

MARKETING MANAGEMENT

MGMT 22022
HAND OUT: NO 06

Marketing Mix – Promotion – m%jrAOkh

Building good customer relationships calls for more than just developing a good product, pricing it attractively, and making it available to target customers. Companies must also communicate their value propositions to customers, and what they communicate should not be left to chance. All of their communications must be planned and blended into carefully integrated marketing communications programmes.

In deciding how best the communication program is managed is a matter of how it is integrated with the other elements of the marketing mix in order to achieve the greatest degree of synergy.

Isishuz kslamdos;hla ixjrAOkh yd kslamdokh lsrSu" us, lsrSu iy b,lal mdrsfNda.slhkag th ,nd.; yels jk f,i fhda.H fnodyerSfuz udrA. ie,iquz lsrSu;a iu. kslamdos;h ms<sn| we,au we;s mdrAYjhkag ta ms<sn| ikaksfjzokh l,hq;= fjz' kslamdos;h iy tys m%;s,dN ms<snlj b,lal mdrsfNda.slhd oekqj;a lsrSu" wjfndaOh we;s lsrSu iy us,g .ekSug fm<UjSu hkdosh ilyd wf,jslrK ikaksfjzokh WmdhudrA. we;s l< hq;=h' fuh wf,jslrK m%jrAOkh fyj;a ikaksfjzokh f,i ye|skafjz'

Role of Marketing Communication - wf,jslrK ikaksfjzokfha ldrAhNdrh

The ultimate goal of marketing communication is to reach some audience to affect their behavior. Three major objectives of marketing communication are to inform, to persuade, and to remind the marketer's audience.

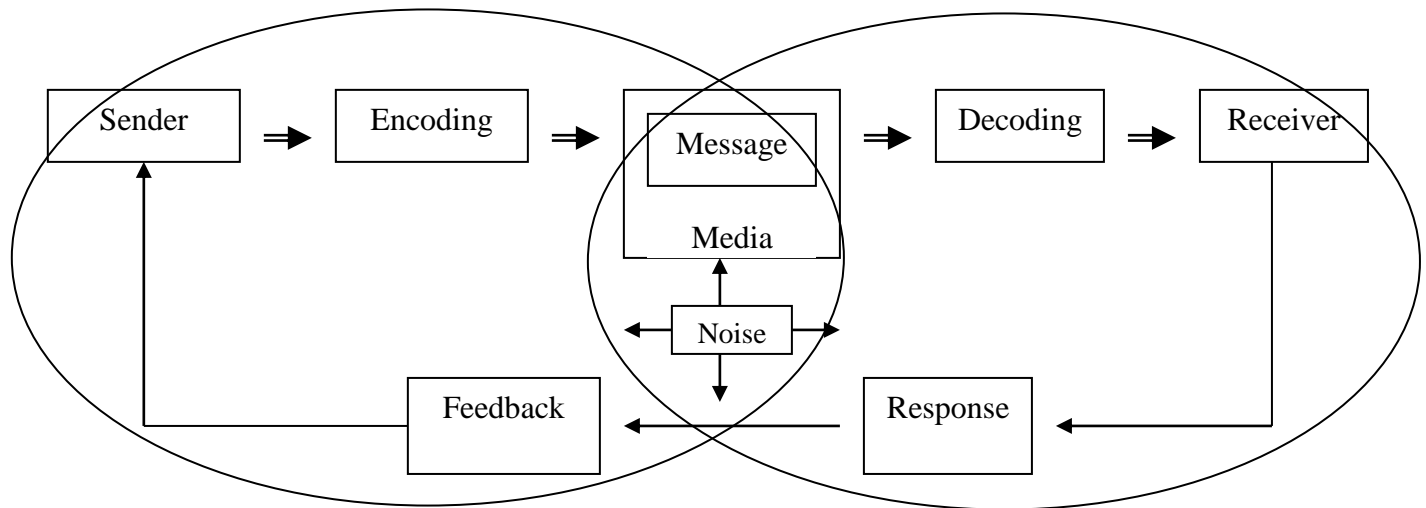
wf,jslref.a ldrAhNdrfha m%Odk ldrAhhla jkqfha ish wdh;kh yd kslamdos; ms<sn| f;dr;=re b,lal mdrsfNda.sl lKavdhuz fj; ,nd oSuhs' .kqfokqlrejkag f;dr;=re ,ndoSug wfmalald lrk wruqKq ^Wod' kslamdos; ms<sn| oekqj;a lsrSu" us,oS .ekSug fm<UjSu" kslamdos; ms<sn| u;lh wΩ;a lsrSu'& ms<snlj wf,jslreg ksYaps; iy ksrjq,a wjfndaOhla ;snSu w;HjYH fjz' fuz ;=<ska iM,odhS ikaksfjzok l%shdj,shla nsysfjz'

The Communication Process – ikaksfjzok ls%hdj,sh

To communicate effectively, marketers need to understand the fundamental elements underlying effective communication consisting nine elements.

