Advising does not mean executing; however, good advice can influence the achievement of objectives.

E. Evaluate

This function refers to estimating the knowledge, skills and performance of the workers and the supervisor himself.

To do this, supervisors must know the evaluation techniques. Some are the analysis of the position, the measurement of work performance and the application of tests, as well as the identification of personality traits of employees.

1.4. Communicating marketing promotional programs

Marketing communications include advertising, promotions, sales, branding, campaigns, and online promotions. The process allows the public to know or understand a brand and get a clear idea about what the brand has to offer. With growing technology and techniques, the direct participation of customers is made. Marketing communications include advertising, promotions, sales, branding, campaigns, and online promotions.

The process allows the public to know or understand a brand and get a clear idea about what the brand has to offer. With growing technology and techniques, the direct participation of customers is made. This is done by including their ideas and creations, in product development

and brand promotion. Successful branding involves targeting audiences who appreciate the organization's mission and vision, business values and marketing program.

Advertising is a small but important part of marketing communications; the marketing communications mix is a set of tools that can be used to deliver a clear and consistent message to target audiences. It is also commonly called the promotional mix. Crosier (1990) states that all terms have the same meaning in the context of the 4ps: product, price, place and promotion. Price can send a message to the target audience. For example, comparing a \$50 bag to a \$10 bag, the former may be viewed as a luxury or more durable item.

The marketing plan identifies key opportunities, threats, weaknesses, and strengths, sets objectives, and develops an action plan to achieve marketing goals. Each section of the 4P's sets its own objective; for instance, the pricing objective might be to increase sales in a certain geographical market by pricing their own product or service lower than their competitors. This creates a significant change in the market because more people of the target market would aim to do business with your organization than your competitors because pricing is one of the most significant aspects of marketing that can change the whole market positively and or negatively.

1.4.1. The Role of Promotion/Communication

The role of promotion/communication is very essential and this will be view from marketer's perspective. The relative importance of these roles varies according to the circumstance faced by the firm. Promotion/communication serves three roles these are:

- It informs(educates)
- Persuades and
- Reminds

1.4.2. Communication and its process

The root of the word —communication in Latin is communicare, which means to share, or to make common (Weekly, 1967). Communication is defined as the process of understanding and sharing meaning (Pearson & Nelson, 2000).

At the center of our study of communication is the relationship that involves interaction between participants. This definition serves us well with its emphasis on the process, which we'll examine in depth across this text, of coming to understand and share another's point of view effectively.

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The first key word in this definition is process. A process is a dynamic activity that is hard to describe because it changes (Pearson & Nelson, 2000). Imagine you are alone in your kitchen thinking. Someone you know (say, your mother) enters the kitchen and you talk briefly. What has changed? Now, imagine that your mother is joined by someone else, someone you haven't met before—and this stranger listens intently as you speak, almost as if you were giving a speech. What has changed? Your perspective might change, and you might watch your words more closely. The feedback or response from your mother and the stranger (who are, in essence, your audience) may cause you to reevaluate what you are saying. When we interact, all these factors—and many more—influence the process of communication.

The second key word understands: —To understand is to perceive, to interpret, and to relate our perception and interpretation to what we already know. (McLean, 2003) If a friend tells you a story about falling off a bike, what image comes to mind? Now your friend points out the window and you see a motorcycle lying on the ground. Understanding the words and the concepts or objects they refer to is an important part of the communication process.

Next comes the word sharing. Sharing means doing something together with one or more people. You may share a joint activity, as when you share in compiling a report; or you may benefit jointly from a resource, as when you and several coworkers share a pizza. In communication, sharing occurs when you convey thoughts, feelings, ideas, or insights to others. You can also share with yourself (a process called intrapersonal communication) when you bring ideas to consciousness, ponder how you feel about something, or figure out the solution to a problem and have a classic —Aha! moment when something becomes clear.

Finally, meaning is what we share through communication. The word —bike represents both a bicycle and a short name for a motorcycle. By looking at the context the word is used in and by asking questions, we can discover the shared meaning of the word and understand the message.

