

Types of Promotion

- Above-the-line (ATL) – the use of mass media sources to promote brands or products
- Below-the-line (BTL) – the use of non-mass media promotional activities



Other Types of Promotion

- **Online promotion** – using the internet to advertise (popups, banners, social media)
- **Pull promotion** – techniques (usually ATL activities) used to stimulate demand by 'pulling' or attracting the customer to buy
- **Push promotion** – methods relying on intermediaries (like wholesalers and retailers) to 'push' a product on the customer



ATL – Choice Factors?

Cost	'Reach'
Target market	'Memorability'
Frequency/placement	<u>Success measures</u>
Time/effort.	



Direct Marketing

Promotional activities that aim to sell a product straight to the consumer rather than through intermediaries.

The business increases profit as there are no intermediaries to pay or to 'take a cut', however there can be huge costs involved and customers may discard what they see as 'junk' material.



Direct Marketing Methods

- Direct Mail (letters, leaflets/flyers, menus etc.)
- Personal sales ('cold calling' by phone or at the door)
- Point-of-sale displays in prominent locations, usually in retailers
- Publicity (celebrities, press releases, conferences, product releases)
- Sponsorship (sports teams, events)
- Sales promotion (BOGOF, coupons/vouchers, free samples/gifts, loyalty schemes, competitions)



Promotional Mix

- The specific mix of promotional methods that a business uses to pursue its marketing objectives
- The main elements of the mix are:
 - Advertising (offline & online)
 - Sales promotion & merchandising
 - Personal selling
 - Public relations/publicity / Sponsorship
 - Direct marketing
- The elements must be integrated in a cohesive, consistent and logical manner



Factors Affecting Promotional Mix

Stage in the product's life cycle	E.g. advertising & PR are often important at the launch stage
Nature of the product	What information do customers require before they buy?
Competition	What are rivals doing? What promotional methods are traditionally effective in a market?
Marketing budget	How much can the firm afford?
Marketing strategy	Other elements of the mix
Target market	Appropriate ways to reach the target market



AIDA

All elements of the Promotional Mix aim to achieve...

Attention
Interest
Desire
Action

Go online and find promotional materials that you think achieve 'AIDA' or 'FAB'

And/or 'FAB' (features, advantages, benefits)



Evaluating Promotion

- An essential, yet potentially very expensive, part of the mix
- Some types can be considered socially irresponsible
- Effective promotion leads to sales and profit, but also employment and remuneration
- Some firms outsource promotion so they can still focus on the product and customer experience
- As always, it needs to integrate with the other P's