Sender : The party sending the message to another party.
mKsjqvh hjkakd\$ksfjzolhd : fjk;a mdrAYjhlg f;dr;=re ,ndoSug fm<fUk mqoa.,hdhs'

Encoding : The process of putting thought into symbolic form.
ixfla;SlrKh : woyia" jpk" l%shdjka iy ixfla; hkdosh fhdod .ksuska hjkakd jsiska ikaksfjzokh\$mKsjqvh bosrsm;a lrk wdldrh wdfila;kh fyj;a ixfla;lrKh f,i ye|skafjz'



Message : The set of symbols that the sender transmits.

Media : The communication channels through which the message moves from sender to receiver

mKsjqvh iy udOHh : ixfla;kh lrk ,o ksfjzokh” wdID;sh woyi mKsjqvhs’ fuu mKsjqvh b,lal .%dyl\$Y%djl msrsig f;areuz .; yels wdldrhg ixfla;SlrKh l, hq;=h’ ksfjzolhd yd .%dylhd w;r ikaksfjzokh i|yd WmldrSjk oE udOHhka fuz kуска ye|skafjz’

Decoding : The process by which the receiver assigns meaning to the symbols encoded by the sender.

jsixfla;SlrKh : .%dylhd jsiska mKsjqvh wjfndaO lr .kakt wdldrhhs’

Receiver : The party receiving the message sent by another party.

mKsjqvh ,nkakd \$.%dylhd : wjldk jYfhka mKsjqvh ,nk mqoa.,hd fyda mqoa., lKavdhu fjz’

Response : The reactions of the receiver after being exposed to the message.

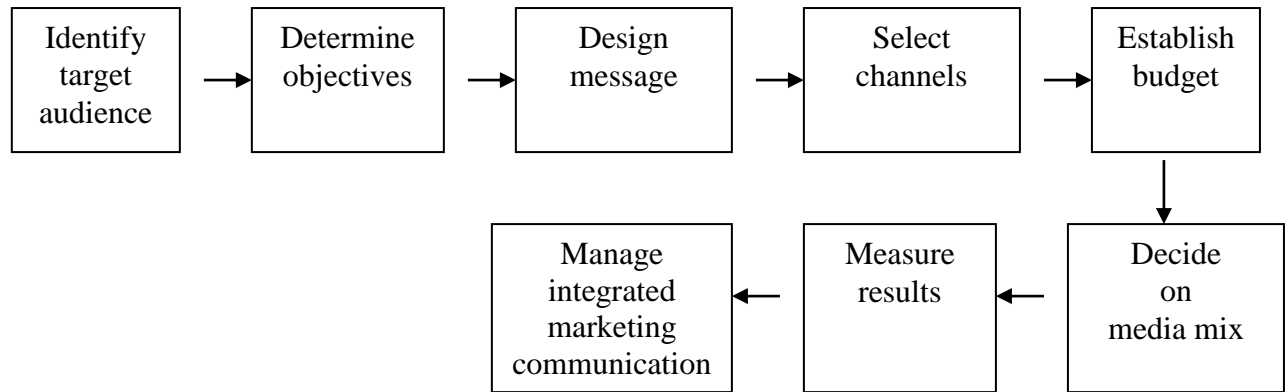
Feedback : The part of the receiver’s response communicated back to the sender.

m%;sfmdalKh iy m%;spdr : mKsjqvh ,enSfuka miqj ,nkakd olajk prAhdj m%;spdrhka ^Response& h’ mKsjqvh hjkakt woyia l< wdldrhg th ,nkakd jsiska wod, mKsjqvh iM,odhS f,i ,nd.;af;a o hkak ;yjqre lr .ekSu m%;sfmdalKh f,i ye|skafjz’

Noise : The unplanned static of distribution during the communication process, which results in the receiver getting a different message than the one of sender sent.

f>daldj : ksfjzolf.a isg .%dylhd olajd mKsjqvh .,dhdfuzoS is\qjsh yels ndOdjka yd wjysr;d f>daldj ^Ynzo& f,i ie,fla’

Steps in Developing Effective Communication



a) Identifying the Target Audience - b,lal fm%alallhka ^.kqfokqlrejka& y|kd .ekSu

The process must starts with a clear target audience in mind. The audience may be potential buyers or current uses, those who make the buying decisions or those who influence it or it may be individuals, groups, special publics or general public.

b,lal fma%lallhka hkq wdh;kfha jrA;udk .kqfokqlrejka" us,oS .ekSfuz ;Srlhska" us,oS .ekSug n,mEuz lrkakka" us,oS .ekSug fmd<Ujkakka fyda woyia fokakka" fmd\q uyck;dj hkdoS wdh;kh ms<sn| we,aue;s TzkEu mdrAYjhla jsh yelsh'

Identification of the target audiences has a strong influence on the rest of the communication steps. By correctly identifying the target audiences will help in determining the objectives and other communication strategies. One of important aspects needs to be known from the target audience is to assess the current image of the organization, its products, and its competitors.

