

# Chapter 24: Promotion Mix Strategy

**Promotion Mix  
Integrated  
Marketing  
Communications  
I.M.C.**

by Ted Mitchell

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**Promotion Strategy  
Depends on**

- +Push vs Pull
- +Branding Strategy
- +Pricing Strategy
- +Product Life Cycle
- +Type of Buying Process

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**Promotion Strategy**

- +Advertising
- +Selling
- +Direct Marketing
- +Sales Promotions
- +Public Relations

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**Advertising**

- +Print and broadcasting
- +Packaging (outer & inserts)
- +Motion pictures
- +brochures and booklets
- +Billboards
- +POP & Displays
- +Webpages

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**Selling**

- +Selling
- +Sales presentations
- +Fairs & Trade Shows
- +Missionary Sales
- +Customer Training
- +Servicing



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**Direct Marketing**

- +Catalogs
- +Mailings
- +Telemarketing
- +Interactive Multimedia



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## Sales Promotions

- +Contests, games, sweepstakes
- +Premiums & Gifts
- +Demonstrations
- +Coupons & Rebates
- +Trading stamps
- +Competitive Trade-ins

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## Public Relations

- +Press kits – Promotion, New products
- +Speeches
- +Seminars
- +Annual Reports
- +Charitable Donations
- +Sponsorships

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## Budget

- +Affordable Method
- +Percentage of Sales Method
- +Competitive-Parity
- +Objective-task

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## Communication

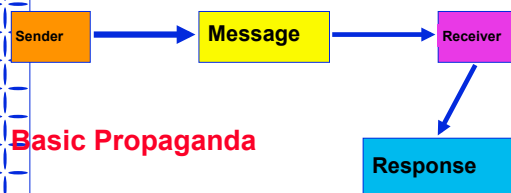
- +influencing the behavior of others by giving ideas, information, and feelings
- +takes two to play – a sender and a receiver

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- + Two Dimensions to media page 228
- + Interactive to Passive
- + Offline to Online

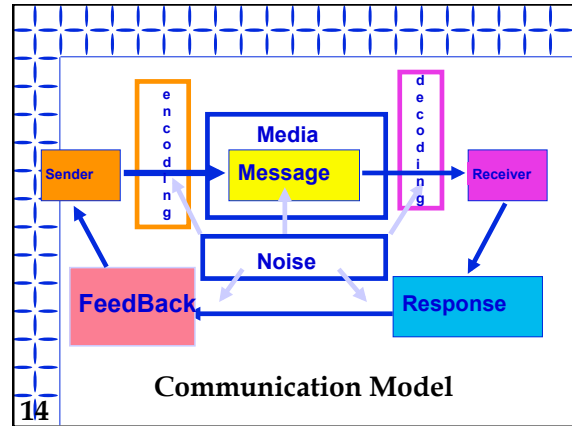
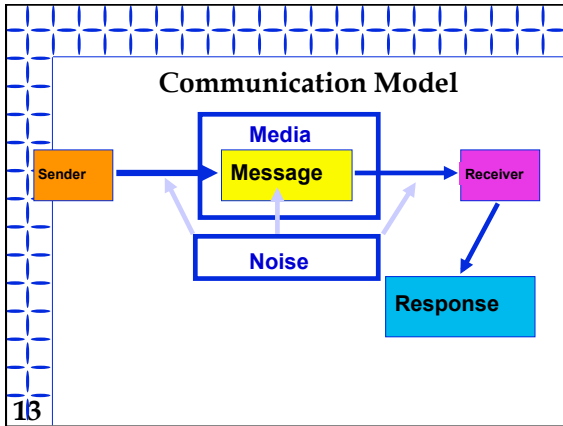
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## Communication Model



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# Chapter 24: Promotion Mix Strategy



**Communication Failure**  
Three Basic Reasons

- 1) **Selective Attention**
- 2) **Selective Distortion**
- 3) **Selective Recall**

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**Selective Attention**

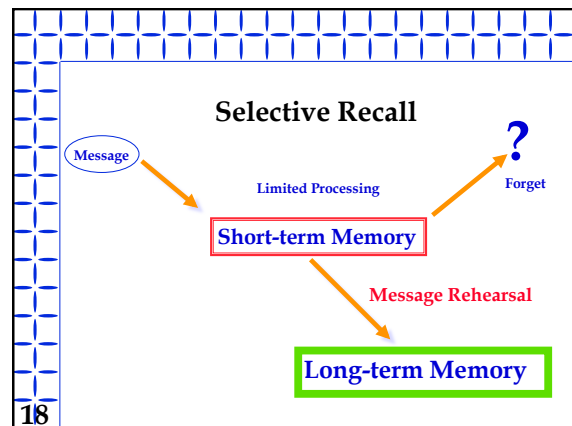
- +The Audience will not attend to the entire message
- +Headlines are bold and promising to get attention
  - High reward for little Effort

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**Selective Distortion**

- + People have set attitudes and expectations of the message.... They hear what fits their beliefs.
- + Add things that are not there (amplification)
- + Not see things (leveling)
- + To Overcome this
  - Simplicity
  - Clarity
  - Interest
  - Repetition

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## Message Rehearsal

- + **More Than Message Repetition**
- + **Degree of Involvement**
- + **Time To Ruminare**
- + **Elaboration and Meaning Development**
  - **Initial Positive Attitude**
    - build supportive arguments
  - **Initial Negative Attitude**
    - build counter arguments

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+ Any Questions?

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