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Promotional Mix

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Promotional Mix

A promotion mix is the combination of different devices and techniques of communication to present company products and services to target consumers. The promotional mix incorporates constituents of advertising, personal vending, sales promotion, and direct merchandise. The promotion mix helps in the marketing process by attracting consumers' attention and motivating them to make purchases (DONNELLY & Peter, 2012). Promotional mix ensures the right consumers get goods and services and the company meets its objectives.

Advertising is a promotional mix element and refers to paid forms of non-personal presentations and goods and services promotion by different targets in exchange of a fee (DONNELLY & Peter, 2012). Advertising can be in various forms like in newspapers and magazines, video Ads, radio and podcasts, social media Ads, Display Ads, and outdoor advertising. Through advertising, the market tries to build a strategy by initiating customers to try the products. Advertisements entail complete information about the products together with attractive graphics. The information is meant to grab customer's attention and influence their purchase decision. For example, I saw a lemonade advertisement on the television, and I bought it after seeing it in a supermarket; it has been my best drink since then.

Products in the new market segment can utilize different promotional mix elements, but advertising will be the most suitable. Advertising is the best way to communicate to customers and involves informing customers about the product and how it is helpful to them. A new market segment needs people to give them detailed information about a product and how it will be beneficial. For example, using a video advertisement to educate people about the benefits of

lemonade to their health and its sweet flavor. With strategic advertising, the new product and service can attain high sales.

Reference

DONNELLY, J. J. H., & Peter, J. P. (2012). Preface to Marketing Management. McGraw Hill
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