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MODULE 5

DIRECT MARKETING
SALES PROMOTION
PUBLIC RELATION/PUBLICI

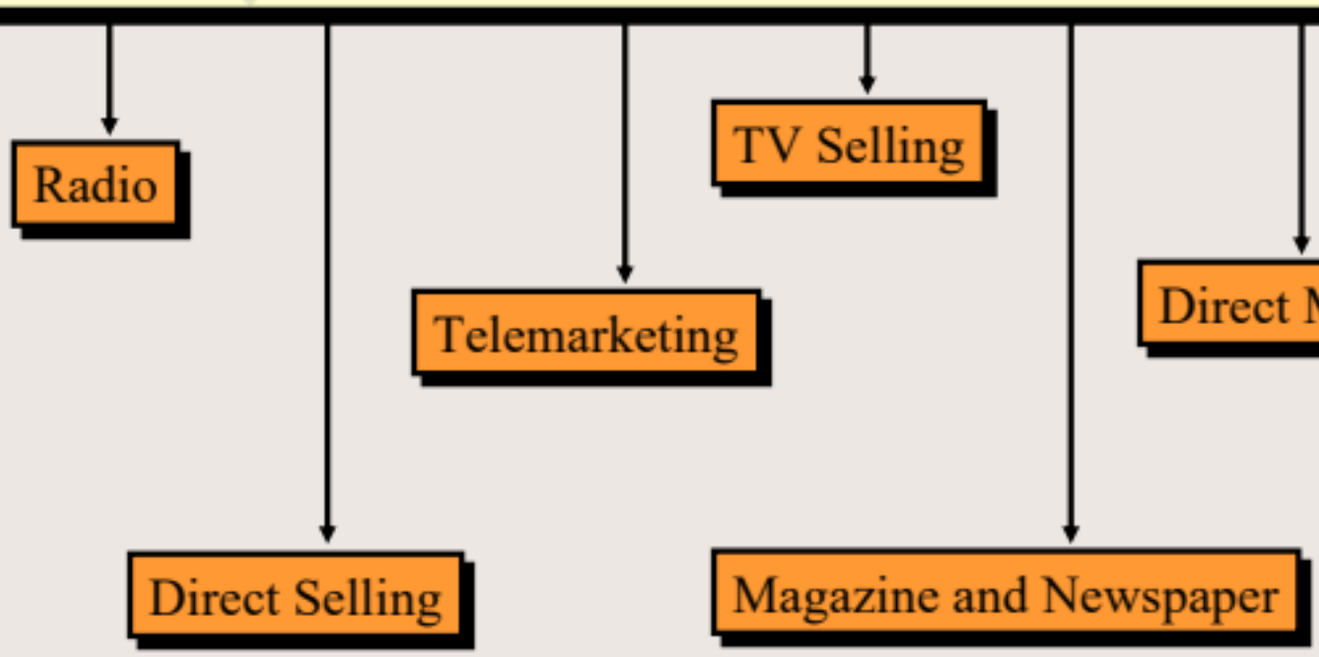
Ms. Jaya Shetty
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Direct Marketing Defined

Direct communication with carefully targeted individu
consumers on a one-to-one basis to obtain an immediat
response and cultivate lasting customer relationships.



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Direct-Marketing Media/Strategies