Image Analysis - m%;srEmh jsYaf,alKh

A major part of audience analysis is assessing the current image of the company, its products and its competitors. "Image is the set of beliefs, ideas and impressions of person holds regarding an object". If respondents are not aware of the company's product communicator's challenge is to build awareness. Respondents who are familiar with the product are asked how they feel forward it, and marketers challenge is to overcome a negative image problem.

b,lal fma%lallhd jsYaf,alKh lsrSfuz uQ,sl wruqK jkafka wdh;kh fyda tys kslamdos; fyda ;rÛlrejka ms<snlj jrA;udk b,lal .kqfokqlrejka f,a m%;srEmh fidhd ne,Sughs' fuh m%;srEmh jsYaf,alKh ^Image Analysis& f,i y|kajkq ,efnz'

fuz wkqj wf,js ikaksfjzok l%shdj,sfhaoS b,lal fm%alall msrsi jsiska wdh;kh iy tys kslamdos;hka ms<snlj ork wdl,am" jsYajdi" woyia" iy yeÛSuz jsYaf,alKh lsrSuhs'

b) Determining the Communication Objectives - m%jrAOk\$ikaksfjzok wruqKq ;SrKh lsrSu

Here the communicator must decide on the desired audience response. The marketer can be seeking a cognitive, affective or behavioral response. In essence communication objectives are aimed at assisting the organization to achieve organization objectives.

ikaksfjzokh ;=<ska b,lal fm%alallhkaf.ka wfmalald lrk m%;spdrh l=ulao hkak ;SrKh l, hq;= fjz' ikaksfjzok l%shdj,sfhaoS wfmalals; m%;spdr mshjr ;=kls'

1. Cognitive Stage - marketer may want to put something into the consumer's mind through by creating knowledge and awareness.

m%;sckd;aul mshjr - wf,jslrejka jsiska mdrsfNda.slhdf.a isf;ys lsishuz m%;spdrhla we;s l, hq;= nj uska lshfjz'

2. Affective Stage - change an attitude through using the response that had been created in the consumer's mind.

ps;a,fjz.S\$ixfjzoz; mshjr - fuu mshjr ;=<oS mdrsfNda.slhdf.a isf;ys we;sl< m%;spdr ;=<ska mdrsfNda.slhd wdl,am fjkilg Ndckh jsh hq;= nj lshfjz'

3. Behavioral Stage - get the consumer to act.

prAhd;aul mshjr - fuu mshjfrAoS mdrsfNda.slhka us,oS .ekSug fm<USu fyj;a Tjqka l%shd;aul jk wdldrh meyeos,s lrhs'

by; m%;spdr wkqms<sfj,g iudka;rj bosrsm;a jS we;s m%;spdr OQrdj,s wdID;s ^Response Hierarchy Models& u.ska wf,jslrejkaf.a ikaksfjzok wruqKq bgqlr .ekSu l, yels nj fmkajd fohs'

Response Hierarchy Models - m%;spdr OQrdj,s wdlD;Ska

Stages wdlD;s\$ mshjr	AIDA Model wdlD;sh	Hierarchy of Effects Model m%;sM, OQrdj,s wdlD;Sh	Innovation- Adoption Model kjH;djhkag yqrejSfuz wdlD;sh	Communications Model ikaksfjzok wdlD;sh
Cognitive Stage m%;sckd;aul mshjr	Attention wjOdkh ↓	Awareness oekqj;a nj ↓ Knowledge oekqu ↓	Awareness oekqj;a nj ↓	Exposure m%fjzYh ↓ Reception ms,s.ekSu ↓ Cognitive response {dKd;aul m%;spdr ↓
Affective stage ps;a,fjz.S ^ixfjzoz;& mshjr	Interest Wkka\qj ↓ Desire wdYdj ↓	Liking leue;a; ↓ Preference wdYdj ↓ Conviction ;yjqr jSu ↓	Interest Wkka\qj ↓ Evaluation we.hSu ↓	Attitude wdl,am ↓ Intention wNsm%dh ↓
Behavior stage prAhd;aul mshjr	↓ Action l%shdj	↓ Purchase us,oS .ekSu	Trial mrSlald lSrSu\$w;ayod ne,Su ↓ Adoption yqrejSu	↓ Behaviour prAhdj
fhda.H m%jrAOk WmlrK fyj;a l%shdlrluz	fm!oa.,sl wf,jslrKh Rcq wf,jslrKh m%pdrK mKsjsvh ;SrKh lSrSu ilyd fhdod .ekSu Wps; fjz'	m%pdrK wruqKq ;SrKh lSrSug iy tajdfha ZM,odhS;ajh uekSug m%isoaOsh yd uyck iuznkaO;d	kj NdKav yd fiajd fjf<lfmd,g bosrsm;a lSrSfuz oS we;s lr.kq ,nk wruqKq j, iM,odhS;ajh uekSu ilyd iq\qiq wdlD;shls'	m%pdrK jevigyka j, ZM,odhS;ajh uekSug jsl=Kquz m%jrAOk jevigyka f.dvkexjSug fuu wdlD;sh u.ska lalKslj mdrsfNda.slhka us,oS .ekSug fm<UjSula is\q fkd'fjz'

All these models assume that the buyer passes through a cognitive, affective and behavioral stage, in that order. The sequence will differ based on the product involvement and differentiation.

