

# MKT 201

Principle Of Marketing

## IMC & Other Promotional Tools

Chapter 15 & 16

SHAON'S **EWU** education  
• Net • Tc  
...your daily classes

**SHAON**  
www.shaon.net.tc

### Makers

Slide Show By  
Jumur Chandra Shaha

Slide Show Presented By  
benzir SHAON  
Jummun Chandra Shaha  
Mesbah Uddin Ahmed  
Azgar Hossain Khan  
Fahria Jerin

[www.EWUeducation.net.tc](http://www.EWUeducation.net.tc)  
[www.SHAON.net.tc](http://www.SHAON.net.tc)

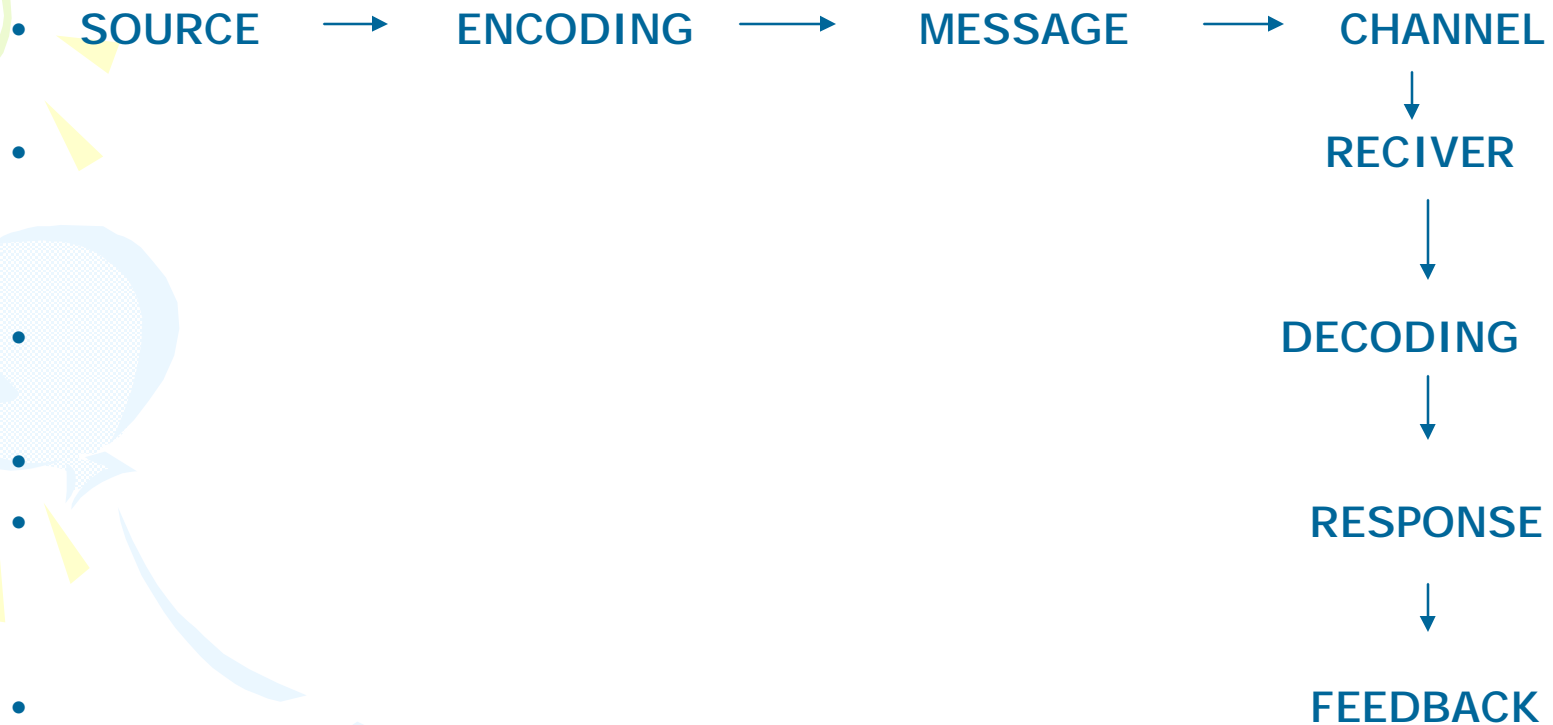


# Marketing Communication Mix (Promotion Mix)

- Advertising  
paid, non personal presentation
- Sales Promotion  
incentives
- Public Relation
- Personal Selling
- Direct Marketing



# COMMUNICATION PROCESS



• \*\*\*\*\*NOISE



# Communication Objectives

- Build Product Wants
- Create Brand Awareness
- Enhance Attributes / Intention
- Facilitate Purchase



# STEPS IN DEVELOPING EFFECTIVE COMMUNICATION

- STEP-1. IDENTIFYING THE TARGET AUDIENCE.



