# Task 4: Trend Ideas

The communication and marketing of Samsung are as follows. Marketing communication of Samsung Company utilizes different communication channels of marketing like media advertising and prints, sale promotion, experiences, and events, and thus helps in building public relations. These channels are used in an integrated manner.

**Advertising**:

Media and print advertising is the main element of the marketing mix. The main feature of its advertising strategy of Samsung Company is that the multinational company advertises only the specific type of products like Note Smartphones and Galaxy S, but is not focused on advertising the brand of the company (Nguyen and Kravets, 2023). The print advertising of the company in popular magazines, newspapers, and also journals includes direct attacks from major rivals like Apple. The company also uses viral marketing which is the most effective type of advertising method.

**Sales Promotion**:

Sale promotion is used by the company as a tool for marketing in comparison to other competitors. The various promotion techniques used by the company are as follows:

**Reward program of Samsung**: It is a system that is point based where certain points are awarded for qualified types of purchases. The points allow choosing rewards from the catalog that is featuring everything from the latest products of Samsung to gift cards.

**Point for the supply of sales**: Aesthetic display stands and effective product presentation are features of Samsung Retail Store designs.

**Presentations that are free**: When clients buy another product from Samsung, occasionally they get a free product. For instance, the business provided complimentary Gear 360 cameras, 128GB memory cards, and “Quick Wireless Charging Convertibles” to the persons who have purchased a “Samsung Galaxy Note 8” device (Nguyen and Kravets, 2023). This is a selling strategy that is adapted to draw the attention of the customer towards a certain product and make them believe that they are making huge profits. In this way, marketing and communication have helped to reach a wider number of customers and thus increase sales. Presenting unique products in such a form will acquire customer attraction to buy the product.