

Promotion - advertising, publicity, personal selling, sales promotion

Prentice-Hall - Promotion mix



Description: -

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Selling

Public relations

Advertising

Sales promotion Promotion - advertising, publicity, personal selling,

sales promotion

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When marketers use a variety of communication disciplines

However, they refer to different -- but similar activities.

Tools of Promotion

Companies are looking at ways to converge with functions of marketing and public relation in marketing public relation. This includes free publicity as well as paid efforts to stimulate discussion and interest.

ADVERTISING, SALES PROMOTION, PUBLIC RELATIONS, PERSONAL SELLING, AND DIRECT MARKETING

Traditional ways will never be out of fashion or out of use. Based on this choice of media types are made from newspaper, television, direct mail, radio, magazine and the internet. Public relations is a paid form of market promotion.

Advertising vs Publicity vs Promotions

Advertising is different for different products and services as the which completely depends on the products and services offered and also the organization selling it. Boring stories that have no merit will take you nowhere and could have a detrimental fact on your business by causing people to lose interest and stop listening.

ADVERTISING, SALES PROMOTION, PUBLIC RELATIONS, PERSONAL SELLING, AND DIRECT MARKETING

The article is Written By Prachi Juneja and Reviewed By Management Study Guide Content Team. Developing Customer Relationships To build long-term revenue for the future, representatives use personal selling skills to develop strong relationships with customers. By contacting customers after they make a purchase, for example, representatives can demonstrate that their company offers high levels of customer care.

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