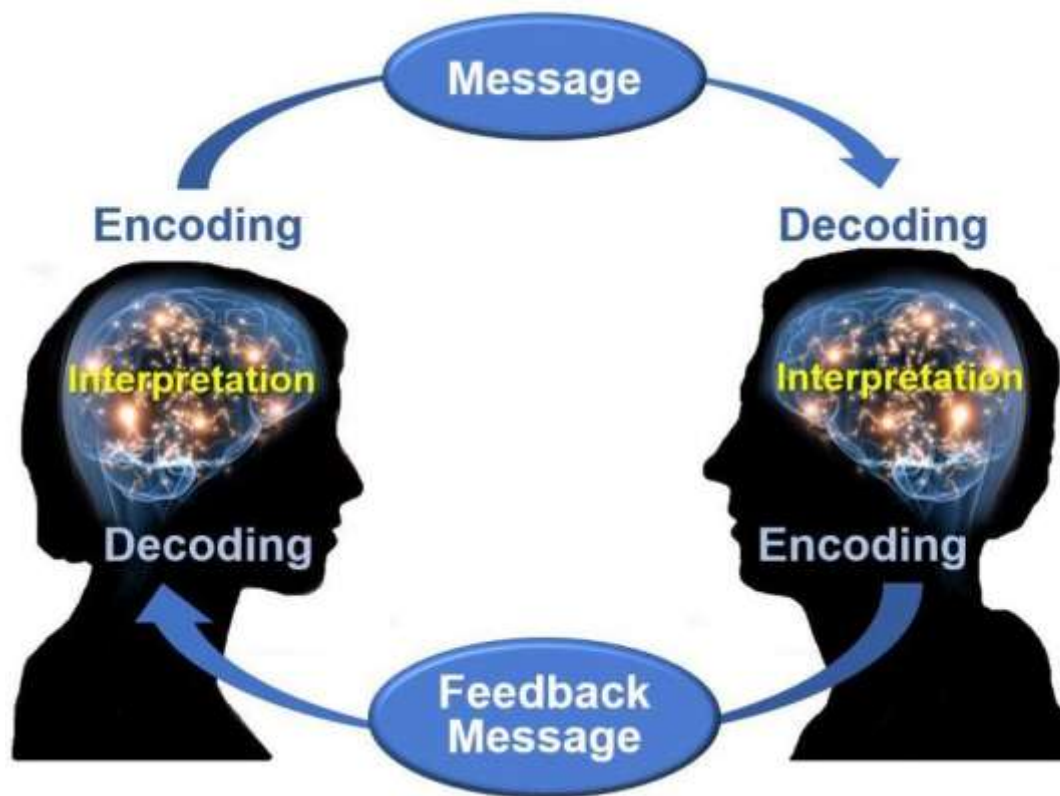


Figure 1.5. Communication process

Step 1: Idea Formation:— The communication process begins when the sender has an idea to be communicated. The idea will be influenced by complex factors surrounding the sender. The sender must begin by clarifying the idea and purpose. What exactly does the sender want to achieve? How is the message likely to be perceived? Knowing this information provides a higher chance of successful communication

Step 2: Message Encoding:— The idea must be encoded into words, symbols, and gestures that will convey meaning. Because no two people interpret information in the exact same way, the sender must be careful to choose words, symbols and gestures that are commonly understood to reduce the chances of misunderstanding. Therefore, a sender must be aware of the receiver's communication skills, attitudes, skills, experiences, and culture to ensure clear communication.

Step 3: Message Transmission:— Choosing the medium to transmit the message is the next step in the communication process. Messages can be transmitted in a verbal, written, or visual manner (see Table 1). For clear communication to occur, the medium and message must match

Step 4: Decoding:— When the message reaches the receiver, the message must be decoded into its intended meaning. Therefore, the receiver must translate the words, symbols, and gestures as

the sender intended. Because no two people interpret information in the exact same way, incorrectly decoding a message can lead to misunderstanding. Successful decoding is more likely when the receiver creates a receptive environment and ignores distractions. Alert receivers strive to understand both verbal and nonverbal cues, avoid prejudging the message, and expect to learn from the communication.

Step 5: Feedback: – A vital part of the communication process is feedback. Feedback occurs the sender and receiver check to ensure the message was understood as intended. Feedback is a shared responsibility between the sender and the receiver and can be verbal or non-verbal. For example, the sender can elicit feedback by asking, —Do you have any questions? The sender can also improve the feedback process by only providing as much information as the receiver can handle. Receivers can encourage clear communication by providing clear, timely, descriptive, and non-judgmental feedback. For example, the receiver can shake his/her head up and down to confirm —yes I have a question.

1.4.3. Importance of Communication

Communication is an important part of management. No organization can survive and grow without effective communication. All managerial functions are performed successfully with the help of proper communication. It can be considered as the backbone of business management. The importance of communication is listed below:

- **Promotes motivation**

Motivation is the influence that causes someone to do something. Communication promotes motivation by informing the employees about the task to be done. It clarifies the manner how they are performing the task and how to improve their performance if it is not up to the mark.

- **Basis of planning**

Planning is thinking before doing a particular job. Information is essential for planning which can be achieved from internal and external sources. Communication facilitates to prepare targets, standards, and instruction for future plans. Therefore, communication can be used as the basis for better planning.

- **Alter an individual's attitude**

Communication also plays a crucial role in altering an individual's attitudes. A well-informed individual will have a better attitude than a less-informed individual. Organizational magazines, journals, meetings and various other forms of oral and written communication help in molding employee's attitudes.

- **Prompt decision**

Communication provides feedback and progress report or internal information that helps to make the decision quickly. In order to take the prompt decision, the facts collecting process has to be established. Communication always helps the organization in the pursuit of establishing a process for collecting facts.

- **Controlling process**

Control is the comparison of actual work with standard work and correcting the deviations. Communication helps to set the standards and targets. Hence, control is facilitated by effective communication.

- **Maximum production at minimum cost**

Effective communication system coordinates the various factors of production, which makes maximum output with the minimum cost. It establishes good human relations, operating efficiency and removes misunderstanding among personnel.

- **Sound industrial relations**

Effective communication alone can establish mutual trust and confidence between management and labor. It enables management to come into close contact with workers. It serves as a bridge between them and creates a team spirit in the organization.

- **Public relations**

In the modern business world, every organization must create and maintain a good corporate image in society. It is through communication that management can keep cordial relations with the government, trade unions, customers and the community. Hence, it is an indispensable means of developing favorable public relations.

- **Improves relationship**

Exchange of facts, opinions, feelings and sentiments and interchange of information concerning work would enable employees to understand each other. Communication helps superior to know

the subordinates. Such information helps to cross the misunderstanding that separates people. It binds people in a common purpose. Thus, it improves the relationship.

- **Means of coordination**

Communication is the foundation of group activity. The works are done at various levels and processed by different departments. People can attain a common understanding and co-operate to achieve organizational objectives. Thus, communication helps to maintain coordination.



Figure 1.6. Importance of communication

1.4.4. Linguistic devices and modes of persuasion

A big part of marketing is how companies communicate, whether that is with clients and potential customers or internally with other departments within the business. When companies advertise, they can utilize linguistic devices to persuade the targeted audience; Different devices can produce differing effects. One of the linguistic device categories is a simple language. The different devices under simple language include phonetic symbolism, numbers, sound repetition, and pronunciation. All four devices use the cognitive effort of automatic processing. Phonetic symbolism is "a non-arbitrary relation between sound and meaning, and suggests that the sound of a word can convey meaning apart from its definition" Back vowels and consonants are lower

in pitch due to the positioning of the tip of the tongue being further back in the throat. These sounds are associated with heaviness, masculinity, and psychological distance. Conversely, front vowels and consonants are higher in pitch and associated with closeness, femininity, and light. The sound of a brand name can influence the perception of the brand from the consumers' perspective along with product attitude and product recommendations. This being said, when a brand name sound preference is in alignment with the consumers' preference, the perception of the preferred attributes is enhanced.

