

MODULE 5

DIRECT MARKETING SALES PROMOTION PUBLIC RELATION/PUBLICITY

Ms. Jaya Shetty
Assistant Professor
Department Of Business Adminis
MITE, Moodabidri

Direct Marketing Defined

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

Radio

TV Selling

Telemarketing

Direct Mail

Direct Selling

Magazine and Newspaper

Direct-Marketing Media/Strategies

Infomercials

Print, catalogs

Teleshopping

Home shopping



Telemarketing

Kiosk marketing

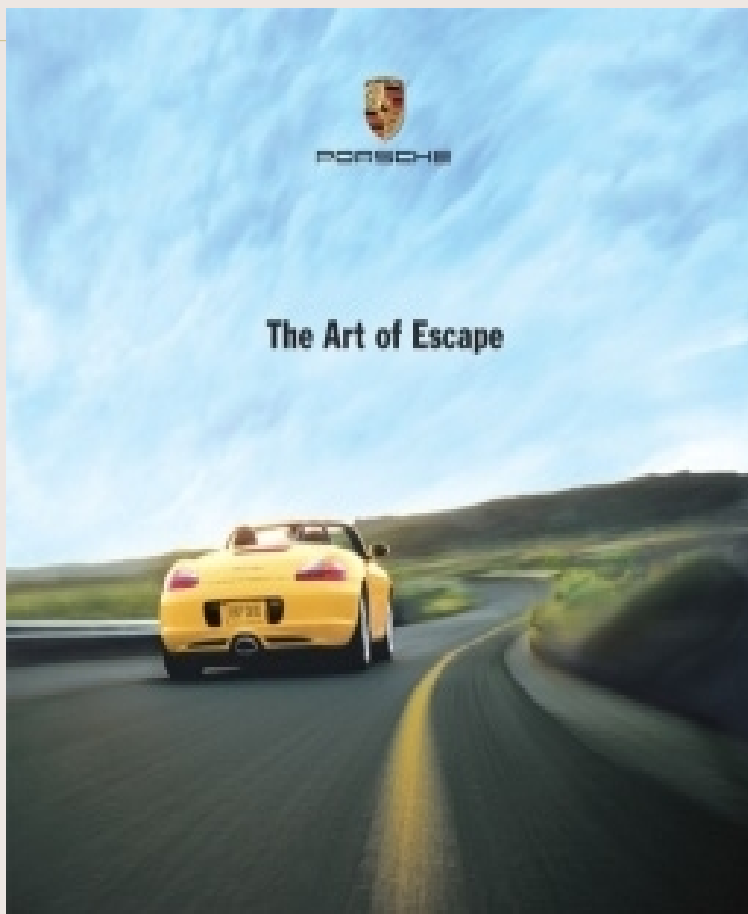
Direct response

Direct Mail

DIRECT MAIL MARKETING

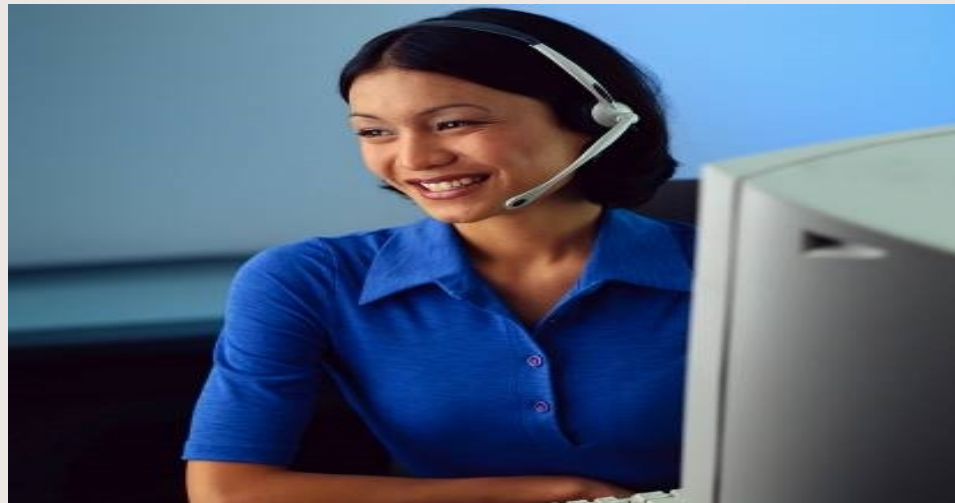
- Direct Mail Marketing may have passed telemarketing in frequency at this point. A major concern is spam. It is also known as viral marketing because of its wide reach.