- STEP-2. DETERMINING THE COMMUNICATION OBJECTIVES  
BUYER READINESS STAGES.( AWARENESS, KNOWLEDGE,  
LIKING,PREFERENCE, PURCHASE)



- STEP-3. DESIGNING A MESSAGE.( MESSAGE CONTENT,  
MESSAGE STUCTURE, MESSAGE FORMAT)



- STEP-4 CHOOSING MEDIA.( PERSONAL COMMUNICATION, NON  
PERSONALCOMMUNICATION)



- STEP-5. SELECTING THE MESSAGE SOURCE(  
EXPERTISE,TRUSTWORTHINESS, LIKABILITY)



- STEP-6. COLLECTING FEEDBACK

[www.EWUeducation.net.tc](http://www.EWUeducation.net.tc)

[www.SHAON.net.tc](http://www.SHAON.net.tc)



# SETTING THE TOTAL PROMOTION BUDGET

AFFORDABLE BASED ON WHAT THE COMPANY CAN AFFORD	PERCENTAGE OF SALES BASED ON A CERTAIN PERCENTAGE OF CURRENT OR FORCASTED SALES
OBJECTIVE-AND-TASK BASED ON DETERMINING OBJECTIVES & TASKS, THEN ESTIMATING COSTS	COMPETITIVE-PARITY BASED ON THE COMPETITOR'S PROMOTION BUDGET.



# Personal Selling

- Influence purchase choice
- Seller's presentation
- It's interpersonal
- Any Enterprise

# **PROMOTION MIX STRATEGIES**

**PUSH STRATEGY:-UTILIZES AGGRESSIVE TRADE ALLOWANCES AND PERSONAL SELLING TO OBTAIN DISTRIBUTION.**

**\*THE PRODUCT IS PUSHED THROUGH THE CHANNEL.**

**\*STRATEGY THAT CALLS FOR USING THE SALES FORCE AND TRADE PROMOTION TO PUSH THE PRODUCT THROUGH THE CHANNELS.**

**PULL STRATEGY:-ENCOURAGES CONSUMER DEMAND FOR THE PRODUCT TO OBTAIN DISTRIBUTION.**

**\*USE OF HEAVY ADVERTISING AND HIGH VALUE COUPONS.**

**\*STRATEGY THAT CALLS FOR SPENDING A LOT ON ADVERTISING AND CONSUMER PROMOTION TO BUILD UP (PULL) CONSUMER DEMAND**





# PUSH STRATEGY

- MANUFACTURER PROMOTES TO WHOLESALER
- ↓
- WHOLESALER PROMOTES TO RETAILER
- ↓
- RETAILER PROMOTES TO CONSUMER
- ↓
- CONSUMER BUYE FROM RETAILER



# PULL STRATEGY

- MANUFACTURER PROMOTES TO CONSUMER



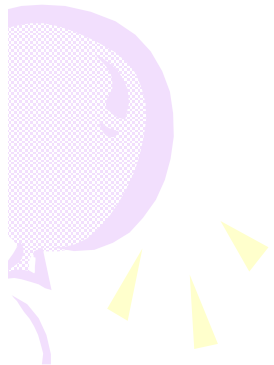
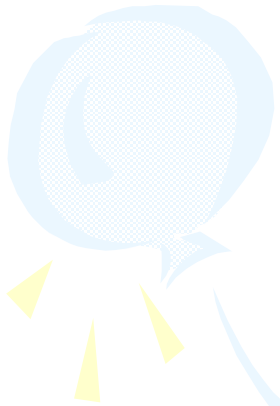
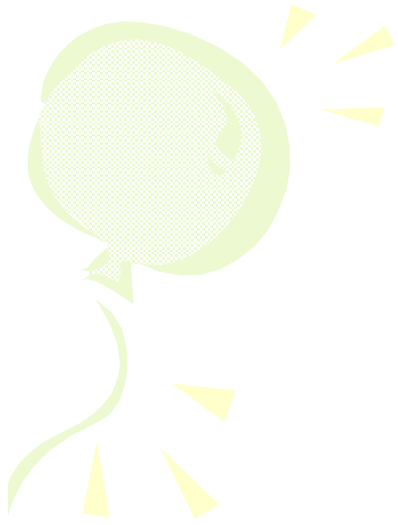
- CONSUMER DEMANDS PRODUCT FROM RETAILER



- RETAILER DEMANDS PRODUCT FROM WHOLESALER



- WHOLESALER DEMANDS PRODUCT FROM MANUFACTURER
- 
- 



[www.EWUeducation.net.tc](http://www.EWUeducation.net.tc)  
[www.SHAON.net.tc](http://www.SHAON.net.tc)