Involvement iyNd.s;ajh	Differentiation jsjsO;ajh	Response m%;spdr wkqms<sfj<
High Involvement by, iyNd.s;ajhla iys; kslamdos;	High jsjsO;ajh jevs	Learn-do-feel oekqj;a nj/ bf.kSu wjfndaOh - l%shdlSrSu
High Involvement by< iyNd.s;ajhla iys; kslamdos;	Low jsjsO;ajh wvq	Do-feel-learn l%shdlSrSu - wjfndaOh - oek.ekSu /bf.kSu
Low Involvement my, iyNd.s;ajhla iys; kslamdos;	High jsjsO;ajh jevs	Learn-do-feel oekqj;a nj/ bf.kSu wjfndaOh - l%shdlSrSu
Low Involvement my, iyNd.s;ajhla iys; kslamdos;	Low jsjsO;ajh wvq	Do-feel-learn l%shdlSrSu - wjfndaOh - oek.ekSu /bf.kSu

c) Design the Message - mKsjqvH ksrAudKh lsrSu

Ideally, the message should gain attention hold interest, arouse desire and elicit action (AIDA). Formulating the message will require solving four problems; what to say (message content), how to say it logically (message structure) how to say it symbolically (message format) and who should say it (message source).

b,lal fm%alallhkaf.a iajNdjh iy ikaksfjzok wruqKq ;SrKh l< miq Bg Wps; f,i M,odhS mKsjqvH jevs oshqKq l, hq;=h' idrA:l mKsjqvHla ilia lsrSfuzoS fm%alall wjOdkh ,nd .ekSu ^Gain attention&" Wkka\qj rjld .ekSu ^Hold Interest&" wdYdj mqnq\q lsrSu ^Arouse Desire&" iy us,oS .ekSu wkdrjKh lr.ekSu ^Elicit Action&" hkdoS mshjr w;ayod ne,Su b;d jeo.;a fjz'

1) Message Content - mKsjsvfha wka;rA.;h

In determining message content, management searches for an appeal, theme or unique selling proposition (USP).

mKsjsvh ;=<ska l=ula bosrsm;a l< hq;=o@ hkak fuhska woyia fjz' mKsjsvh ;=<ska ksrAudKh lsrSug wfmalals; woyi" f;audj" iqjsfYals; jsl=Kquz m%ia;=;h ms<sn| meyeos,s wjfndaOhla ;snsh hq;=hs'

- **Appeals**

Appeals

Rational Appeals ;drAlsl mKsjqv	Emotional Appeals yeÛSuz we;slrk mKsjqv	Moral Appeals iodpdrd;aul mKsjqv
Engage self-interest. They claim the product will produce certain benefits. Eg: Message demonstrating quality, economy, value, performance. Industrial buyers are most responsive to rational appeals. fujeks mKsjqvhlā ;=<ska kslamdos;hla ;=<ska w;am;a lr .; yels m%;s,dN wdrA:Sl jdis” .=Kd;ajh iy ldrAhM, ms<sn jsia;r lrhs’	Attempt to stir up negative or positive emotions that will motivate purchases. Marketers search for right Emotional selling proposition (ESP). Product may be similar to the competition but have unique association that can be promoted. Can work with negative appeals (fear, guilt) to get people to do things or stop doing things or can work with positive appeals like humor, love, pride, joy, etc. fuysoS RKd;aul iy Okd;aul is;=js,s fyj;a yeÛSuz fhdod.ksuska mKsjqvh ksrAudKh lr mdrsfNda.slhd fm<UjSug W;aidy orhs’ wf,jslrejka ksjeros yeÛSuznr jsl=Kquz m%ia;=;hka fhdod .ekSug W;aidy orhs’	Directed to the audience’s sense of what is right and proper. They are often used to motivate people to support social causes. hym;aluz fyj;a ksjeros woyia m%ldY jk mKsjqvhs’

2) Message structure mKsjqvfhā jHqyh

Under this following aspects are given consideration.

- order of presentation
- conclusion drawing
- Message sidedness
- Verbal vs. visual messages

Isishuz mKsjqvhlā l%udKql+,j flfia bosrsm;a l< hq;=o hk wkqms<sfj< ms<sn| wjOdkh
fhduq lsrSu fuhska woyia fjz’

- mKsjqvhlā ,ndosh hq;= wkqms<sfj< l=ulao@
- jeo.;a lreKq iy w;sfrAl lreKq l=uk wjia:dj, bosrsm;a lrkjdo@
- jdpslj woyia m%ldY l< hq;= wjia:d iy flf;la \qrg orAYk Ndjs;d lrkjdo@
- wjidk ks.ukh flfia oelajsh hq;=o hkdosh oelajSug mqQjk’

3) Message Format mKsjsvfha ieleiau

The communicator must develop a strong format. For example, in a print add, headline, copy, illustration and color. For a message carried over the radio, the communicator has to choose words, voice qualities and vocalization. If the message is for the television, all of this plus body language has to be planned. Presenters should pay attention to facial expressions, gestures, dress, posture, etc.

l=uk ixfla; jrAK" wдорAY mdG" fhdodf.k mKsjqvh ilia lrkafkao hkak fuysoS i,ld nef,a' .=jkajs\q,s oekajSula kuz tysoS fhdod.kakd jpk" lgy~ md,kh" m%ldY lrk wldrh ;SrKh l< hq;= fjz' rEmjdyskS oekajSula kuz by; oelajQ ish,qu lreKq iu. wx. p,kh weJuz me<Juz wja:dj hkdoS ish,a, ie,iquz l< hq;=fjz'

4) Message Source mKsjqvfh uQ,dY%h

“Source” means the person involved in communicating marketing message either directly or indirectly. Message delivered by attractive sources achieve higher attention and recall.