Porsche Targets Prospects with Direct Mail



TELEMARKETING

Telephone calling by the marketer or marketer's agent to individual prospects, seeking purchase, subscription, membership, or participation by the call recipient.



VOICE MAIL MARKETING

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

COUPONING

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

DIRECT SELLING

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

Example: amway, avon, oriflame

DIRECT RESPONSE MARKETING

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



AS SEEN ON TV

DIRECT RESPONSE MARKETING



CLICK HERE NOW

~~\$200~~
4 easy payments
\$49.9

801-433-5423 CALL NOW

KIOSK MARKETING

- Some companies design “customer-oriented placing machines” called kiosks (in contrast to vending machines, which dispense actual products) and placed them in stores, airports and other locations

EXAMPLES

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



Direct Marketing Advantages

Selective reach

Segmentation capabilities

Frequency potential

Flexibility

Timing

Personalization

Costs

Measures of effectiveness

Direct Marketing Disadvantages

Accuracy

Image
factors

Content
support

Do Not
Contact lists

Rising
costs



A spiral-bound notebook with a light beige cover and a silver metal spiral binding on the left side. The notebook is open to a blank page.

SALES PROMOTION

MEANING

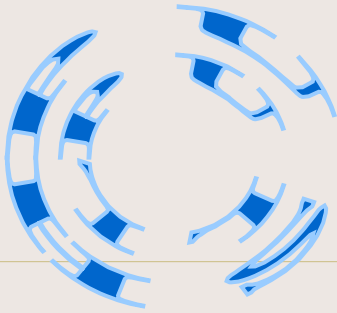
- Short-term incentives to encourage the purchase or sale of a product or service

SALES PROMOTION INCLUDE

- **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

PROMOTION MIX STRATEG

- Push Strategy
- Pull Strategy



Pushing through the promotion channel

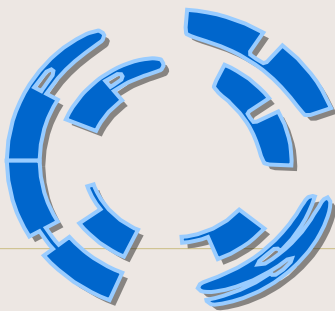
Producer - personal selling → 2 wholesaler → retailer

Promotion techniques used

run ads in trade magazines to make wholesalers aware of the product

provide incentives to retailers to carry the item “... free cases with each 2 cases it buys...”

run contests for salespeople to win prizes for selling the product



Pulling through the promotion channel



Promotion techniques used

run TV commercials so customers directly learn about the product
they go to the store and ask for it, or call around to find out where
give free samples to potential customers

