

PROMOTION AND ADVERTISEMENT MANAGEMENT

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Abstract : This research paper is carried out on the topic of “**Promotion and Advertisement Management**”

The promotion and advertisement are used by every organization to enhance the increment of customers. The advertisements and promotion have enough capability to affect the buying behaviors of potential customers. We can say that the advertisement is necessary to increase the number of targeted customers and knowledge among the customers of original and good products. To reach huge number of customers, we can reach by using two techniques one is Manually and Digitally. This study is based on the techniques which can used to reach big number of customers and sell products of different brands. The main motive of this study is to evaluate the influence of advertisement and promotion of **small business** into lucrative. Two of variables like consumer attitudes and consumer attention will motivate the customers to purchase a particular assured+0 and original products of different brand. it can be said that advertisement and promotion are very necessary techniques for the business in creating the awareness among the people about the products.so, In this paper we will these techniques.

Keyword : Growth , Business , Marketing, Customers, Brand, Increment, Promotion Etc..

Introduction :

This idea of promoting and advertising arises to every one's mind as every one desire to earn name and fame in a short period of time.

In simple words, promotion and advertisement implies spreading the name of our product as best to get recognition and demand for both fame and wealth in context of business. However, promoting is the task performed in every segment like business, politics, social work for individual or community benefits.

But here , we will provide you the techniques to attain more growth in your business or initiative. Here, specifically the growth is needed in those business like if we talk about the shop newly opened in your surrounding by getting reach of the products all over the city rather than only to sell those 1000 houses in the colony.

Or in a broader way, we focus on the business started with small investment and searching big return.

Literature review :

Paper title	Author	Year of publication and country	Methodology	Limitation	Conclusion
THE IMPACT OF SOCIAL MEDIA MARKETING OF ERETAILING COMPANIES ON THE BUYING BEHAVIOR OF CONSUMERS WITH REFERENCE TO AGE GROUP OF 18-40 YEARS IN NAVI MUMBAI	MRS. DEEPIKA JINDOLIYA	2017, India	<p>(a) Association between the social media marketing and buying behaviour of consumers</p> <p>(b) There is no association between demographic factors and the effect of social media marketing on consumer behaviour however in response to certain questions people belonging to different demographics showed some variations in their answers</p> <p>(c) Majority of respondents' access internet almost daily. It has been observed that almost 82% of respondents spend more than two hours on social media websites which clearly depicts the popularity of social media.</p> <p>(d) According to most of respondents the average expenditure per month is rupees 1000-2000(41% of respondents) followed by rupees 2000-5000 (33% of respondents). 183</p> <p>(e) It has been observed on the analysis of consumer behaviour that they are often engaged in</p>	<p>1. As it has been proved that marketing via social media has a significant impact on customers buying decision process, it can be used by e-retails as an effective tool of marketing. But as now a days almost all the e-retailers have a presence on social media so it is very important to be different in order to prompt the customer to respond to advertisements. It is of vital importance to make advertisements unique and attractive and customize them as per the likes and dislikes of customers and prospects.</p> <p>2. As trust worthiness of advertisements on social media is an important factor for consumers, the advertisements by e-retailers must be genuine, simple and draw a realistic picture. 3. As it is evident from the study that majority of people spend more than 2 hours on</p>	<p>1. There is no association between gender and effectiveness of Social Media.</p> <p>2. There is no association between education and effectiveness of Social Media.</p> <p>3. There is no association between occupation and effectiveness of Social Media.</p> <p>4. There is no association between income and effectiveness of Social Media.</p> <p>5. There is no association between age and effectiveness of Social Media.</p>