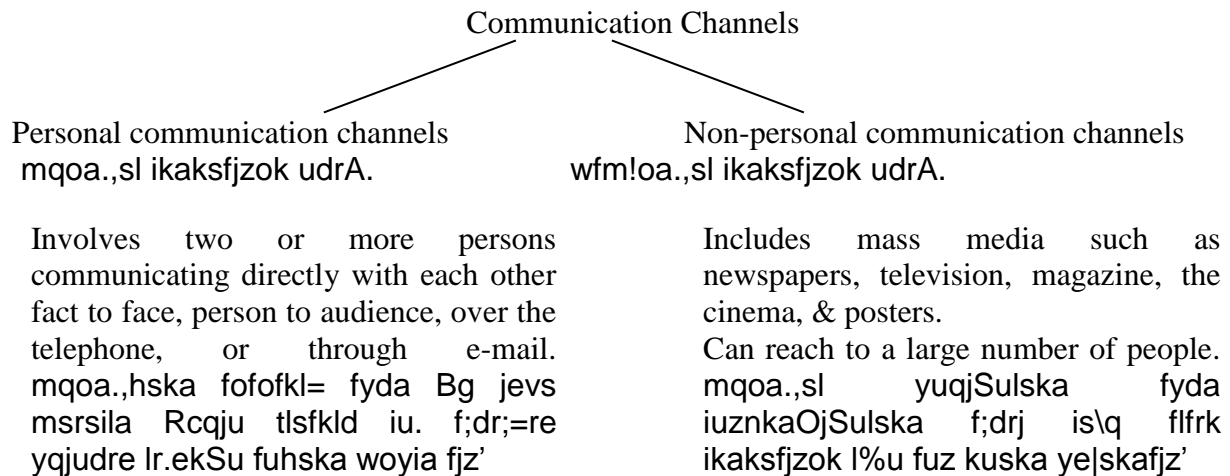
l=uk mqoa.,hska fhdodf.k mKsjqvh m%ldY lrkafkao hkak ;SrKh lrhs' mKsjqvh m%ldY lsrSug Ndjs;d lrk mqoa.,hd u; tys wldrAYkh iu. u;lh we;s jSu wdosh ;SrKh fjz'

Source attributes

- Credibility -
-extent to which the recipient sees the source as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information.
- Attractiveness -
-encompasses similarity and likeability.
- Power -
-Source can administer rewards and punishments to the receiver

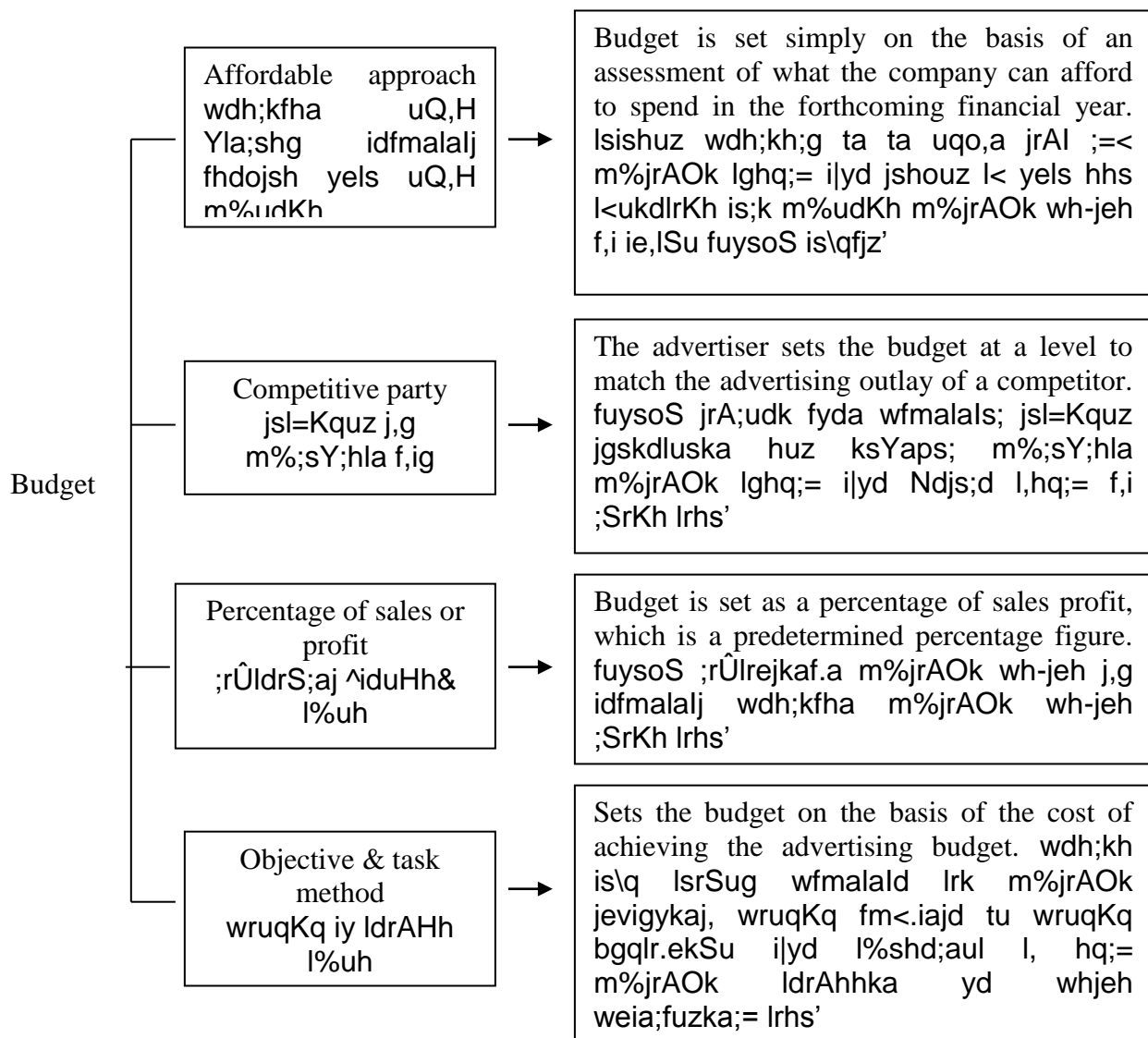
d) Communication Channel - ikaksfjzok udrA.h f;dard .ekSu

