

Marketing

Second SA edition
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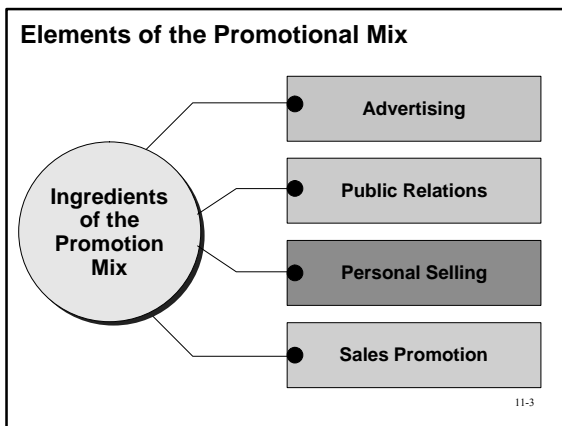
**Chapter 11:
The Promotional Strategy and
Marketing Communication**

11-1

Introduction

- Promotion is communication with actual and potential buyers
- Objective: to convince target market of the product's differential advantage
- Ought be guided by a promotional strategy: a plan for the optimal use of the promotional mix

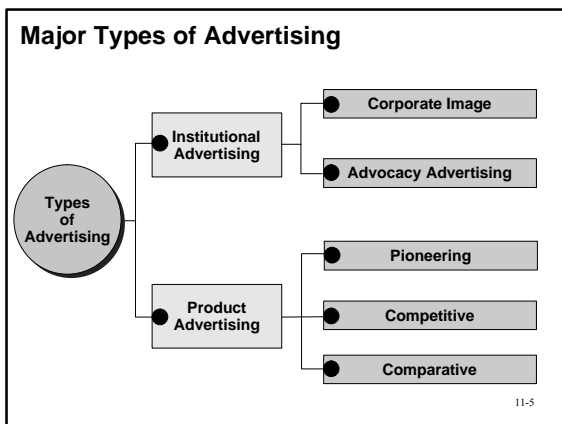
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The Effects (outcomes) of Advertising

- Advertising influences:
 - market share
 - the consumers' behaviour
 - brand loyalty
 - perceptions of attributes

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Major Types of Advertising (cont)

- Institutional advertising
 - to establish, change or maintain the firm's identity - not an attempt to sell anything
- Product advertising
 - pioneering advertising
 - » stimulate demand for a new product: primary demand
 - competitive advertising
 - » attempts to increase sales: brand insistence
 - comparative advertising
 - » directly or indirectly compares two brands

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Public Relations and Publicity

- Public relations: shape the public's perceptions of and attitudes towards the firm
- Communicates with stakeholders in manners other than advertising
- Publicity: non-paid for media exposure for the firm: both positive and negative

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Personal Selling

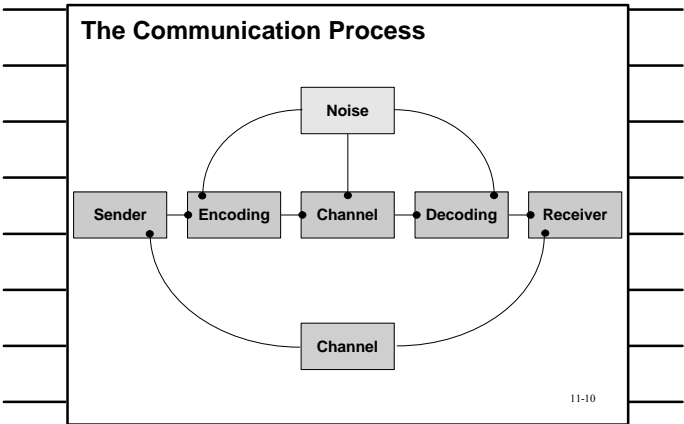
- Two people in a purchasing situation trying to influence each other
- Each part has its own objectives
 - buyer wants to minimise costs or buy the best quality
 - seller wants to maximise price, sales and profits
- Often a well-prepared presentation
- Modern approach is relationship selling

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Sales Promotion

- All marketing activities other than advertising, personal selling and public relations, that stimulates sales and dealer effectiveness
- Short-term, immediate stimulation of demand
- Can be aimed at consumers, intermediaries or employees
- Examples: free samples, coupons etc.

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Integrated Marketing Communications

- Ideally communication from each promotional element ought to be integrated
- The message reaching the consumer must be consistent irrespective of the medium used
- Organisational arrangements must ensure IMC
- The responsibility of the marketing communications manager

11-11

