

# TYPES OF PROMOTION



# Types of Promotion:-

1. Advertisement
2. Personal Selling
3. Public Relations
4. Sales Promotion



HORIZON CLASSES

WISDOM BEGETS KNOWLEDGE

# 1. Advertising:-

Advertising is a paid form of non person presentation and promotion of goods, services or ideas by an identified sponcer.



## 2. Personal Selling:-

Personal Selling is a face to face selling technique by which a salesperson uses his interpersonal skills to persuade a consumer in a particular product.



HORIZON CLASSES

THE JOURNEY BEGINS

### 3. Public Relations:-

Public relations refers to the planned and sustained effort to establish and maintain goodwill and mutual understanding between organisation and its public.



HORIZON CLASSES

2020-2021

## 4. Sales Promotion:-

Sales Promotion refers to those activities that stimulate consumer purchasing and dealer effectiveness such as display, demonstration, exhibitions and various selling efforts

