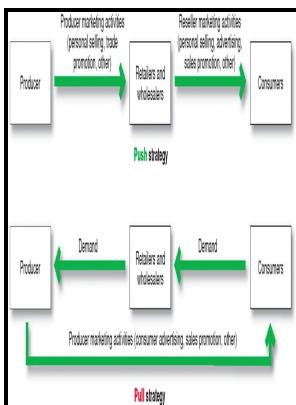


Promotion - advertising, publicity, personal selling, sales promotion

Prentice-Hall - When marketers use a variety of communication disciplines



Description: -

-
Selling
Public relations
Advertising

Sales promotion
Promotion - advertising, publicity, personal selling, sales promotion

-Promotion - advertising, publicity, personal selling, sales promotion

Notes: Includes bibliographical references and index.

This edition was published in 1982



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Tags: #Tools #of #Promotion

Tools of Promotion

. Personal selling occurs when a sales representative meets with a potential client for the purpose of transacting a sale.

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

When customers see the performance of the brand they are interested in using it or else they would want to stick with their products as they do not know how much better the new product is.

Promotion mix

ADVERTISEMENTS: Elements of promotional mix are also called as tools, means, or components. Publicity depends on the effectiveness of the content of the advertisements and also what the editor wants to convey to the public and how effectively. This will give you a better picture and help you differentiate better.

Top 5 Elements of Promotion Mix (With Diagram)

Digitalization is the latest and the most modern mode of promotion.

Top 5 Elements of Promotion Mix (With Diagram)

Consumer incentives could be samples, coupons, free trial and demonstration.

Advertising vs Publicity vs Promotions

PROMOTION MIX ADVERTISING In marketing, the promotional mix describes a blend of promotional variables chosen by marketers to help

a firm reach its goals. Objective has to follow the marketing strategy set by the company.

Top 5 Elements of Promotion Mix (With Diagram)

Product has a low value.

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