

Sales promotion

Promotion :- Promotion refers to the use of communication with the twin objective of informing potential customers about a product and persuading them to buy it. In other words, promotion is an important element of marketing mix by which marketers make use of various tools of communication to encourage exchange of goods and services in the market.

Promotion mix refers to combination of promotional tools used by an organization to achieve its communication objectives.

Various tools of communication are used by the marketer to inform and persuade customers about their firm's product. These include (i) Advertising (ii) Personal Selling (iii) Sales promotion and (iv) publicity. These tools are also called elements of promotion mix and can be used in different combinations, to achieve the goals of promotion.

Sales promotion :-

Sales promotion refers to short-term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service. These include all promotional efforts other than advertising, personal selling and publicity, used by a company to boost its sales. Sales promotion activities include offering cash discount, sales contests, free gift offers, and free sample distribution. Companies use sales promotion tools specifically designed to promote to

Sales promotion:

Sales promotion refers to short-term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service. These include all promotional efforts other than advertising, personal selling and publicity, used by a company to boost its sales. Sales promotion activities include offering cash discount, sales contests, free gift offers, and free sample distribution. Companies use sales promotion tools specifically designed to promote to customers (e.g. free sample, discounts and contest), trade men or middlemen and a sales person (e.g. bonus, salesmen contests, special offer). Sales promotion include only those activities that are used to provide short-term incentives to boost the sales of a firm.

Every business aims at maximizing profits in the long run or in short run. Promotion has function to inform, to persuade and to remind. Sales promotion involves all the activities that attract the customers to buy a specific product or the brand.

Definition

- 1) According to the A.M.R. Delors: "Sales promotion means any step that are taken for the purpose of obtaining or increasing sales."
- 2) According to American Marketing Association: "Sales promotion refers to those activities other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows and exhibitions, demonstration and various selling efforts"
- 3) According to Roger A. Strong: "Sales promotions are short term incentives to encourage purchase or sale of a product or service."

Objectives

To encourage trial purchase of new product by

According to Roger A. Strong: "Sales promotions are short term incentives to encourage purchase or sale of a product or service."

Objectives

- a) To encourage trial purchase of new product by consumers
- b) To encourage consumer to buy several units of the product at one time.
- c) To encourage ~~retailer~~ wholesaler to cooperate in many ~~facturer's~~ efforts to generate more feedback from retailers.
- d) To encourage company sales personnel to increase sales efforts for a new product.
- e) To identify new consumer or industrial user.
- f) To develop mailing list.
- g) To build customer loyalty.
- h) To encourage brand switching by consumers.
- i) To encourage off-season purchase by retailers.