



# RAMA UNIVERSITY

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## E-Content BBA402- Marketing Management

Lecture 30- Promotion Strategies.

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# Push Strategy

A push strategy places the product in front of the customer, to make sure the consumer is aware of the existence of the product

- Push strategies also create incentives for retailers to stock products and put them in front of the customer.
- Point-of-sale displays that make a product highly visible to consumers
- Retailer incentives to stock and sell products, such as discounted bulk pricing

# Pull Strategy

- A pull strategy stimulates demand and motivates customers to actively seek out a specific product.
- Aimed primarily at the end users, rather than retailers or other middle players in the value chain
- Pull strategies can be particularly successful for strong, visible brands with which consumers already have some familiarity
- Examples:
  - Mass-media advertising and promotion of a product
  - Marketing communications with existing customers to make them aware of new products that will fill a specific need
  - Referrals and word-of-mouth recommendations from existing customers

# Engagement Strategies

## CAMPAIGN STRATEGIES


- Corresponding Well-suited IMC Tactics, Tools

1. INTERACT
2. ENGAGE
3. EMBRACE
4. INFLUENCE
5. CONVINC
6. EDUCATE
7. INSPIRE
8. NURTURE

1. Social media, events, guerilla marketing efforts
2. Word-of-mouth recommendations, viral sharing, social media
3. Brand community, social media, events, sales, promotions, viral sharing
4. Public relations, thought leadership activities, personal selling
5. Case studies, testimonials, comparisons, free trials, samples
6. Advertising, thought leadership activities, public relations, website and other content making
7. Testimonials, guerilla marketing, events, advertising, case studies
8. Email marketing, content marketing, personal selling.

# SMART Goals

- Specific: target a specific area for improvement
- Measurable: quantify or at least suggest an indicator of progress
- Assignable: specify who will do it
- Realistic: state what results can realistically be achieved, given available resources
- Time-related: specify when the result(s) can be achieved



# Call to Action

Each touch point should include a call to action aligned with the campaign strategy and goals.

# Considerations in Selecting Marketing Communication Methods

- Budget: What is the budget for the marketing campaign, and what resources are available to execute it?
- Timing: Some IMC methods and tactics require a longer lead time than others
- Audience: Effective IMC methods meet audiences where they are
- Existing assets and organizational strength



# Advertising

- Advertising is any paid form of communication from an identified sponsor or source that draws attention to ideas, goods, services or the sponsor itself
- Advertising has three primary objectives: to inform, to persuade, and to remind