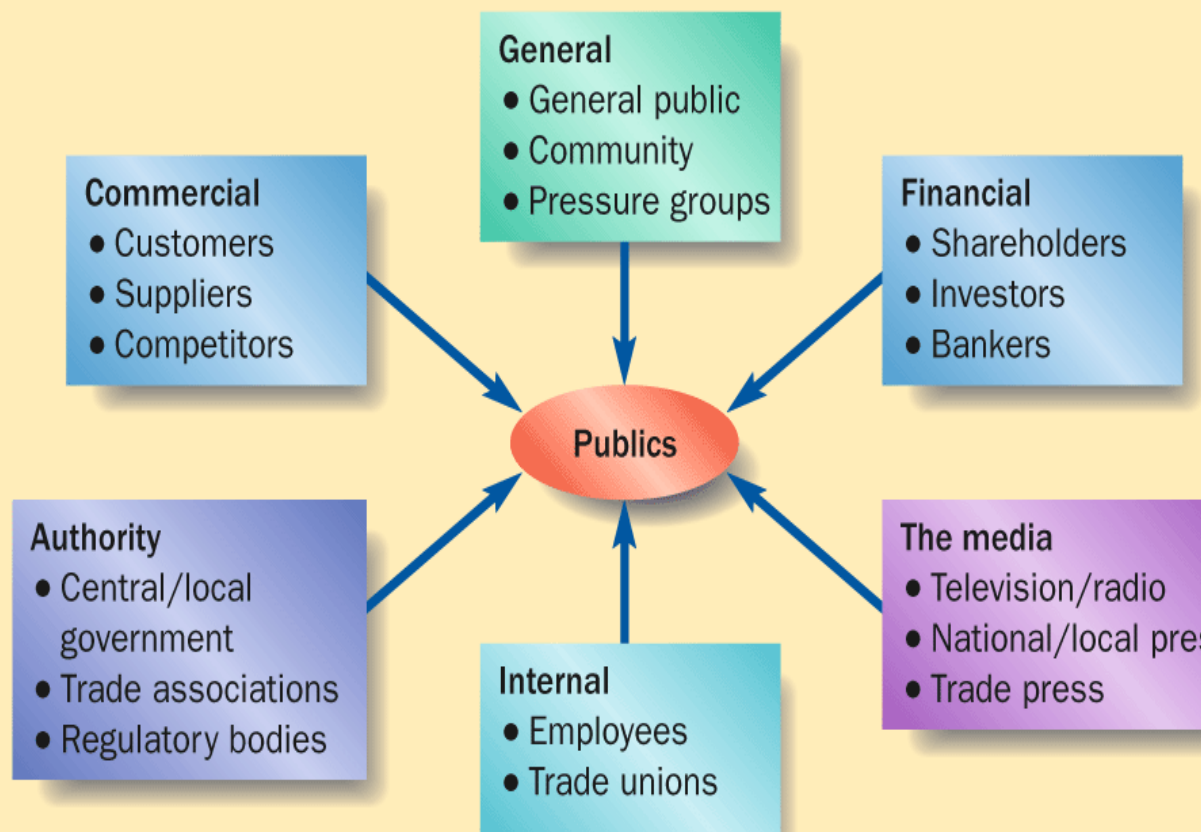


PR PUBLICITY AND CORPORATE ADVERTIS

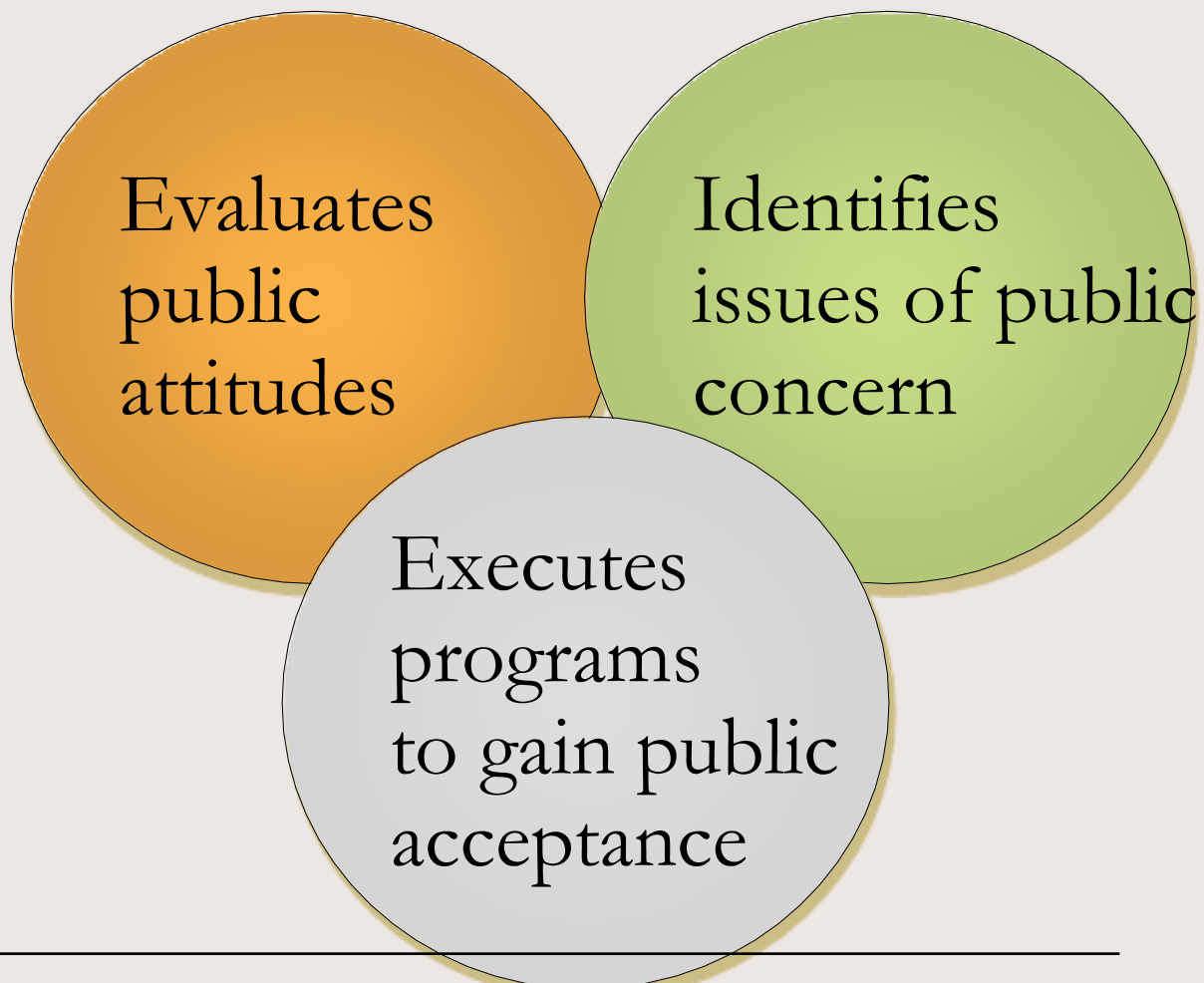
Public Relations

- Building good relations with the company and various publics by obtaining favorable publicity, building up a good “corporate image” and handling or avoiding unfavorable rumors, stories, and events.

Publics defined



The Role of Public Relation



Marketing Public Relation Functions(MPR)

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

OTHER FUNCTIONS

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

Implementing PR program Strategies

- Press release
- Press conference
- Interviews
- Community involvement

PUBLICITY

Publicity

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

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.

GOALS OF PUBLICITY

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

A graphic of a spiral-bound notebook with a brown cover and a light beige page. The spiral binding is on the left side, and the page is mostly blank except for the text and a horizontal line.

CORPORATE ADVERTISING

- 
- Actually an extension of the public relations function. Corporate advertising does not promote any one specific product or service.
 - Rather, it is designed to promote the firm overall, enhancing its image, assuming a position on a social issue or cause, or seeking direct involvement in something.

TYPES OF CORPORATE ADVERTISING

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

BENEFITS AND LIMITATION CORPORATE ADVERTISING

BENEFITS

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

LIMITATIONS

- 1. Consumers are interested in this form of advertising.
- 2. It's a costly form of self-indulgence.
- 3. The firm must be in trouble.
- 4. Corporate advertising is a waste of money.



THANK YOU