- Infomercials
- Print, catalogs
- Teleshopping
- Home shopping



- Telemarketi
- Kiosk mark
- Direct resp
- Direct Mail

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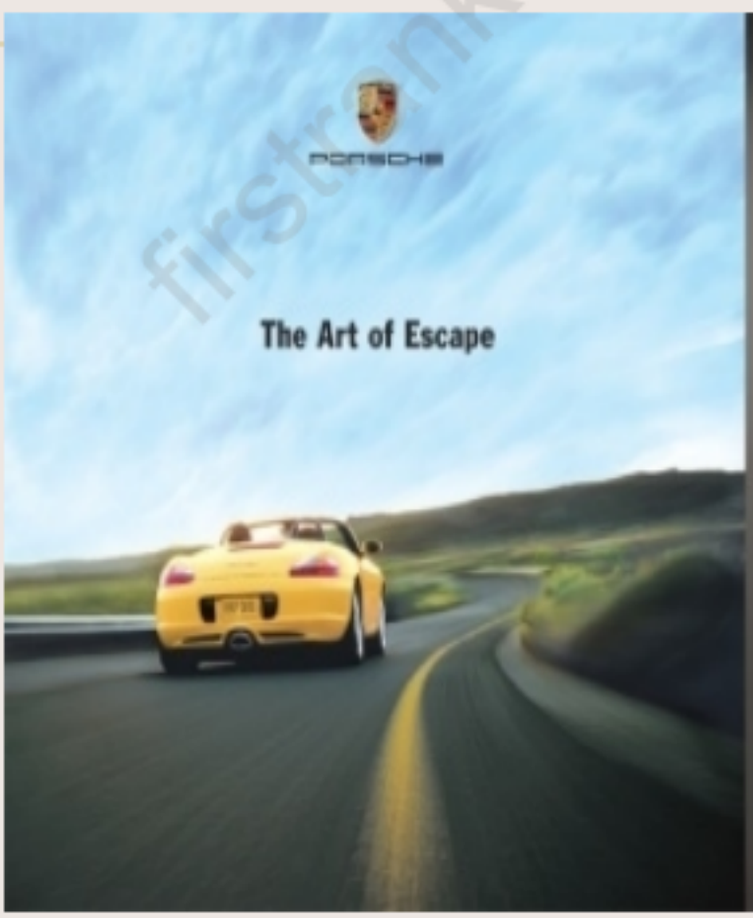
DIRECT MAIL MARKETING

- Direct Mail Marketing may have pass
telemarketing in frequency at this poi
major concern is spam. It is also kno
viral marketing because of its wide re

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Porsche Targets Prospects with Direct Mai



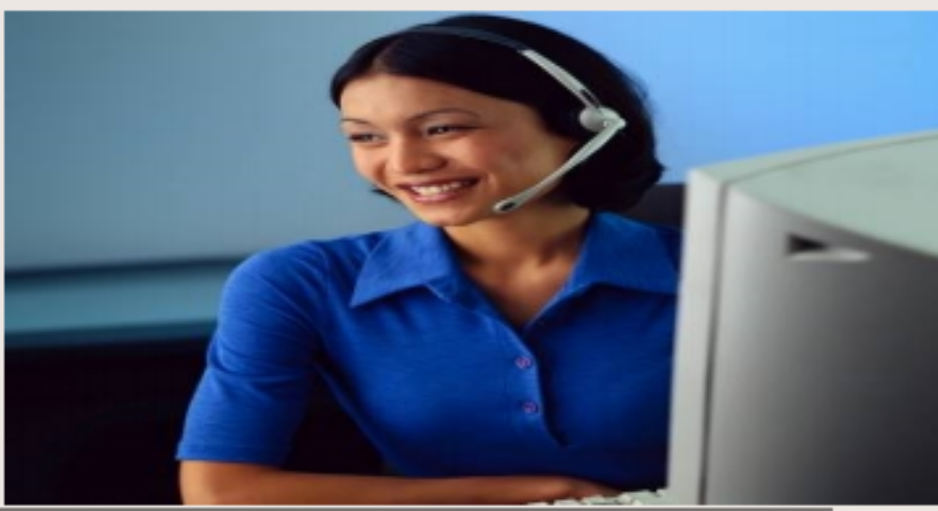


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TELEMARKETING

Telephone calling by the marketer or marketer's ag
individual prospects, seeking purchase, subscriptio
membership, or participation by the call recipient.



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VOICE MAIL MARKETING

- voicemail marketing presented a cost effective means by which to reach pe with the warmth of a human voice.

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COUPONING

- Couponing is used in print media to e
response from the reader.
- An example is a coupon which the re
cuts out and presents to a super-store
-out counter to avail of a discount.

