

Promotion.

Promotional Mix:

1. Advertisement: TV, Radio, outdoors, HoReCa, digital ads.
2. Sales Promotion: offers, discounts
3. Direct Marketing: send SMS or mail
4. Personal Selling: medical reps (agent goes to client)
5. Public Relations: CSR, Press Release

Above the Line (ATL): Broadcast to wide range of people (Adv.)

Below the Line (BTL): Narrow cast (specific audience)

Through the line (TTL): Direct Marketing

Communication Strategy:

1. Push Strategy: communicate with distributors
2. Pull Strategy: communicate with customers.
3. Profile Strategy: communicate company name as a whole not specific product or brand (case of crisis) (new company) ^{corporate adv.}

Objectives of Promotion: slide 87, 90

DRIP or AIDA

Public Relations: slide 91, 92

objectives of exhibitors collection + slide 93, 94, 95

Digital Marketing: website is shown on the way to appeal more to customers & find useful information about industry not focusing on what company wants. (BMW states how to safely drive)

Sales Promotion: (to add value) (short run)

Consumer Sales Promotion: slide 97, 99

1. Buy one get one free
2. Coupon
3. Discount
4. Games
5. Sweepstake (go in a draw)
6. Contest (solve right then enter draw)

Trade Sales Promotion: slide 100, 101, 102

1. Bonus
2. Discount
3. Allowance
4. Push Money
5. Free goods

Personal Selling: face-to face contact bet. company representative & the customer