

- The promotion mix: consists of advertising, sales promotion, PR, personal selling and direct marketing.
 - Advertising: any form of non-personal presentation. It has different forms such as broadcasting, print, internet, mobile and other.
 - Sales promotion: short term incentives that marketers provide customers
 - PR:
 - Personal Selling: The way the business uses the salesforce to push a product.
 - Personal selling is more interactive
 - It is also very costly for the company. This is one of the more expensive tools for communicating a message.
 - Direct marketing: We will cover this next week in detail.
 - Examples; direct mail, catalogues, social media
 - DM is more targeted and more flexible. It is more in line with narrowcasting and a more segmented market.
 - DM can adjust the message based on observations of how consumers interact with it.
- Integrating marketing communications (IMC)
 - Communication with customers is changing.
 - In the past, Mass Marketing was a popular method.
 - Selling high volume of product to mass customers.
 - Broadcasting VS Narrowcasting
 - Narrowcasting requires a more narrowly targeted segment.
 - There are several sources for sending messages to customers. These sources are blending with the social media tools. This shift has provided a new structure for marketing communications.
 - In social media, the content is co-created by the marketers and the customers.
 - All the messages must be consistent (the message in PR, for example, must be consistent with the direct marketing message and so on).
 - In IMC, companies must recognize all the touchpoints with the customers and make sure all the messages at each touch point is consistent.
 - There should be a department for IMC.

- We watch a video about old spice
- Pros and cons of IMC
 - Advertizing
 - Pros: Reaches masses at low cost per exposure; repeats the message; creates consumer trust as advertizing is seen as more legitimate.
 - Cons: promotes impersonally; expensive on some media types
 - The cost of advertising may be high to create the message but since it is distributed to the masses, the cost per exposure is very low.
 - Personal selling
 - Pros:
 - Interact with the customer, two-way conversation
 - Builds preferences, convictions and actions
 - Helps relationship building
 - It can allow to create relationships with the customers by holding them in the network of the salespersons
 - Cons:
 - You need salespeople. Therefore this is a long term commitment and is a more expensive promotion tool than the others.
 - Sales promotion:
 - Pros:
 - Includes a wide assortment of tools (displays, dicounts...)
 - Other points listed on slides.
 - This cannot be seen as a long term strategy because it has a short term “quick-response” effect on sales.
 - Cons: see slide
 - Public Relations
 - Pros:
 - Legitimizes, very believable.
 - Saves money is used frequently/proactively VS advertizing (which is more expensive)
 - Cons:
- Market potential and sales estimates
 - See slides

- In order to be profitable, the company must maintain a certain sales level. To know what level to maintain, the company needs to do good research.
- One must define cust. groups, geographic areas...etc.
- Also depends on government regulations and the level of consumption in the market.
- So the first step is to estimate the market potential. (details available on slides)
- In order to estimate the sales of HDTVs in the US, HD got the total number of US households from the US Census bureau. Then they narrowed it to the houses that have high-speed internet access.
- So they used market research (primary data)
- He's just reading the slides at the moment...
- Direct marketing pros and cons
 - Pros
 - Listed on slides
 - Cons
 - Most of the time you want to escape this kind of advertizing/you see it as junk mail or spam
- Promotion mix strategies - Push vs Pull
 - Refer to Fig. 13.2
 - Ex: john deere. This company provides promotion to intermediary retailer or wholesaler companies, they do not market to the end user directly.
- We watch a video on push and pull strategy, and after this there are two team presentations.
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