

UNIVERSITY OF THE PEOPLE

BUS 2201-01 PRINCIPLES OF MARKETING - AY2024-T4

WRITTEN ASSIGNMENT UNIT 7

INSTRUCTOR: MAHER GHALAYINI

Uncovering the Art of Sales Seduction: Pakistan's Promotional Toolbox

Introduction

Oh, the never-ending dance between firms and customers—a careful tango of supply and demand in which enterprises use every gimmick known to attract and hold the attention of their target market. “There are many reasons why a business may choose to use a sales promotion (or ‘promo’), but the primary reason is to boost sales. Sales boosts may be needed to reach a quota as a deadline approaches, or to raise awareness of a new product” (Kelwig, 2023). In the vibrant landscape of Pakistan this courtship takes on a unique flavor with businesses wielding an array of sales promotion tools to ignite consumer desires and loosen those proverbial purse strings. “Promotional tools are strategies, methods or resources that compel consumers to buy a product or service. Many marketing and advertising professionals use them to raise awareness of a new product or increase sales of a particular item or service” (Indeed Editorial Team, 2023). Brace yourselves dear readers as we embark on an entertaining exploration of three such tools each a masterful stroke in the art of sales seduction.

THE SWEET SIREN SONG OF DISCOUNTS

The promise of a deal is one proven technique to make a customer's heart skip a beat. And Pakistani companies may sing along to this catchy song with passion. “Sales promotions allow companies short-term revenue boosts through a wide variety of customer benefits” (Kelwig, 2023). Prepare to swoon as retailers and brands alike slash prices bundle products and dangle tantalizing deals before our wide-eyed gaze. The appeal of a substantial discount or a “buy one, get one free”

offer on that coveted device is too strong for anyone to resist. The allure of value and cost reductions draws us towards the depths of consumerism, like to the call of a siren.

A prime example? The annual "Black Friday" extravaganza which has taken Pakistan by storm in recent years. Imagine the scene: furious customers, wallets out, battling the throng to grab the best deals. The excitement of the hunt and the allure of a great deal are driving the retail frenzy. Who knows what hidden gems the astute bargain hunter will uncover?

THE COUPON CRAZE: A GAME OF CAT AND MOUSE

The coupon, an inconspicuous piece of paper or digital code, is a treasure trove of discounts and goodies. "Coupons and vouchers reward current customers for their brand loyalty and encourage future purchases. This is especially effective in companies who use punch cards which incentivize customers to make multiple purchases to earn a free product" (Kelwig, 2023). Pakistani businesses have embraced this promotional tool with fervor distributing coupons like confetti at a parade. The game begins as these tantalizing offers find their way into our hands whether through print media social media platforms or mobile apps.

Take for instance the fast-food leviathan McDonald's Pakistan. With a deft hand they unleash a flurry of coupons offering discounts on beloved menu items or tempting us with free beverages to accompany our indulgent meals. It's a delightful game of cat and mouse as we scurry to redeem these coupons before they expire all the while being lured back into the golden arches' embrace.

CONTESTS AND GIVEAWAYS: A SIREN SONG OF PRIZES

If discounts and coupons are the bread and butter of sales seduction contests and giveaways are the showstopping grand finale. These promotions dangle the alluring promise of prizes and free products before our eager eyes tempting us to engage with brands and their wares in hopes of snagging the coveted bounty. “Free product promotions work by offering a small free product with the purchase of a larger, mainstream product. This boosts mainstream sales without costing the company too much inventory or revenue” (Kelwig, 2023).

Case in point: the "Surf Excel Ramadan Challenge" a masterful stroke of marketing genius. During the holy month of Ramadan, the laundry detergent brand Surf Excel unleashed a social media campaign that challenged consumers to share their personal stories and experiences. With every uploaded video or image adorned with a specific hashtag participants entered the realm of possibility dreaming of household appliances or cash rewards.

It's a sweet concoction of traditional prize-lust and community-building, luring us into the brand's embrace with the alluring promise of striking it rich. Is there anyone among us who cannot be captivated by the excitement of chasing after a big prize?

THE GLOBAL INFRASTRUCTURE: A PATCHWORK OF POSSIBILITIES

While Pakistan boasts a relatively robust infrastructure for sales promotion with a burgeoning e-commerce sector and widespread social media usage the global landscape is a patchwork quilt of possibilities and limitations. Factors such as regulatory environments consumer preferences technological infrastructure and distribution channels all play a role in determining the availability and effectiveness of these seductive promotional tools.

In some nations strict advertising regulations might curtail the use of certain techniques while in others cultural norms might render certain approaches more or less appealing. The digital divide also rears its head with nations lacking robust technological infrastructure facing challenges in implementing digital promotion campaigns.

However, despite these challenges, organizations continue to innovate beyond recognition. Sensible marketers come up with inventive ways to modify their tactics to fit the distinct qualities of their target markets, and when one door closes, another opens. The final chess piece in this global competition is the consumer's heart—as well as their wallet.

Conclusion

In the ever-evolving world of sales and marketing one truth remains constant: businesses will stop at nothing to capture our attention and seduce us into parting with our hard-earned cash. Pakistan's promotional toolbox is a veritable treasure trove of tactics from discounts and coupons to contests and giveaways each a carefully crafted lure designed to reel us in.

Yet as consumers we hold the power to resist (or succumb) to these seductive overtures. Will we fall prey to the siren song of sales seduction, or will we remain steadfast in our resolve? The choice dear readers are yours. But one thing is certain: the dance between businesses and consumers will continue a perpetual tango of supply and demand where the art of sales seduction reigns supreme.

References:

Indeed Editorial Team. (2023, March 11). 9 Types of promotions Tools (Plus Benefits and Examples). Indeed Career Guide. <https://www.indeed.com/career-advice/career-development/promotions-tools>

Kelwig, D. (2023, November 14). Sales promotion: Definition, examples, ideas, and types. Zendesk. <https://www.zendesk.com/blog/sales-promotion/>

Wordcount: 1024