

Summary

Marketing Mix: Promotion Strategy

After designing your product, setting the price and selecting the distribution channel, you need to set the right media mix for your brand. A powerful promotional strategy is required in order to position your brand in the minds of the consumer.

In promotion, there are 3 key elements that constitute a promotional strategy as follows:

- 1** **Advertizing:** This involves using print or digital media to promote the product
- 2** **Sales Promotion:** This is to financially incentivize consumers and sales partners for carrying and buying your brand
- 3** **Digital Marketing:** This involves creating an excellent engagement strategy on social media

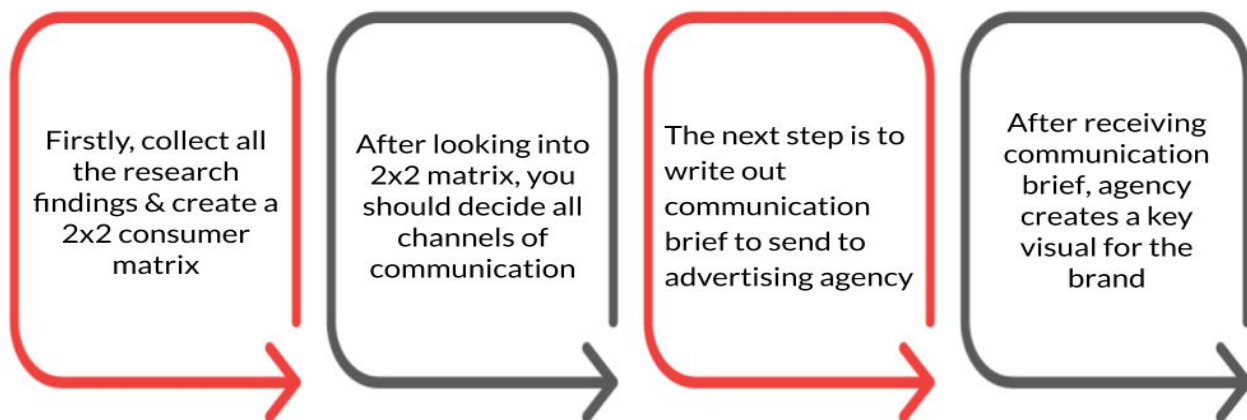
There is a fourth element called public relations which indirectly acts as a promotion strategy. Benefits of using public relations as a tool of promotion:

- 1** It helps an organization communicate with all the people in its marketing network
- 2** It helps in giving news and information about the organization or its offerings and building the overall corporate image
- 3** It helps you in handling events, rumors, clarifications that might grip your brand.

Companies use tools like corporate advertising, lobbying against a common cause, charitable donations, sponsorships, the company magazine or the annual reports or the publications to maintain good relations with its various stakeholders.

There is another important promotion tool, called personal selling which is simply put a planned presentation to one or more of your prospective buyers for the purpose of making a sale.

Now, let us look at steps to create a promotional strategy.



If your brand has a rural appeal, then you should keep it in mind while creating a promotional strategy. Brands such as Wheel detergent, or companies like HUL have created specific promotional strategies to target niche rural markets.

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