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DIRECT SELLING

- Direct selling is the sale of products b
-to-face contact with the customer, ei
by having salespeople approach poter
customers in person, through indirect
means such as Tupperware parties.

Example: amway, avon, oriflame

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DIRECT RESPONSE MARKETIN

- Direct response print ads in magazine must make a definite offer or request asks the reader to do something.

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KIOSK MARKETING

- Some companies design "customer-o
placing machines"called kiosks (in c
to vending machines, which dispense
actual products) and placed them in s
airports and other locations

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EXAMPLES

- An ATM is an example of a sophisticated interactive kiosk with high security.







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Direct Marketing Advantages

- Selective reach
- Segmentation capabilities
- Frequency potential
- Flexibility
- Timing
- Personalization
- Costs
- Measures of effectiveness

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Direct Marketing Disadvantages

Accuracy

Image factors



Content support

Do Not Contact lists

Rising costs

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SALES PROMOTIO

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MEANING

- Short-term incentives to encourage th
purchase or sale of a product or servi

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SALES PROMOTION INCLU

- **Consumer Promotion:**
- - Free samples
- - Bonded Offer (two for the price of one)
- - Coupons
- - Free gifts, contests.
- **Dealer or Trade Promotion:**
- - Buyer allowance
- - Display and advertising allowance
- - Premiums
- **Sales Force Promotion:**
- - Contest among the sales force
- - Incentive bonus
- - Sales meeting, salesman's conventions and conferences

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PROMOTION MIX STRATEG

- Push Strategy
- Pull Strategy

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Pushing through the promotion channel

Producer - personal selling 2 wholesaler retailer

Promotion techniques used

run ads in trade magazines to make wholesalers aware of th

provide incentives to retailers to carry the item "… free cas with each 2 cases it buys…"

run contests for salespeople to win prizes for selling the pro

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Pulling through the promotion channel

Producer ← personal selling ← 2 wholesaler ← retailer ← cu

Promotion techniques used

run TV commercials so customers directly learn about the pro
they go to the store and ask for it, or call around to find out wh

