

By

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Topic - Promotion Mix

Promotion mix is a communication mix which deals in personal and impersonal persuasive communication about the product or service of many activities. Personal communication means face to face meeting of sales person with the consumers and impersonal communication include advertising, sales promotion and public relation.

i) Personal selling - It is a process of assisting and persuading a prospective buyer to buy a product or service in face to face situation. The decisions to be taken here relate to recruitment, selection, training, motivation and controlling of sales force.

ii) Advertising - It is a paid form of non-personal presentation and promotion of goods. It involves transmission of standard message to large no. of people. The advertising decisions will deal with the type of audience to be reached, the theme of advertisement, the selection of advertisement media, coordination with sales force and advertising agencies, evaluation of advertising effectiveness etc.

(iii) Sales Promotion - These are short term marketing activities other than personal selling, advertising and publicity to stimulate consumer purchasing and dealers effectiveness.

Briefly it implies special offers. It may be in form of coupons, premiums, consumer contest, free gifts for dealers and consumers, discounts on a product (100 + 20 gms), special bonus for sales force etc.

Successful sales promotion involves defining sales promotion programme, its finalisation, testing, implementation and evaluation.

(iv) Trade fair & Exhibitions - Exhibition is a huge congregation of manufacturers & dealers under single roof for displaying, demonstrating & selling their products.

Trade fair is a gathering of prospects arranged by the manufacturers and dealers where fun and frolic are prominent.

(v) Public Relations - It involves installation and maintenance of mutual understanding between a firm and all whom are likely to come in contact with it.

It engages in opinion research, public communications through books, literature, press, publicity, films, conferences, tours and visits.