		<p>activities like E-retail website window shopping with no intention to purchase.</p> <p>(f) The most important factors which motivate respondents to shop online are availability to shop at discounted price and availability of consumer reviews and product rating information.</p> <p>(g) Advertisements by e-retailing companies posted on social networking accounts motivate customers to visit and purchase from the particular e-retailing website. (h) The level of trust for shopping online is building gradually as majority respondents agreed to have shopped after clicking on the advertisement on social media.</p> <p>(i) Reviews on social networking sites are important factors in motivating customers to purchase from E-retailers.</p> <p>(j) Majority of respondents share their opinion by writing reviews and send the link of e-retailing websites having a special offer on products to their friends and family.</p> <p>(k) Most of respondents agreed to conduct at least moderate product information search before purchasing products and they</p>	<p>social networking sites. There is a need to engage the always connected consumer at every touch point and in real time, anticipating their needs and responding at every step.</p> <p>3. As it is evident from the study that majority of people spend more than 2 hours on social networking sites. There is a need to engage the always connected consumer at every touch point and in real time, anticipating their needs and responding at every step. 185</p> <p>4. As it is shown in the research that social media marketing effect the behaviour of consumers belonging to different demographics so e-retailers should design customized marketing strategies for each segment of customers.</p> <p>5. According to the study the most frequently purchased items are Apparel and electronics so special focus is required for the marketing these segment.</p> <p>6. Consumers visit 3-5 websites before making purchase decision</p>	
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			<p>conduct most extensive research before purchasing electronic items. They generally visit 3-5 E-retailing websites before making purchase decision.</p> <p>(l) Apparels and electronics are most frequently purchased items from E-retailers.</p> <p>(m) Flipkart and Amazon are most popular websites among respondents.</p> <p>(n) Facebook is most popular and trusted social networking site on which respondents find the advertisements attractive, appealing and genuine.</p> <p>(o) Most of respondents rate social networking as an effective means of marketing for E-retailers.</p>	<p>so it is advisable for the e-retailers to keep track of marketing strategies of competing websites.</p> <p>7. Facebook is most effective tool of marketing as per the study but now a considerable amount of people are using new SNSs like instagram, interest etc. so there is an opportunity to use these new social sites optimally. The Social networking sites like LinkedIn, Twitter, instagram etc. can improve their marketing efficiency by enhancing features like targeting the advertisements to the right group of audiences and making the ads more appealing so that more and more audience are attracted towards them for socialising as well as accessing product information.</p>	
Effectiveness of advertising and sales Promotion Techniques in Marketing of Housing Projects in Bangalore	Dr. K. Nagebdra Babu Lakshmana Y. G.	2015, India	<p>1. The majority 70 percent of the respondents are in the age of above 41 years, they are the major consumers of housing projects in Bangalore city.</p> <p>2. The majority 68 % of the participants in the housing projects are the salaried, professionals and retired persons.</p> <p>3. Hoardings are the best and</p>	<p>1. The developers also need to focus more on middle class and poor peoples lived in Bangalore city i.e., create special offers to them.</p> <p>2. The developers also need to follow the government rules and regulations.</p>	There is a huge demand for housing projects in Bangalore city. The news papers, TV, Radio, Hoardings carryout large advertisements of various housing projects. The most of the all housing project companies offered number of financial deals, festival

			<p>effective mode of marketing communication tool for housing products it is evidenced by the above analysis. Its attractive in more public places.</p> <p>4. EMI (Holiday) is the effective sales promotional tool of housing projects. Its entertain more salaried and self employment peoples.</p> <p>5. Lottery method is not much effective compared to other sales promotional techniques. 6. The news paper and radio (FM) is also the effective mode of housing advertisement in Bangalore city.</p> <p>7. The financial deals and Festival offers having seasonal demand and attractive tools for marketing of housing projects and it attracts the professionals, retired. house wife's and middle class peoples.</p> <p>8. Housing developers are more focus on salaried, professionals and retired persons only it means that they concentrate only regular income people.</p>	<p>3. Offering of more financial deals to the public, like discounts, prizes etc.,</p> <p>4. Developers need to create awareness about their brands with self employment people, housewives and other neglected community of the society.</p> <p>5. There is a huge competition in the marketing of housing products developers are need to introducing of new marketing tools.</p>	<p>offers and EMI Holidays. There is a huge competition in marketing of housing projects in Bangalore city. The study covers only three major enterprises engaged in housing projects i.e., Brigade, Mantri and sobha developers. The results shows that advertising and sales promotion have more effect on the housing brands and their sales. However the synergy is created by a few promotional tools only.</p>
IMPACT AND EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING ON YOUNG WORKING WOMEN'S BUYING BEHAVIOUR WITH	MS. SHALAKA AYAREKAR	2015, India	<p>1. To identify the Social Media Usage by young working women in different cities</p> <p>2. To study the customers buying behaviour with respect to Social media advertising.</p> <p>3. Impact of social media</p>	<p>1. The study can be extended to other product segments instead of consumer electronics which has been taken for this study.</p> <p>2. The study can be conducted on various other social</p>	<p>(i) Association between Positive reactions or feelings towards social media advertisements with consumer buying behaviour</p> <p>(ii) Association between appealing factor of social</p>

REFERENCE TO CONSUMER ELECTRONICS - A STUDY OF SELECTED CITIES IN MAHARASHTRA AND GUJARAT			<p>advertising on the buying behaviour of young working women for consumer electronics.</p> <p>4. To study the effectiveness of Social Media tools like face book, twitter, Linked In on the consumer behaviour.</p> <p>5. To study the impact of social media advertising on working women belonging to different demographic factors such as qualification, annual income, occupation and place.</p>	<p>networking sites.</p> <p>3. Similar study can be conducted in other cities of India.</p> <p>4. Additionally the study can be extended to other groups of women e.g. college students, house wives etc.</p>	<p>media advertisements with consumer buying behaviour</p> <p>(iii) Association between memorable visuals and slogans factor of social media advertisements with consumer buying behaviour</p> <p>iv) Association between attractive factor of social media advertisements with consumer buying behaviour</p> <p>v) Association between trustworthiness factor of social media advertisements with consumer buying behaviour</p> <p>vi) Association between Positive reactions or feelings towards social media advertisements with online purchase behaviour</p> <p>vii) Association between appealing factor of social media advertising and online purchase behaviour</p> <p>viii) Association between attractiveness factor of social media advertising and online purchase behaviour</p> <p>ix) Relationship between all the factors of Habitual Buying Behaviour with all the factor of Social Media Advertisement in different</p>
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					cities x) Impact of Social Media advertising on different factors of buying behaviour of young working women for consumer electronic in different cities
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Background :

After going through many research papers, we all have been very inspired by all these stuffs regarding management and our brain gets more wider to think now.