iM,odhS f,i mKsjqvh ksrAudKh l< miq tIS mKsjqvh b,lal fm%alallhka fj; ,ndoSug fhda.H udrA.h fyda udrA. f;dard.; hq;=h'



e) Budget ikaksfjzok wh-jeh ;SrKh lsrSu

m%jrAOk lghq;= ilyd fldmuK uqo,la jeh l< hq;=o hkak ;SrKh lsrSu fuysoS is\q lrhs'



f) Deciding upon and integrating the elements of Promotions Mix - m%jrAOk usY%h ;SrKh lsrSu

Budget has to be allocated between five promotional tools advertising, sales promotions, public relations, and publicity, sales force and direct marketing. Here the planner needs to focus upon the ways in which the various tools might be brought together in the form of integrated marketing communication program. To do this size of the target market, geographic spread, nature of the product and market, stage in product life cycle, buyer readiness stage, etc. have to be considered.

wdh;kh jsiska tys m%jrAOk whjeh weia;fuzka;=j l< miq" l=uk jeo.;alulska hq;=j tu uqo, jsjsO m%jrAOk WmlrK fyj;a Wmdx. w;r fnod yersh hq;=o hkak ms<snlj uS<Ü ;SrKh l< hq;= fjz'

Promotions Mix - m%jrAOk usY%h

The marketer will have to choose the appropriate communications tools in communicating the message to the target audience. It has five major tools at their disposal. Let us assess each of these tools and look at their merits.

a) Advertising- m%pdrKh

Advertising is "Any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor."

NdKav yd fiajdj, wf,jsh jevs lsrSug mdrsfNda.slhka oekqj;a lsrSfuz isg us,oS .ekSug fm<UjSu ilyd jrA;udkfha fndfyda jHdmdr wdh;k fhdod .kq ,nk m%n, ikaksfjzok udOHh m%pdrKhhs' m%pdrKh hkq lsishuz y|kd.; yels wkq.%ylhl= ^mqoa.,hl= fyda wdh;khla& jsiska NdKav fiajd iy woyia ms<snlj huz f.jSula iys;j wfm!oa.,slj f;dr;=re ikaksfjzokh yd m%jrAOkh lsrSfuz l%shdj,shls'

The following are distinctive qualities of advertising.

- Public presentation – Advertising is a highly public mode of communication. It is highly effective in creating awareness and creating attention.
fmd≥ bosrsm;a lsrSu – fuysoS jsYd, mdrsfNda.sl msrsilg fmd≥fō tlu mKsjsvhla m%ldY lsrSu is≥fō'
- Amplified expressiveness – Advertising provides opportunities for dramatizing the company and its products through the artful use of print sound and color. Sometimes because of this expressiveness the impact of the message could also get diluted or misunderstood.
mKsjsvh jsjsO jrAK" Yío" rEm" ixfla; hkdoS l,d;aul oE ;=<ska jvd;a jsia;rd;aulj m%ldY l< yelsh'
- Impersonality – The audience does not feel obligated to pay attention or respond to advertising, as it is non-personal. Advertising is able to carry out only a monologue not a dialogue with the audience.

mqa.,sl fkdjk wldrhg mKsjsvh ,ndoSu iszjSu ksid mKsjsvhg wjOdkh fhduq
lsrSug;a m%;spdr oelajSug;a fma%lallhska ne|S fkdigS'

There are four main aims in an advertising campaign.

m%pdrK jevigyk oelsh yels uQ,sl wruqKq fldgia y;rla hgf;a idrdxY lr oelajsh yelsh'

- To Inform - f;dr;=re oekquz oSu\$ oekqj;a lsrSu
- To Purduade - f;dr;=re ta;a;= .ekajSu\$ fm<UjSu
- To Remind - f;dr;=re isysm;a lrjSu\$ kej; u;la lr oSu'
- To Reinforce - osrs.ekajSu

Tools used for advertising are as follows.

Press - mqj;am;a" iûrd

These are newspapers and magazines used to advertise the message. The effectiveness of press is measured through

Circulation – number of newspapers and magazines that are sold by the publisher.

Readership – number of people who will be reading that paper.

