

## SALES PROMOTION

Sales promotion is a marketing strategy where the product is promoted using short-term attractive initiatives to stimulate its demand and increase its sales. Or

Sales promotion is a part of the promotional mix where the business uses many short-term customer-oriented strategies to stimulate the demand for its product by making it look more attractive and/or worthy.

This strategy is usually brought to use in the following cases –

- to introduce new products,
- sell out existing inventories,
- attract more customers, and
- to lift sales temporarily.

### Importance Of Sales Promotion

Sales promotion is a handy technique to fulfil the short term sales goals by persuading potential customers to buy the product. It is an important promotional strategy to –

- **Spread information about the brand** to new customers or new market
- **Stabilize sales volume** and fulfil short-term sales goals
- **Stimulate demand** for a short term by making the product look like a great deal.

It, thus includes trade shows and exhibits, combining, sampling, premiums, trade, allowances, sales and dealer incentives, set of packs, consumer education and demonstration activities, rebates, bonus, packs, point of purchase material and direct mail, free gifts, exchange offers etc.

### Sales Promotion Strategies

Sales promotion strategies can be divided into three broad types. These are –

- **Pull Strategy** – The pull strategy attempts to get the customers to ‘pull’ the products from the company. It involves making use of marketing communication and initiatives like seasonal discounts, financial schemes, etc.
- **Push Strategy** – The push strategy attempts to push the product away from the company to the customers. It involves convincing the intermediary channels to push the product from the distribution channel to the final consumers using promotional and personal selling efforts. This strategy involves making use of tactics developed especially for resellers, merchants, dealers, distributors, and agents.

### What Is Public Relations?

Public relations is a strategic communication process which companies, individuals, and organizations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

### **Objective Of Public Relations**

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of brand and makes it seem honest, successful, important, and relevant.

### **Types Of Public Relations**

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

- **Media Relations:** Establishing a good relationship with the media organizations and acting as their content source.
- **Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
- **Government Relations:** Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.
- **Community Relations:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.
- **Internal Relations:** Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility. Cooperating with them during special product launches and events.
- **Customer Relations:** Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.
- **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image and positioning

### **EXAMPLE OF PUBLIC RELATION :**

back in 2015, OYO Rooms released a short, six-minute film starring Manoj Bajpai and Raveena Tandon. A tribute to the Freedom Fighters of India, the video depicted an alternate era – a time where the British still ruled our nation. It showed what happens to a young Indian couple in Mumbai after they meet with a crash.

The video acted as the fulcrum that invited conversations using the #azaadi4me. It asked viewers to describe what freedom meant to them.

Within 3 days of its launch, the Independence Day video garnered 1.6 million views. **While the eyeballs turned out to be fantastic news for OYO Rooms, it was the massive dialogue it**

**sparked on social media networks that had the most power.** This was the first time, India saw OYO as a mature and new-age brand with its values truly Indian.

**Key takeaway: keep the PR campaign true to your beliefs and it will succeed in giving you the right visibility.**

## **DIRECT MARKETING**

Direct marketing is a promotional method that involves presenting information about your company, product, or service to your target customer directly without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer.

### **Forms of Direct Marketing**

Common forms of direct marketing include:

- Brochures
- Catalogs
- Fliers
- Newsletters
- Post cards
- Coupons
- Emails
- Targeted online display ads
- Phone calls
- Text messages

### **What is direct marketing used for?**

**Direct marketing** allows you to generate a specific response from targeted groups of customers. It's a particularly useful tool for small businesses because it allows you to: focus limited resources where they are most likely to produce results. measure the success of campaigns accurately by analysing responses.