

Personal Selling is more important if

- Product has a high value
- Product is custom made
- Product is technically complex
- There are few customers
- Customers are concentrated

Advertising & Sales Promotion are more important if

- Product has a low value
- Product is standardised
- Product is simple to understand
- There are many customers
- Customers are geographically dispersed

Public Relations: The planned & sustained effort to establish & maintain goodwill & mutual understanding between an organisation & its publics

- Attempts to shape attitudes & opinions
- Used to communicate with all stakeholders
- Useful in profile strategy
- Used in crisis management

Tools & Activities

- Media releases, conferences
- Media contact & entertainment
- PR & publicity events
- Lobbying
- Promoting material
- Corporate & product
- Sponsorship & donations

Sponsorship Objectives

- Gaining publicity
- Creating entertainment opportunities
- Fostering favourable brand & company associations
- Improving community relations
- Creating promotional opportunities

Direct Marketing: The distribution of information, products or services (**FINISH**)

- Used to create a personal dialogue with customers & stakeholders (not through an intermediary)
- Widely used
- Technology enabled

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