SELF CHECK QUESTIONS FOR UNIT ONE

PART I- CHOOSE THE BEST ANSWER FROM THE GIVEN ALTERNATIVE

1. _____provides incentives to maximize sales.
 - A. Personal selling
 - B. Sales promotion
 - C. Advertising
 - D. Publicity
2. _____involves a face to face oral presentation.
 - A. Personal selling
 - B. Sales promotion
 - C. Advertising
 - D. Publicity
3. Benefits of Promotion to the Firm includes.....
 - A. It provides a —voicell for the firm in the marketplace
 - B. It helps a firm in establishing a preference for its branded products
 - C. It aids a firm in establishing new products
 - D. It helps a firm increase the sales of its products
 - E. All
4. _____is the first step in sales promotion planning?
 - A. Selection of promotional tools
 - B. Implementation
 - C. Establishment of objectives
 - D. Planning the sales-promotion programme
5. The performance of the promotion needs to be assessed against the objectives set this implies to;-
 - A. Implementation
 - B. Selection
 - C. Evaluation
 - D. Segmentation

PART II- SHORT ANSWER AND DISCUSSION QUESTIONS.

1. Define communication, communication process and its importance for business.
2. What are the three roles of Promotion/communication?
3. Write and discuss the major steps of selling process?

UNIT TWO:-RESPOND TO ENQUIRIES ON PROMOTIONAL AND MARKETING ACTIVITIES

This learning guide is developed to provide you the necessary information regarding the Following content coverage and topics:

- Receiving and acting business policy
- Providing accurate marketing demand

Provide sales support where required This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Receive and act enquiries of business policy
- Provide accurate details promotional programs

2.1. Receiving and acting business policy

Business Policy defines the scope or spheres within which decisions can be taken by the subordinates in an organization. It permits the lower level management to deal with the problems and issues without consulting top level management every time for decisions.

Policy actor's policy to mean a series of decisions or activities resulting from structured and recurrent interactions between different actors, both public and private, who are involved in various different ways in the emergence, identification and resolution of a problem defined politically as a public one.

In this chapter, we focus on the types of actors concerned by policy, while following chapters will deal with the resources to which these actors have access in order to represent their interests on the one hand, and with the institutional context that influences their individual and collective behaviour on the other. These three concepts actors, resources and institutions constitute the principal focus of our analysis and are the key factors on which we will base our policy analysis model.

There are at least four classes or types of actors involved in the policy process: the rationalists, the technicians, the increment lists, and the reformists. The categorizes important actors in the

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process of public policy making into two categories: unofficial policymakers and official policy makers.

2.1.2. Features of Business Policy

An effective business policy must have following features-

1. **Specific**- Policy should be specific/definite. If it is uncertain, then the implementation will become difficult.
2. **Clear**- Policy must be unambiguous. It should avoid use of jargons and connotations. There should be no misunderstandings in following the policy.
3. **Reliable/Uniform**- Policy must be uniform enough so that it can be efficiently followed by the subordinates.
4. **Appropriate**- Policy should be appropriate to the present organizational goal.
5. **Simple**- A policy should be simple and easily understood by all in the organization.
6. **Inclusive/Comprehensive**- In order to have a wide scope, a policy must be comprehensive.
7. **Flexible**- Policy should be flexible in operation/application. This does not imply that a policy should be altered always, but it should be wide in scope so as to ensure that the line managers use them in repetitive/routine scenarios.
8. **Stable**- Policy should be stable else it will lead to indecisiveness and uncertainty in minds of those who look into it for guidance.

2.1.3. Difference between Policy and Strategy

The term —**policy** should not be considered as synonymous to the term —strategy.

The difference between **policy** and **strategy** can be summarized as follows-

1. Policy is a blueprint of the organizational activities which are repetitive/routine in nature. While strategy is concerned with those organizational decisions which have not been dealt/faced before in same form.
2. Policy formulation is responsibility of top level management. While strategy formulation is basically done by middle level management.
3. Policy deals with routine/daily activities essential for effective and efficient running of an organization. While strategy deals with strategic decisions.

4. Policy is concerned with both thought and actions. While strategy is concerned mostly with action.
5. A policy is what is, or what is not done. While a strategy is the methodology used to achieve a target as prescribed by a policy.

2.1.4. Business policy process

There are four most important business policy processes are:

- | | |
|-------------------------|---------------------------|
| A. Environment scanning | C. policy implementation |
| B. policy formulation | D. evaluation and control |

A. Environment scanning

It is the monitoring, evaluating and disseminating of information from the external and internal environments to key people within the corporation. Its purpose is to identify strategic factors those external and internal elements that will determine the future of the corporation. We used environmental scanning through describe those particular strengths, weaknesses, opportunities, and threats that are strategic factors for a specific company. The external environment consists of variables "opportunities and threats" that are outside the organization and not typically within the short run control of top management. These variables form the context with which the corporation exists. The internal environment of a corporation consists of variables "strengths and weaknesses" that are with the organization itself and aren't usually within the short run. Control of top management these variables form the context in which work is done. They include the corporation's structure, culture, and resources. Key strengths form a set of core competencies that the corporation can use to gain competitive advantage.

B. Policy Formulation

The development of long-range plans for the effective management of environmental opportunities and threats, in light of corporate strength and weaknesses. It includes defining the corporate mission, vision, specifying achievable objectives, developing strategies, and setting policy guidelines.

- **Mission**

An organization's mission is the purpose or reason for the organization's existence. It tells what the company is providing to society, like service house, cleaning or products. Mission is the fundamental, unique purpose that sets the company apart from the other firms of its type and identifies the scope of the company operations in the terms of products offered and markets served.