Radio - .=jka js≥,sh

Radio is a personal and intimate medium, which encourages listenership and trust. It is a very good background medium. It enables a wide reach as radio could be listened to while driving, jogging and working.

The effectiveness of radio is measured through Listenership figures.

Television - rEmjdysksh

A medium that presents the message with high exposure, glamour and with high audiovisual impact. Quite effective for launching new products, raising brand awareness, building brand loyalty, repositioning and motivating employees and supply chain partners.

The effectiveness of Television is measured through viewer ship figures.

Other Out Door

These include poster advertising, billboards and other creative use of advertising on trucks, buses, trains, and hot air balloons etc.

- Costs on above are all measured in cost per thousand.
- Effective in getting attention and creating interest.

b) Sales Promotions - jsl=Kquz m%jrAOkh

These are temporary tools available with the marketer to persuade the customer to purchase products. In other words they are temporary benefits provided by the marketer to stimulate purchase. These are essentially short-term tools and carrying them out for a long period of time may dilute the brand image of a product.

wf,jslrK ikaksfjzokfhaoS Ndjs;d jk ;j;a m%n, Wm;rKhls' wdh;kfha NdKav yd fiajd us,oS .ekSug fm<UjSu ilyd fhdod.kq ,nk flgs ld,Sk osrs.ekajSfuz Wml%u jsl=Kquz m%jrAOkh f,i ye|skafjz' jHdmdrsl wdh;k jsiska nyq,j fhdod.kq ,nk jsl=Kquz m%jrAOk Wml%u f,i us, wvq lsrSfuz ^Sale&" ;rÛ meje;ajSu" l+mka l%uh" uqoao" fkdusf,a iduzm,a ,ndoSu hkdosh oelajsh yelsh'

Sales promotions are effective for the following.

- Communication – sales promotions gain attention and interest immediately.
- Incentive to buy – the concessions, incentives provided would drive the customer to purchase almost immediately.
mdrsfNda.slhkag hï m%;s,dNhla ikaksföokh lsrSu
- Invitation – it includes a distinctive invitation to engage in a transaction.
us,oS .ekSu mud fkdjS lalkslj is≥ lsrSug fm<UjSula is≥ lsrSu

There are two types of sales promotional tools.

Consumer Promotional Tools – mdrsfNda.sl m%jrAOkh

These are temporary incentives given to the final consumer to induce purchase thus PULL the products from the retailer's shelves.

wjldk mdrsfNda.slhd NdKav us,oS .ekSu ilyd osrsu;a lsrSfi wf,jS m%jrAOk lghq;= fuysoS ie,ls,a,g .efka'

Some of the tools could be as follows.

- Discount coupons (l+mka l%uh)– when you buy a product you will get a coupon where you can buy future products or other products at a discounted price.
- Temporary price reductions(us, wvqlsrSi) – this is where the price of the product is reduced for a period of time. Mostly customers tend to feel that there are quality issues or expiry issues when these offers are made.
- Bonus packs/Banded offers (m%ido oSukd)– this is where extra products are given at a lower price than the combination of them. A highly effective method to increase sales.
- Competitions (;rÛ)– The most common ones are the sweepstake promotions where the customer sends in wrappers and win gifts. There can be many other forms of competitions.
- Sampling and demonstrations (idim,a oSu)– Free sampling of the product to induce trial and show the products in use.
- Other forms of promotions.

Trade Promotional Tools – $f_j < | m\%jrAOkh$

These are temporary incentives given to middlemen to stock more items (increase stock pressure) thus increase primary sales of the organization. This will PUSH the stocks into the channel.

$f; d\hat{U}$ iy is, a, r jeks $f_j < | w; rueoshka$ osrsu; a lsrSfi wf, jS $m\%jrAOk$ lghq; = fuysoS ie, ls, a, g .efka'

Some of the tools could be as follows.

- Monetary incentives (uq, Huh osrsoSukd) – giving trade discounts, free products, to induce more purchase.
- Joint advertising/promotions ($noaO m\%pdrK jsOs$) – Sharing advertising and other costs with the middlemen.
- Point of sales support ($jsl=Kq\ddot{i} W; afmarl \emptyset jH$) – providing POSM material to be displayed at the shelves.
- Competition and awards
- Business gifts
- Corporate hospitality – inviting them to sports meets and other entertainment activities.

c) Direct Marketing - $Rcq wf, jslrKh$

Direct marketing refers to the total activities used by a marketer in exchanging goods and services with the buyer through direct efforts to a target audience using one or more media for the purpose of getting a response from a prospective customer. (Bennett, 1998, 440)

That means direct marketing is about direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivating lasting customer relationships – the use of telephone, mail, fax, e-mail, internet and other tools to communicate directly with specific consumers.

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Essentially direct marketing would refer to all activities that are directed for a prospective customer avoiding intermediaries. Direct marketing media would refer to the following.

- Direct selling – $iDPq jsl=Kq\ddot{i}$
- Direct mail – $iDPq ;emE,$
- Telemarketing - $\geq rl:k u.ska wf, jsh$
- Direct action advertising
- Catalogue Marketing – $kdudj, shka$

Direct marketing is becoming an important element in the promotional mix. It can support the other promotional elements to a very large scale. Direct marketing supports advertising through direct response advertising. It supports sales promotions with direct mailers. It supports public relations with telemarketing tools. It supports personal selling through direct selling. Direct marketing is very effective when used as a complementary tool with the other promotional mix elements.

d) Personal Selling

Personal representation by the firm's sales force for the purpose of making sales and building relationships. It is helpful in building up the buyer's preference, conviction and action.

