

# PROMOTIONAL MARKETING MIX

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Advertising – PR – Sales Promotion – Direct Marketing – Merchandising – e-Marketing

## Advertising

*Use: create awareness & test attitude toward a product*

- Newspaper
- Magazines
- Journals
- Cinema/TV
- Radio
- Posters
- Billboards

## Direct Marketing

*Use: reach customers, build interest*

- Direct mail
- Telemarketing
- Campaign marketing
- Door to door leafleting
- Postcards
- Business cards
- Events
- Conferences
- Trade Shows
- Brochures/flyers
- Signage

## e-Marketing

*Use: most cost effective method of advertising*

- Blogs
- social media
- e-banners
- web site presence
- e-newsletters
- google ads
- SEO
- Email blasts

## PR

*Use: develop your reputation as a business via news/press release articles for:*

- new product launch
- some company change
- company success
- company exhibit
- company seminar

*articles can be placed in trade journals or local newspapers*

## Sales Promotion

*Use: attracting new customers- short term*

- buy one, get one free
- cross sell/up sell
- coupons
- frequent shopper cards
- trade-in
- free trial
- upgrades
- discounts
- contests
- give away a FREE something
- offer guarantees

## Merchandising

*Use: store stimulus for sales*

- displays
- signs/danglers
- posters
- unique packaging