Mission includes the firm's philosophy about how it does business and treats its employees. It puts into words not only what the company is now, but also what it wants to become management's strategy vision of the firm's future. Mission statement describes what the organization is now, vision statement describes what the organization would like to become. A company's Mission statement is typically focused on its present scope "who we are and what we do"; mission statement broadly describes an organizations present capabilities, customer focus, activities, and business makeup.

- **Vision**

Very early in the strategy making process, company senior managers must fight with the issue of what directional path the company should take and what changes in the company's product, market, customer and technology focus would improve its current market position and future prospects. Deciding to commit the company to one path how to try to modify the company's business makeup and the market position it should stake out. A strategic vision delineates management's aspirations for the business, providing a panoramic view of the "where we are going" and a convincing rational for why this makes good business sense for the company. A strategic vision thus points an organization in a particular direction, charts a strategic path for it to follow in preparing for the future, and molds organizational identity. A clearly articulated strategic vision communicates management's aspirations to stakeholders and helps leadership the energies of company personnel in a common direction. A strategic vision is a road map of a company's future providing specifics about technology and customer focus, the geographic and product markets to be pursued, the capabilities it plans to develop, and the kind of company that management is trying to create.

- **Objectives**

Objectives are the end results of planned activity. They state what is to be accomplished by when and should be quantified if possible. The achievement of corporate objectives should result in the fulfillment of a corporation's mission. In effect, this is what society gives back to the corporation when the corporation does a good job of fulfilling its mission. The term "goal" is often used interchangeably with the term "objective". In this paragraph, we prefer to differentiate the two terms. In contrast to an objective, we consider a goal statement of what one wants to accomplish with no quantification of what is to be achieved and no time criteria for completion. For example, a simple statement of "increased profitability" is thus a goal, not an objective, because it doesn't state

- **Policies**

A policy is a broad guideline for decision making that links the formulation of strategy with its implementation. Companies use policies to make sure that employees throughout the firm make decisions and take actions that support the corporation's mission, objectives and strategies. Policy Implementation the process by which strategies and policies are put into action through the development of programs, budgets, and procedures. This process might involve changes within the overall culture, structure, and/or management system of the entire organization.

2.1.5. Evaluation and control

The process in which corporate activities and performance results are monitored so that actual performance can be compared with desired performance. Managers at all levels use the resulting information to take corrective action and resolve problems.

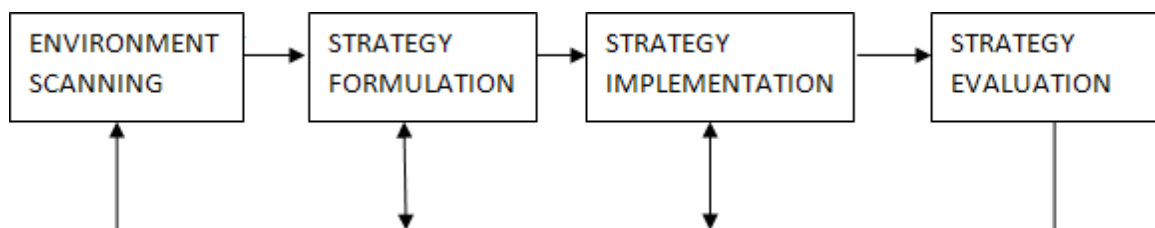


Figure 2.1. Evaluation and controlling process

2.2. Providing accurate marketing demand

Demand marketing is the process by which marketers get people excited about a new brand or product to generate demand. Driving awareness and generating interest are the key focal points of demand marketing. Demand captures the umbrella of marketing and sales programs that get people enthusiastic enough to make them eager to learn more about your product, and eventually, realize its significance in their lives.

Demand marketing involves multiple channels, platforms, and campaigns that are coupled with structured sales programs. Marketing efforts related to demand marketing include building awareness, positioning relevance, supporting validation, and mitigating customer evaluation.

Demand marketing has a holistic approach that ties marketing efforts together with sales processes, along with awareness building at its centre. What makes demand marketing unique from other customer acquisition endeavours is its commitment to long-term business relationships to maintain brand interest and enthusiasm. However, demand marketing is more than just branding. There are demand marketing concepts that most B2B marketers often use interchangeably such as lead generation, demand generation, and demand creation. Hence, it's important to note the difference between the two.

2.2.1. Demand Creation vs. Demand Generation vs. Lead Generation

Market Demand

Simply put, market demand is the touch point between the client's willingness and ability to buy a product. It should not be mistaken with the customer's needs and desires. A person may need a product or service, know where to find it, and want to buy it, but be unable to afford it. When estimating demand, and while companies research needs and wants because of potential future market expansion, the focus should be on the customers who are able to afford the product and are willing to pay the price. Understanding payment limit, budget, frequency of purchase, and

buying volume, as well as the overall number of potential clients enables a company to estimate Demand can be measured three ways

- **Individual Demand** – for a single household/business.
- **Market Demand** – for a target market.
- **General Demandor** – for the whole economy.

Most marketing experts define demand generation as targeted marketing programs that drive awareness and interest in a company’s products and/or services. The demand is already there, but marketers want to generate more demand to increase sales and revenue by nurturing and maintaining relationships with prospects and customers.

On the other hand, demand creation is the process by which marketers create demand where none exists. Demand creation is commonly utilized for new products and services, where the demand has not been proven or tested yet. In short, marketers want to create and study the demand for a certain product or service targeted towards specific consumers.

In demand creation, Presence to Market is the main goal. This is where initial efforts include media coverage, thought leadership, and subject matter expertise. Essentially, you’re pushing your brand and product into the market to generate new interest and demand with press releases, helpful articles, videos, reports, and various other types of content.

Afterward, you collect leads from the demand you’ve established through lead generation tactics such as content marketing, SEO, email marketing, and social media. With lead generation, the main goal is to collect the contact information of sales prospects (from the generated demand) that can eventually be used to nurture them into customers. Getting people to fill out your lead generation forms can be done through gated content such as eBooks, whitepapers, case studies, videos, and webinars.