give free samples to potential customers

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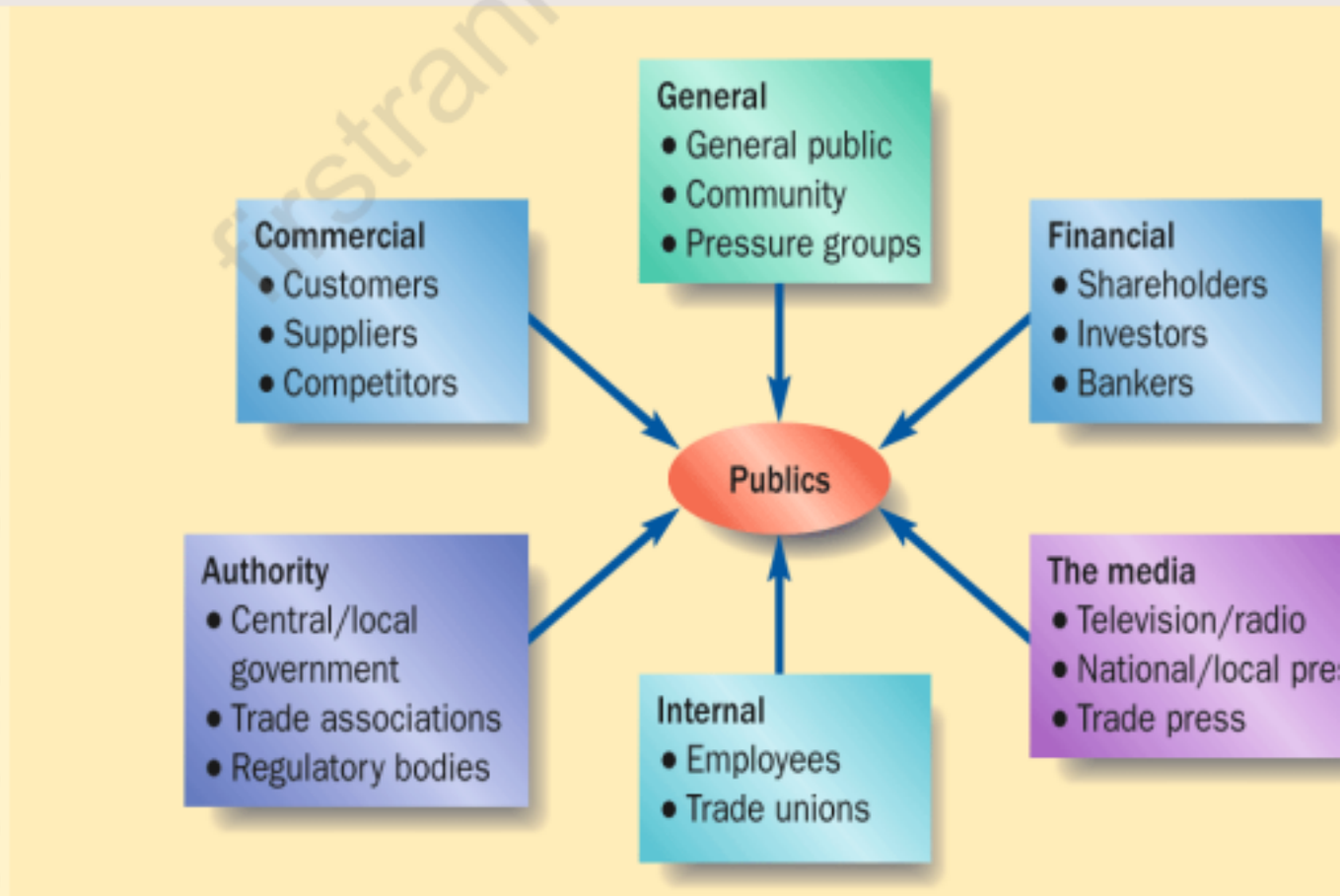
Public Relations

- Building good relations with the comp
various publics by obtaining favorable
publicity, building up a good " corpora
image" and handling or avoiding unfa
rumors, stories, and events.

