

#### 4.5 The seven Ps of the marketing mix

# Promotion: Through the line promotion

## What is through the line promotion?

Through the line promotion (TTL) refers to the combination of BTL and ATL activities; in other words, it combines mass advertising and direct marketing activities. By using both channels, a company can gain exposure for a brand or product as well as achieving sales or conversions. Conversions mean getting the consumer to buy the product once they have been exposed to the promotion. Through the line promotion tries to reach more people and generate conversations with them. It is not only about sending a direct message; it is also about receiving feedback from that message.

A good example of TTL would be a campaign – in a printed or digital medium – which presented both an image of the brand or product and a promotional code, through which the potential customer is invited to buy a product or service with a discount.

There are two methods of implementing TTL promotion: digital marketing and 360-degree marketing.

## Digital marketing

Digital marketing is an example of TTL advertising as a digital media campaign and is usually aimed at both building a brand and generating conversions. Also, due to developments in technology, it is becoming easier to customise advertisements according to user profiles in order to make them more relevant and attractive to potential customers.

In the same way, it is easier to reach an audience interested in a product or service through users, since the actual technology allows businesses to reach similar users without the need for them to have had contact with the business, brand or product.

Without a doubt, digital marketing has been the trend for at least a decade. As well as providing a broad reach, it gives businesses greater and better control because it is measurable and can be stopped and reactivated with a single click.



**Figure 1.** Digital marketing is an example of through the line promotion (TTL).

Credit: Nipitphon Na Chiangmai / EyeEm, Getty Images

## 360-degree marketing

360-degree marketing is an approach to advertising that allows the business to reach the target market in a holistic way. These days, many marketing campaigns entail 360-degree marketing as they combine elements of ATL and BTL to transmit, complement or reinforce the brand image and to generate sales.



**Figure 2.** A 360° digital marketing strategy is a complete digital marketing solution.

## The importance of through the line promotion

Through the line promotion has all the benefits of ATL and BTL promotion. In addition:

- It allows businesses to reach as broad or defined an audience as they want.
- It allows businesses to customise the message according to the profile of their target market.
- It makes it possible to increase brand exposure and, at the same time, generate sales.

TTL promotion offers businesses a complete approach to customers. And as technology changes, new possibilities for ways in which businesses can interact with customers arise.

## Activity

**Learner profile:** Knowledgeable

**Approaches to learning:** Thinking skills (transfer)

Look at the promotion shown in **Figure 3** below.



**Figure 3.** An example of through the line promotion.

Source: [Matthew Sutherland](#)

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Explain why it can be considered an example of through the line promotion.