Simply put, demand creation is about generating brand awareness and demand where none exists, while demand generation focuses on increasing the demand that already exists. Both demand creation and demand generation are marketing tactics. On the other hand, lead

generation is sales oriented and has the goal of amassing leads that can be guided along the sales funnel, and eventually, handed off to the sales team to close the deal.

Both demand creation and demand generation focus on the awareness stage in the buyer journey, whereas lead generation efforts focus on the later stages in the buying journey such as the consideration and decision stages.

To develop an effective demand generation strategy, marketers first need to understand the key principles behind the concept:

2.2.2. The Pillars of Demand Generation

- **Understand Your Audience**

Every good marketing strategy starts with knowing precisely who your target audience is. And this must extend beyond simple information such as their basic demographics. Creating a buyer persona can help you get to know your target market and understand their pain points, challenges, problems, and individual motivations.

Determine your ideal customer. Take the time to do your research by surveying or interviewing prospects and existing customers. By understanding where they're coming from and how they want to receive information, you can craft better strategies that are tailored to address their needs. By knowing exactly who your target buyer is, you can deliver the right content to the right audience at the right time.

- **Get Your Audience Involved**

It's not enough to simply produce content. You need to be actively engaging with your audience. Getting prospects to interact with your brand helps to build and nurture strong brand relationships.

Remember that by building awareness, you're also generating demand for your offering. From the very beginning, you want to delight your prospects so they can eventually become brand ambassadors and promoters.

Demand generation is all about educating and building relationships with current customers, newly discovered markets, or newly defined target audiences (in the case of demand creation).

- **Deliver Added Value**

Building awareness and generating interest for your brand requires you to establish thought leadership and industry expertise. This can be done by creating content that informs and educates your target audience. Give them everything and anything they need to know to help them make an informed decision about your products and services. While there might be a lot of content that's already available, it's important for demand generation strategies to cut through the noise and stand out with added value that sets your brand's content apart.

Remember that this isn't a traditional promotions effort. You're NOT trying to sell your brand's products. You're trying to provide something uniquely valuable to your audience that sparks their interest and encourages them to remember and interact with your brand in the future.

- **Integrate Marketing Efforts**

When creating and generating buzz for your brand, it's important to integrate your marketing strategies to deliver a consistent message across all channels. For instance, after you create valuable content and publish it to your website or blog, it's important to integrate it with your SEO strategy to make it more searches engine-friendly.

Then there's integration with social media. You need to promote your content through various platforms such as Facebook, LinkedIn, Twitter, and other channels that are relevant to your target audience. You can also integrate your new content with your email marketing strategy to build and nurture relationships with the audiences you have captured.

Marketing automation tools can help you integrate your marketing channels. They can also greatly increase your efficiency and productivity by helping you manage your marketing strategies and automating repetitive and time-consuming tasks such as sending multiple emails or posting content on different social media platforms.

- **Measure Your Results through Data**

Just like any marketing effort, it's important to measure performance by examining and analyzing data. Metrics and KPIs such as engagement, click-through rates, and website traffic can help you determine whether you're succeeding in generating interest and awareness with your demand generation strategies.

- Are people posting comments and sharing your content?
- Can people find you on search engines?
- Can your website be found through various social media channels?

These are some of the more important questions you can answer with the help of data collection and analysis. Just like any other data analysis, the process should be as follows:

2.2.3. Ways of Increasing Demand Generation

Create Multiple Buyer Personas for Your Target Audience

- Understanding your target audience is a key principle in demand marketing. To further help you outline content and strategies that are specific to your audience, you should create multiple buyer personas.
- Begin with a holistic buyer persona and perform a detailed character study for each type of buyer. Once you have your buyer personas in place, you can map out your strategies according to each persona, and understand your audience's needs and wants beyond demographics and data.
- Because buyers and prospects are always changing, you need to keep your data fresh. A prospect might not be interested in your offer today, but who knows what they might

need tomorrow? With the help of updated data, your marketing efforts can be accurate and more importantly, timely.

- **Provide Content that’s personalized to Each Buyer Persona—for Free**

So, you’ve created multiple buyer personas. With these in hands, you’ll know which content format to use, as well as the channel where you can best reach them. This doesn’t necessarily mean that you need to create a variety of content; you can simply recycle your old content in ways that help you reach each buyer persona more effectively.

- **Partner Up with Influencers or Industry Celebrities**

Build relationships with industry rock stars. Send free products or free trials to industry influencers in exchange for social media posts or a blog mentions that link back to your website or landing page.

Your goal in demand generation is to generate awareness. What better way to get more people to learn about your brand or new product than to leverage the existing audiences of influencers who have already earned the trust of their followers? To ensure that you’re reaching the right people, make certain that the influencer you choose has access to and influence with the specific audience that you want to target. The closer they match your buyer personas, the higher your chances of success.

- **Invest in Paid Ads**

Paid ads such as search ads and display remarketing can help you reach audiences that you would not otherwise be able to reach through organic traffic. Additionally, since you’re able to set a profile targeting criteria with paid ads, you can reach the right people faster and more accurately. Display remarketing ads can also greatly contribute to generating website traffic and building awareness about your brand and its products.

Demand is the foundation of all marketing and sales processes and all businesses looking to grow need to implement effective demand generation strategies.

Demand creation plants the seed, and demand generation is the water and sunlight that helps it grow. Through demand generation, you can lay the fundamentals for your business and build awareness about your brand with the people that matter most, your ideal customers.

Lead generation is only possible through demand generation. If there's no demand, generating leads will be difficult, if possible at all. By understanding what demand generation means for your business and its distinction from lead generation, you can better create and plan your marketing strategies and maximize the ROI from your sales and marketing efforts.

There are four steps in any total-market forecast:

1. Define the market.
2. Divide total industry demand into its main components.
3. Forecast the drivers of demand in each segment and project how they are likely to change.
4. Conduct sensitivity analyses to understand the most critical assumptions and to gauge risks to the baseline forecast.