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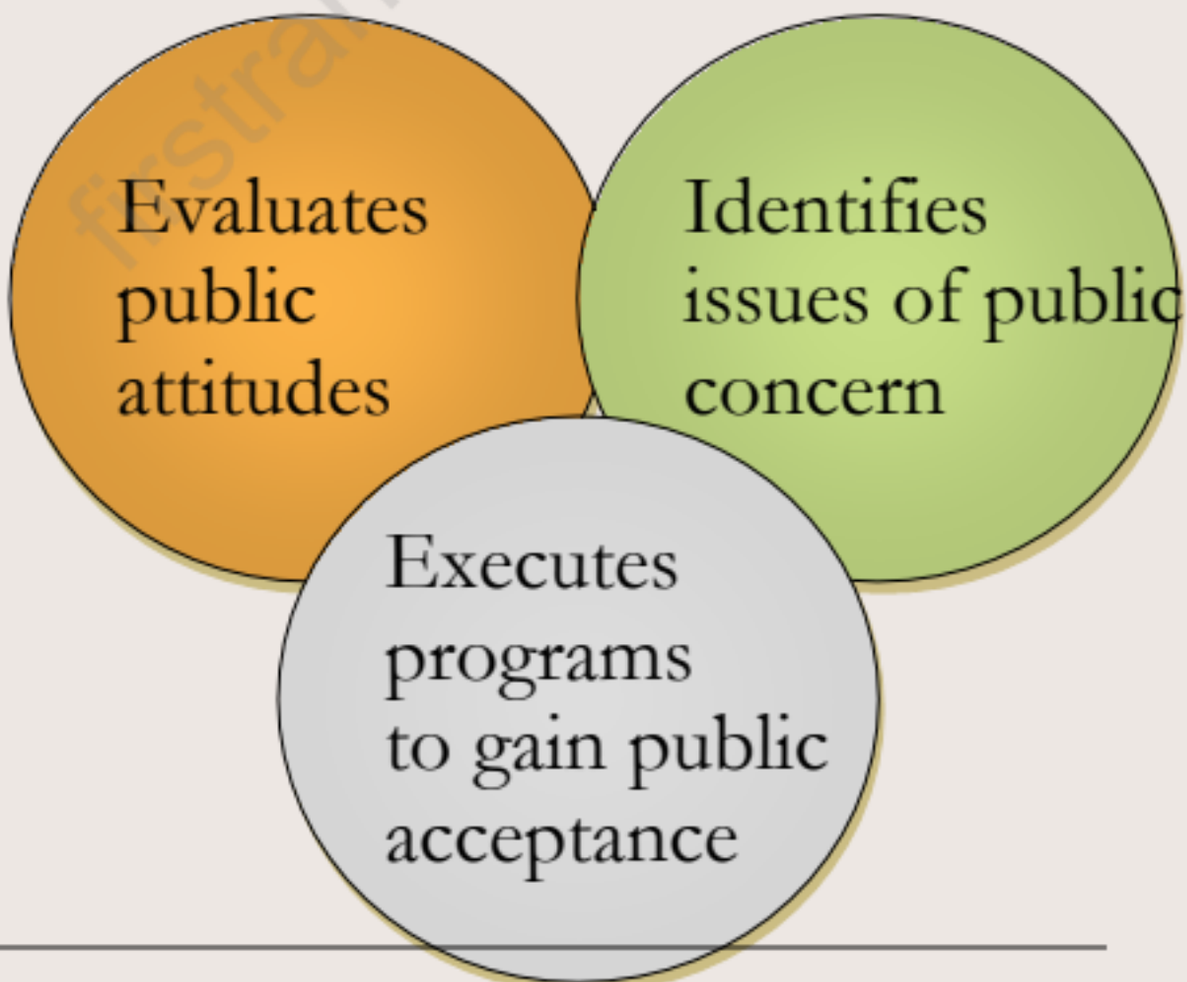
Publics defined



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The Role of Public Relation



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Marketing Public Relation Functions(MPR)

- Building market place excitement bef media advertising breaks.
- Advertising news where there are no product news.
- Providing a value added customer ser
- Building brand to customer bonds.
- Influencing the influential.
- Defending product at risk and giving customer reason to buy.

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OTHER FUNCTIONS

- ✓Media representation
- ✓Crisis communication
- ✓Content development
- ✓Stake holder relations
- ✓Social media management

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Implementing PR program Strategies

- Press release
- Press conference
- Interviews
- Community involvement

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PUBLICITY

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Publicity

- Non personal promotion of deman products by obtaining publicity thr news in media like TV, Radio, Newspaper and Magazines
- This form of promotion is not paid by the sponsor.

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Publicity

The generation of awareness about a product beyond regular advertising methods.

Usually less costly than advertising because sometimes the message is spread for free by a newspaper article or TV story.

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GOALS OF PUBLICIT

- Stimulate business activity
- Draw favorable attention
- Reach target audience
- Increase awareness
- Reveal innovativeness
- Minimise total promotion costs

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CORPORATE ADVERTISI

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- Actually an extension of the public relations func /corporate advertising does not promote any one s product or service.

- Rather, it is designed to promote the firm overall, enhancing its image, assuming a position on a soc or cause, or seeking direct involvement in someth

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TYPES OF CORPORAT ADVERTISING

1) Public relations advertising
2) Institutional advertising
3) Corporate identity advertising
4) Recruitment advertising
5) Cause related advertising

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BENEFITS AND LIMITATION
CORPORATE ADVERTISIN

BENEFITS

- Excellent vehicle
- Takes advantage
- Reaches a selected target market

LIMITATIONS

- 1. Consumers are interested in this f advertising.
- 2. It's a costly forn self-indulgence.
- 3. The firm must b trouble.
- 4.Corporate adver is a waste of mone

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