



THE TIMES 100

BUSINESS CASE STUDIES

Promotion



The marketing mix



Promotion is just one part of the marketing mix, which is also known as the 4Ps:

- Product
- Price
- Place
- Promotion

Promotion



The aims of promotion is to:

- Raise awareness
- Encourage sales
- Create or change a brand image
- Maintain market share

Types of promotion



Above-the-line promotion

This uses advertising media over which a firm has no direct control e.g. television, radio and newspapers.

Below-the-line promotion

This uses promotional media which the firm can control e.g. direct mail, sales promotions and sponsorship.

Promotional activities



- **Advertising** e.g. TV, billboards and internet
- **Sales promotions** e.g. loyalty cards, BOGOF, discounts & free gifts
- **Sponsorship** – a business pays to be associated with another organisation, event or cause
- **Direct mailing** – promotional material is sent to potential customers by post/email
- **Public relations** – building the relationship between the organisation and the public by enhancing its reputation

Promotional mix



Most businesses use a combination of different promotional activities.

The chosen promotional mix will depend on:

- Cost
- Target market
- Product
- Competitors



Promotional campaigns often take into account the AIDA model:

- **A**wareness - raising awareness of a product
- **I**nterest – exciting interest in the product
- **D**esire – creating desire for the product
- **A**ction – encouraging a purchase