1. Defining the Market:

At first, it's best to be overly inclusive, so define the market broadly enough to include all potential end users so that you can both identify the appropriate drivers of demand and reduce the risk of surprise product substitutions. It is critical to understand product substitution in the market. Be aware of how customer behavior may change if the price or performance of potential substitute products changes. Be aware that a completely new product could displace a product (i.e. the calculator eliminated the slide rule).

Ways of including substitute products

- Interviews with industrial customers
- Market research about consumer products
- Talk with experts in the relevant technologies
- Review technological literature

- Quantify the economic value of alternative products to different customers in order to gain insight into potential switching behavior
- These analyses can lead to the construction of industry demand curves which represent the relationship between price and volume.

2. Dividing Demand into Component Parts:

Make each category small and homogenous enough so that the drivers of demand will apply consistently across its various elements, but also make each large enough so that the analysis will be worth the effort. Outline alternative segmentations based, for example, on end-use customer groups or type of purchase. In thinking about market divisions, managers need to decide whether use existing data on segment sized or to commission research to get an independent estimate. Be wary that while this type of segmentation may be sufficient for forecasting total demand, it may not create categories useful for developing a marketing strategy.

3. Forecasting the Drivers of Demand:

Obvious tools for this step are regression and other statistical techniques to find some causes for changes in historical demand. However, you must also look at factors where data are harder to find. Demand is almost always affected by both macroeconomic variables and by industry-specific developments, i.e. shifts in the demand or supply curves, economic growth. Knowing the drivers of demand is crucial to the success of any total market demand forecast.

4. Conducting Sensitivity Analysis:

Once the baseline forecast is complete, the challenge is to determine how far it could be off target. It is important to always ask, —What things could cause this forecast to change dramatically? This allows marketers to identify potential risks and discontinuities such as developments in competing technologies, in customer industry competitiveness, in supplier cost structures, etc.

SELF CHECK QUESTIONS FOR UNIT TWO

PART I. CHOOSE THE BEST ANSWER FROM THE GIVEN ALTERNATIVE

- Business policy refers to:-
 - guidelines formulated by an organization to govern its actions
 - It is a set of principles and rules which directs the decisions of the subordinates
 - It is decisions regarding the future of an on-going enterprise
 - All
- Which of the following is not a feature of business policy?
 - Specific
 - flexible
 - Appropriate
 - Complex
- In setting business policy the first step should be ____?
 - Environment scanning
 - Policy implementation
 - Policy formulation
 - Evaluation and control
- Policy document includes.....?
 - Mission
 - Objective
 - Vision
 - All
- In which stages of strategy does corrective action takes place
 - Environmental scanning
 - Strategy implementation
 - Strategy formulation
 - Strategy Evaluation

PART II- SHORT ANSWER AND DISCUSSION QUESTIONS.

- Define the four steps of market forecast
- List and explain at least five pillars of demand generation
- What is the importance of environment scanning for strategy formulation?

UNIT THREE-SUPPORTING MARKETING AND PROMOTIONAL PROGRAMS

This learning guide is developed to provide you the necessary information regarding the Following content coverage and topics:

- Securing campaigns of marketing materials
- Issuing campaigns of marketing materials
- Lodging orders

Provide sales support where required This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Campaign-related marketing materials are secured to meet internal or external demand.
- Campaign-related marketing materials are issued to meet internal or external requests according to business policy and procedures.
- Orders are lodged for additional campaign-related marketing materials in a timely manner.

3.1 Securing campaigns of marketing materials

Marketing campaigns are organized, strategized efforts to promote a specific company goal, such as raising awareness of a new product or capturing customer feedback. They typically aim to reach consumers in a variety of ways and involve a combination of media, including but not limited to email, print advertising, television or radio advertising, pay-per-click, and social media.

3.1.1. Marketing Campaigns vs. Advertising Campaigns

Marketing is how a company raises awareness of its brand and convinces customers to make a purchase, while advertising is the process of creating persuasive messages around these broad goals.

In terms of campaigns, an advertising campaign might be one facet of a larger marketing campaign strategy.

Say shoe brand Nike launched a campaign surrounding the release of a new product. Its advertising would only reflect one facet of its marketing strategy.

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The brand might also leverage email newsletters, social media, and paid search to meet its goal.

Now that we understand the difference between advertising and marketing campaigns, here's a list of a few more types of marketing campaigns you might run.

Types of Marketing Campaigns

- Product Marketing Campaign
- Brand Development Campaign
- Email Marketing Campaign
- Content Marketing Campaign
- User-Generated Content Campaign
- Public Relations / Awareness Campaign
- Direct Mail Campaign
- Affiliate Marketing Campaign
- Social Media Campaign
- Acquisition Marketing Campaign
- Paid Marketing / Advertising Campaign

3.1.2. Marketing Campaign Components

Multiple components go into the planning, execution, and results of marketing campaign.

- **Goals and key progress indicators (KPIs):** This component defines the end goal of your campaign, quantifies it in specific and measurable goals, and states which metrics will be used to track progress. For example, your content creation campaign might be measured by organic traffic, with each post aiming to drive 1,000 views per month and 10 new contacts, with metrics being measured in Google Analytics and Locker.
- **Channels:** Where will your content and messaging be distributed? For example, if you're running a social media marketing campaign, you might specifically prioritize growing the channels most relevant to your audience and omit those where you're least likely to grow a loyal following.
- **Budget:** Not all marketing campaigns require an incremental budget, but many still do. Factor in the agency, advertising, and freelance costs, if appropriate, and factor these numbers into any ROI analysis for your campaign.

- **Content Format(s):** Determine what kind of content you will be creating to fuel the campaign. It's common for marketers to include multiple content formats in a singular campaign. For example, a branding campaign could include video ads, press releases, and guest blogs.
- **Team:** Who are the individuals you're relying on to get the job done? Before kick starting your campaign, make sure you designate people to work on every aspect of the campaign, from copywriting and design to media buying and reporting.
- **Creative Assets:** A great marketing campaign should have great creative assets to match. Whether it's a sleek website design, a video commercial, or an interactive info graphic, make sure your design is professional and fitting for the purpose of the campaign.

