Promotion Process, Sales Promotion and Publicity, Class Notes

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Role of Promotion

Definition:
To communicate with individuals, groups or organizations to directly or indirectly facilitate exchanges by informing and persuading one or more audiences to accept an organization’s products.

-Companies must communicate with their customers, this communication should not be left to chance.
Design communication to your specific target audience:

- Target Market
- Part of Target Market
- Different stakeholders of your organization.

Promotion and Society

Marketers need to communicate, therefore need a medium to facilitate communication.