One of the paper written by Ms. Deepika infers about the digital mode of advertisement and its impact after the implementation of the promotion task. For better understanding, we will be discussing stuffs below in decent flow chart manner to visualize and categories much more.

Methodology :

After going throw all the one of the best research paper in addition with our experiences from the time we were able to understand till today movement we submerised with all the techniques to attain new height if enumerated as under. For better understanding, we will be discussing stuffs in flow chart manner to visualize. And categories much more.

ADVERTISEMENT

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graph TD; A[ADVERTISEMENT] --> B[MANUAL]; A --> C[DIGITAL];
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MANUAL

1. Pamphlet Distribution
2. Sale
3. Location
4. Festival time (Diwali, Holi, etc.)
5. Presentation
6. Exhibition
7. Brand Reputation

DIGITAL

1. Blogging Marketing
2. Content Marketing
3. Search Engine optimization (SEO)
4. Social Media Marketing
5. Marketing through apps
6. Google advertisement
7. YouTube channel marketing

Digital Marketing

1) **Blogging marketing**

This is best and easiest method of digital marketing. In this method, we have to build attractive and responsive blog, we highlight our service and product on this platform, we always update new product, new implementation of service to attract more customers.

2) **Content marketing**

We can write our services and information of product in content format. Provide more attractive sentences content we can introduce deals and offers of products, our content will be more attractive and useful for customer so that people can easily understand details specification.

3) **Search Engine Optimization (SEO) :**

SEO is the process of improving the quality and quantity of website traffic to a website or a webpage from search engines. We build our website according to the Google SEO guidelines so that more number of organic traffic dominates on our website or blogs.

4) **Social Media Marketing:**

Social media marketing is a cost-effective way of creating brand awareness and accelerating business expansion of their customer base generally by creating and managing profile on social media like Facebook, YouTube, Instagram etc. You can put your ads on this type of social media.

5) **Google Adwords:**

It is pay-per-click (PPC). Is type of paid advertising that helps us derive leads and sales it is most popular PPC platform that allow advertisers to launch their ads. We can launch many type of ads such as Text ads, image ads, GIF ads, pop up ads, web banner ads, video ads etc. Google Adwords will enhance our business to connect more people.

6) **Apps Marketing :**

This is a best platform of digital marketing. Because these days a big number of people use mobile application, so we can advertise our product and service on mobile application.

7) **Youtube Channel :**

This is the 2nd most search engine, here we can promote product and services through video.

You must have noticed that Whenever you watch the video you see an advertisement in the any part of video this is actually the advertisement of product of company. That people see and are attracted to, here great no. of people use to watch youtube video this is best video advertising platform.

Manual Promotion and Advertisement

1) Create Pamphlet and share it in the city

Basically This is a traditional way to advertise a newly opened shop by writing the inaugural invitation in the pamphlet and attached them in the newspapers all over the area you want to spread.

This method is very beneficial today also as every adult use to read newspaper and get attracted by the offers mentioned in the pamphlet once.

2) Location

Location matters very much. Actually, you should be well aware of about the location where you open your shop, where your product is trending and where people used to purchase much of their stuffs everyday.

So, before starting new shop, have enough knowledge about all these factors.

3) Time

If you are having various products, then you should know that when your product is much more trending or we mean when it demands gets high in the market. Like if you have one of your product as home decor, then you know that this is the product which are utilized by maximum strength in time of huge festivals.

This method is very beneficial today also as every adult use to read newspaper and get attracted by the offers mentioned in the pamphlet once.

4) Sale and Exhibition

You should participate in the exhibition and conduct sale in regular interval of time so that you reach many people who are interested in your products. This also increase your name in the market and you get recognition.

5) Brand Reputation

You should have one brand product in your hand to sell every time so that people are used to come at your junction and along with this they also purchase your other products.

6) Good Nature

This trait is at highest priority from all above. Here you should be so sorted that you should be so interactive in polite manner with every customer so that they feel you as your family member.

Conclusion

We can conclude our techniques of **Promotion and Advertisement Management** that Companies or organization need not only to produce best quality products, but also to inform consumers about their benefits, as well as to achieve clear positioning of their products in the minds of the consumers. it must have techniques to delivery the information and specifications of products to the consumers. The companies should have to use advertising and promotion to tell about themselves, information about their products. The company should have information of consumers like what they like and dislike what's their demands. We can promote our products by using two techniques manually and digitally. The digital way of promotion can easily reach our customers and deliver ourselves and specifications of our products. The properly planed way of promotion and advertisement will be very effective. We all four tried as much as possible to provide best techniques to reach our customers for impact of **Promotion and Advertisement Management**.

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