3.1.3. Ways of Planning Marketing Campaign

1. Set a purpose and goal for your campaign.

- Promote a new product or service
- Increase brand awareness
- Gather customer feedback or content
- Drive leads
- Generate revenue
- Boost user engagement
- Advertise an upcoming event

2. Establish how you'll measure your campaign.

This will look different for everyone depending on the channels you're leveraging and your end goal. You might measure email open rates, new Facebook Page likes, product pre-orders, or a combination. These answers will depend on your overarching campaign goal. Here are a few examples of metrics based on the campaign goals I mentioned above.

- For promoting a new product or service: Pre-orders, sales, upsells
- For increasing brand awareness: Sentiment, social mentions, press mentions
- For gathering customer feedback or content: Social mentions, engagement
- For generating revenue: Leads, sales, upsells
- For boosting user engagement: Blog shares, social shares, email interactions
- For advertising an upcoming event: Ticket sales, vendor or entertainment bookings, social mentions

3. Distributing Your Marketing Campaign

This stage is all about the public-facing part of your campaign, including what your audience will see and when. If you've combed through the previous section, you should have all the answers you need to guide you through this step.

4. Choose the channels on which you'll run your campaign.

This choice depends on your audience preference, budget, and brand engagement levels, among other factors.

5. Set a timeline for your campaign.

Establishing a deadline for your campaign gives you a much better idea of when, how, and how often you'll promote it. Here's how to do this:

6. Ensure your campaign is driving users toward a desired action.

This step is all about calibrating your marketing efforts and channels to lead your customers to complete your desired goal. This is done through conversion assets like calls-to-action, landing pages, and lead forms.

7. Monitor the right metrics.

The campaign effectiveness metrics you'll monitor will depend on what type of marketing campaign you're running and what channels you've chosen. This section merely serves as a baseline list to give you an idea of what to watch.

The post-campaign stage determines your success just as much as the planning stage. Measuring and analysing your campaign data can provide unique insight into your audience, marketing channels, and budget. It will also inform future campaigns.

8. Establish success numbers and metrics.

The easy way to figure this out is to understand whether or not your campaign met the initial SMART goal outlined in step one. If it did, great! If it didn't, you can dive into the data to assess why.

For example, if your goal was to increase organic blog views by 100K, any bump in views would be considered successful. But there's a difference between a campaign that works and a campaign that's worthwhile.

9. What will you do with the campaign data?

This step helps maximize your campaign's business impact.

When you analyse and apply your data, its value increases tenfold — not only did it help you measure and assess your campaign results, but it'll also give you direction and clarity on your audience, marketing methods, creative prowess, and more.

3.2 Issuing campaign marketing materials

An organized course of action to achieve a goal. —The campaign for a full inquiry into the regime" A series of military operations intended to achieve a particular objective, confined to a particular area, or involving a specified type of fighting.

Work in an organized and active way towards a particular goal, typically a political or social one.

"People who campaigned against child labor"

Marketing materials are any products or content designed to market your company or its products and services to potential customers. Marketing materials can range from samples you give to potential customers to keep, permanent installations in high-visibility areas or digital files that customers can access

THE CAMPAIGN CYCLE



Figure 3.1. Marketing campaign

3.2.1. Producing Marketing materials

Marketing materials are intended as any kind of branded element and material used to promote a brand, product or service.

The most common form of marketing materials is —literature, basically any type of printed pieces with the job of promoting and presenting a product, used within a marketing strategy. They could be, for example: business cards, letterhead, flyers, brochures, presentation folders, thank you cards, postcards...

Even product packaging can be somehow considered a marketing material, since it's thought to preserve the brand's experience and therefore to promote the brand's values and principles.

But marketing materials can easily adapt to digital forms too. With the advent and growth of the internet world, its everyday more important to affirm your brand online. Promotions can be run

on social media or newsletters, and marketing materials, in these occasions, can come in the form of branded promotional graphics and images.

But also think of any spaces you and your clients use to connect with each other (social media, newsletter, project management tool, contracts, documents, invoices...) and the impact branding can make in these areas of your business: marketing materials can help you keep your brand experience consistent and alive even on more formal devices, making you look professional and curate in the smallest details.

3.2.2. Important Marketing Materials

Successful marketing and promotion strategies are impossible to achieve without a set of visual marketing materials. They're the representation of your brand, story and offer. Without them, you have no way of communicating with your target audience.

Let's take a look at some reasons why your brand needs marketing materials as soon as day one.

1. They spread the word about your brand.

The most important reason why you need marketing materials is their communication power. They're the visual language to spread your brand story and what you have to offer.

With a good mix of classic elements like your logo, some well-designed graphics and cutting-edge video material, your brand message will spread far and wide.

2. Your target audience can get to know you.

An essential factor in effective brand communication is reaching the right audience. The best way to do that is with marketing materials specially crafted to tell your brand's story.

As your audience gains awareness with social media graphics and online ads, you can continue communication with emails and webinars.

3. They're an integral part of your content marketing and digital marketing strategies.

Like I mentioned above, no marketing strategy is complete without marketing materials. This sentiment applies to both content marketing and digital marketing. Better still, it also applies to event marketing, both in-person and online.

You can't promote an offer or service if you don't have visuals and a message. It's as simple as that.

4. They can make a lasting impact.

The most important reason of all is that your marketing materials can make an impact. More so if crafted well, following detailed guidelines. What does impact do that's so important? It creates brand loyalty and—with time—also brand equity. It makes your brand timeless and important. Moving on. Are you ready to get started? Let's go through the most used marketing materials and some tips on getting them right

3.2.3. Main Types of Marketing Materials

Marketing materials are any type of content that help tell the story of your brand, or sell to or inform your audience. There are two main types of marketing materials: print or digital.