Building a sales force represents a long-term commitment than advertising. An effective sales force will have to be trained and taken through a proper selling process. Constant motivational techniques are an important aspect in keeping the sales force alert and effective.

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e) Public Relations

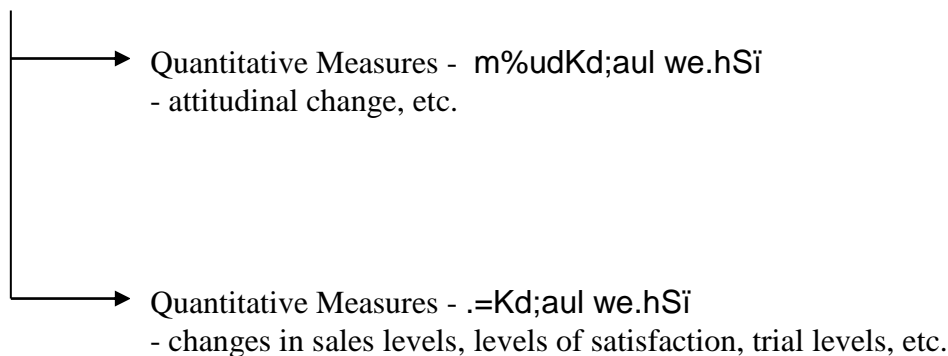
Public relations means building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image and handling or heading off unfavorable rumors, stories and events. It essentially means carrying out a variety of programs to promote and maintain a good positive image of the company and its products among various stakeholders/publics of an organization. The outcome of good public relations would be good publicity for the organization or for the product.

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- **Publications:** Companies rely extensively on published materials to reach and influence their target markets. These include annual reports, brochures, articles, company newsletters and magazines, and audiovisual materials.
- **Events:** Companies can draw attention to new products or other company activities by arranging special events like news conferences, seminars, outing, trade shows, exhibits, contests and competition, and anniversaries that will reach the target publics.
- **Sponsorship:** Companies can promote their brands and corporate name by sponsoring sport and cultural events and highly regarded cases.
- **News:** One of the major tasks of PR professionals is to find or create favorable news about the company, its products, and its people, and get media to accept press releases and attend press conferences.
- **Speeches:** Increasingly, company executives must field questions from the media or give talks at trade associations or sales meetings, and there appearances can build the company's image.
- **Public-service activities:** Companies can build goodwill by contributing money and time to good causes.
- **Identity media:** Companies need a visual identity that the public immediately recognizes. The visual identity is carried by company logos, stationary, brochures, signs, business forms, business cards, buildings, uniforms, and dress codes.

- **Press relations.** Presenting news and information about the organization in the most positive light.
- **Product publicity.** Sponsoring efforts to publicize specific products.
- **Corporate communication.** Promoting understanding of the organization through internal and external communications.
- **Lobbying.** Dealing with legislators and government officials to promote or defeat legislation or regulation.
- **Counseling.** Advising management about public issues and company position and image during good times and crises.

g) Measuring the results – ikaksfjSok jevigyfka m%;sM, uekSu



h) Managing integrated marketing communication - taldnoaO wf,jslrK ikaksfjzok l<ukdlrKh

Considering various types of communication tools, messages, and target audiences necessitate organization to manage an integrated marketing communication. By this approach, marketing communication activities are directed to the achievement of organization goals in a coordinated way. Integrated marketing communication as a concept of marketing communication planning that recognize the added value of a comprehensive plan from target audience identification up to measurement of the results of communication. Such a plan evaluates the strategic roles of a variety of communication disciplines, for example, general advertising, sales promotion, and public relations, and combines these disciplines to provide clarity, consistency, and maximum impact through conveying continuous integration of various messages.

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Promotion Mix Strategies - m%jrAOk Wmdh udrA.

Marketer can choose from two basic promotion mix strategies.

1. Push promotion
2. Pull promotion

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1. Push promotion- ;,a,q lsrSfuz Wmdh udrA.h

A “push” promotional strategy makes use of a company's sales force and trade promotion activities to **create consumer demand** for a product. This involves pushing the product through distribution channels to final consumers. The producer directs its marketing activities (primarily personal selling and trade promotions) towards channel members to induce them to carry the product and to promote it to final consumer. The producer promotes the product to wholesalers, the wholesalers promote it to retailers, and the retailers promote it to consumers.

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2. Pull promotion - weoSfuz Wmdh udrA.h

A “pull” selling strategy is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. Here the producer directs its marketing activities (primarily advertising and consumer promotions) towards final consumers to induce them to buy the product.

A "pull" strategy tries to sell directly to the consumer, bypassing other distribution channels (e.g. selling insurance or holidays directly). With this type of strategy, consumer promotions and advertising are the most likely promotional tools.

If the strategy is successful, consumers will ask their retailers for the product, the retailers will ask the wholesalers, and the wholesalers will ask the producers.

A good example of a pull is the heavy advertising and promotion of children's' toys – mainly on television.

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