1. Print Marketing Materials

Print marketing materials are any type of asset that needs printing and is distributed physically.

A typical example of a printed marketing asset is the brochure. Furthermore, there are also flyers, posters and event programs. Printed materials were a lot more common before the spread of handheld devices and digital marketing.

Nowadays, print marketing is mainly used by small businesses, growing their audience with people from their community. Printed materials for marketing are also relevant in large conferences or trade shows, where visitors collect information from the booths they visit.

2. Digital Marketing Materials

Digital marketing materials range from social media graphics to slide presentations. Marketing collateral for the online space is highly varied and can be shared in different ways:

3.3 Lodging orders

It is letting everyone know that the person has filed a proposed order for the judge to sign in connection with the status report. Make it a habit to mention upcoming skill development training and potential promotion opportunities at company and departmental meetings. Internal newsletters are another way to spread the word about future job openings and skill-boosting workshops. Making sure everyone at the company knows about internal job postings ensures that no one inadvertently misses out on the opportunity. In addition to letting employees know about upcoming opportunities, you should also spread the word whenever you promote someone internally. Showcasing internal promotions provides a morale boost to other employees who might not be ready for promotion but appreciate seeing their colleagues getting promoted from within you can also use the internal announcement of a promotion to help reduce disappointment in those who applied but didn't get the job. Do this by sharing specific examples of how the successful applicant showed leadership in a previous job role and by emphasizing how that individual's promotion can help the entire team succeed. Detailed examples help your other employees understand what they need to do to earn that promotion the next time an opening becomes available

Various Components of lodging system are:

- Display Unit.
- Input Panel.
- Software
- Internet Connectivity.
- Camera.
- Biometrics system for recording thumb impression.
- Printer.
- Paper

3.3.1. Promotion Campaign process

Altering buyer behavior Promotional activities attempt to influence the decisions of consumers by creating a favorable view of a business and its products. A systematic approach to altering buyer behavior can be taken by using the Used chiefly within advertising, is a way of thinking about the key steps an individual needs to take before purchasing a product. It can be applied to

all promotional activities and helps when considering the timing of promotional activities in a promotion campaign. Consider what each stage means in terms of buyer engagement by looking at a campaign to promote a new nightclub:

- **Attention** – gaining an initial awareness of the product and establishing knowledge about the product, for example, by using a PR event to announce the opening of a new nightclub
- **Interest** – moving from awareness of the product to establishing a willingness to investigate purchasing the product, say by half-page advertisements in a local newspaper
- **Desire** – moving from a general interest in the product to an intention to purchase, perhaps linked to coupons on A5 leaflets distributed to homes, for free drinks on

Action The final stage of the AIDA model focuses on the task of convincing the target market that they should purchase the product. The desire to purchase should have already been established, so the final elements of the promotional mix aim

3.3.2. Getting the right mix the promotion campaign surrounding Finding

Is a good illustration of the way in which a business can use a variety of promotional activities to communicate with its target customers? By using several promotional activities, it was possible to target different segments of the market for the film. The specific combination of promotional activities within a single campaign is known as the campaign's promotional mix. Sophisticated marketing campaigns will use many different promotional activities within the mix. However, any campaign's promotional mix can draw from a range of promotional activities, including:

- Sales promotion
- Merchandising
- Personal selling
- Exhibitions
- Advertising
- Public relations.

Assessment practice using spreadsheets the assessment practice at the end of asked you to estimate the cost of your promotional activities and present these in the form of a spreadsheet. This assessment practice requires you to develop the spreadsheet set up in Topic 5's assessment practice and to carry out some what-if analyses as part of an initial assessment of the suitability

of your campaign's promotional mix. In doing so, you should appreciate how you can use a spreadsheet to plan your business's promotion campaign more effectively.

A. Recall the spreadsheet you set up for the assessment practice in

. Develop this spreadsheet by entering formulae to calculate:

- ✓ the fixed, variable and total costs of each promotional activity
- ✓ The total cost of all your promotional activities, including an allowance for contingencies
- ✓ The gap between the total cost of your promotional activities and the allocated budget

In other words, calculate budget minus total cost. Get your teacher/lecturer to check the accuracy and functionality of the spreadsheet.

B. Use the spreadsheet to carry out a number of what-if analyses.

This requires you to alter key aspects of your promotional activities, and then assess the impact of these changes on the total cost of your promotional mix. Each time you change an aspect of a promotional activity you should ensure that you stay within your budget. For example, if you increase the number of free products you give to customers, this will increase the cost of this promotional activity and you will have to reduce the cost of some other promotional activities to stay within budget. Which promotional activities would you change and why?

SELF CHECK QUESTIONS FOR UNIT THREE

PART I. CHOOSE THE BEST ANSWER FROM THE GIVEN ALTERNATIVE

1. A plan of a promotion campaign should NOT specify:
 - A. The promotional activities forming the components of the campaign
 - B. The timing of each promotional activity – when they will be delivered
 - C. The sales of each promotional activity
 - D. The objectives each promotional activity is designed to achieve
2. _____ is sets of strategic activities that promote a business's goal or objective.
 - A. Marketing campaigns
 - B. Sales campaigns
 - C. Advertising campaigns
 - D. Display stand
3. All are campaign-related marketing materials except
 - A. Advertising materials
 - B. Display stands
 - C. Flyers
 - D. Catalog
4. A small sheet of paper containing printed text that advertises an event or product is
 - A. Flyer
 - B. Premium
 - C. Gift
 - D. Coupon
5. Moving from awareness of the product to establishing a willingness to investigate purchasing the product refers to
 - A. Attention
 - B. Desire
 - C. Interest
 - D. Action

PART II- SHORT ANSWER AND DISCUSSION QUESTIONS.

1. List and explain at least five types of marketing materials?
2. Write and discuss promotional mix elements?
3. Discuss the importance of marketing materials for business organization

Reference

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