

ADVERTISING VS SALES PROMOTION

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Advertising



Sales Promotion

Effective in the long run.

01

Effective in the short run.

A reason is offered to buy.

02

An incentive is offered to buy.

The theme is to build up brand loyalty.

03

The theme is to break down the loyalty to a competing brand.

The aim is to attract the ultimate consumers.

04

The aim is to attract consumers, retailers, Wholesalers, and the sales force.

Heavy adv. makes the product's brand image & accords it the perception of higher quality.

05

Heavy sales promotion leads to the product the image of a cheaper & lower quality product.

Advertising includes messages delivered through various media.

06

Incentives offered for

- Sales force
- Consumer promotion
- Promotion
- Trade promotion

Advertising And Sales Promotion Strategy

Michael E. Porter



Advertising And Sales Promotion Strategy:

Advertising and Sales Promotion Strategy Gerard J. Tellis, 1997 Gerard Tellis clearly communicates all aspects of promotion using the most recent social sciences research findings to enable prospective managers to design their own successful strategies Advertising and Sales Promotion Strategy Addison-Wesley Educational Publishers, Incorporated, 1998-01 Advertising and Sales Promotion Dr. Bhuwan Gupta, Sweety Dubey, Advertising sales promotion today has become the pillars of marketing success Most of marketer's effort evolves round performing these activities Hence the clear and thorough understanding of these entire element has become a pre requisite of success for marketers Keeping in mind the above perspective an idea of designing a comprehensive book came in our mind 5 years ago After discussing from the academicians and practitioners of the industry we planned the book named Advertising and Sales promotion This book specifically written for students of MBA 3RD SEMESTER Rajasthan Technical University However it will also prove useful for the students of other universities In the preparation of this text we have consulted various renowned authors and other publications for information on subtle issues We are highly thankful to them I shall be failing our duty if we do not appreciate the contribution of our family members for their encouragement and continued support in completing the text We are highly thankful to Vandana Publications who took a lot of interest in publishing this text with great interest and enthusiasm We are highly rewarded if this book fulfills the expectation of students and various interest groups We invite suggestions for the improvement in the text from the students learned teachers and marketing practitioners so as to make it more useful in years to come The Promotional Planning Process Roger A. Strang, 1980 **Advertising And Sales Promotion** S H H Kazmi, Satish K Batra, 2008-04-30 Advertising is a brilliant form of art that has become an indispensable part of our lives As the business scene has transformed for the better in our country much is happening on the advertising front To tap the progress of Indian Advertising in this changed scenario a third edition of the book Advertising and Sales Promotion has been prepared for the students In this new edition all the chapters have been revised and some moderately updated with more relevant text figures boxes exhibits and references Following are the highlights of this edition Matter on Segmentation now includes current framework of Values and Lifestyle and Positioning topic has been re written text on Brand Personality and Image has been updated New Appendices have been added at the end of Part I and Part IV respectively some new Boxes with insightful contents have been added and some of the old exhibits have been replaced with the new ones The book essentially deals with the dynamic concept of Sales Promotion and its effect on the consumer Particularly meant for the students of management specialising in marketing the book provides a thoroughly educative and interesting reading Advertising, Sales Promotion and Personal Selling Dr. SL Gupta, Dr. Niket Metha, Utkarsh Gupta, 2025-06-28 In an ever evolving marketplace mastering the art of advertising sales promotion and personal selling is crucial for any business aiming to thrive This comprehensive guide offers a deep dive into the strategies and techniques that drive successful marketing campaigns

Salient Features Proven methods for creating impactful advertising that resonates with your target audience Effective sales promotion tactics that boost engagement and drive sales Personal selling techniques that build strong customer relationships and foster brand loyalty Real world case studies and examples from various industries **Advertisement And Sales**

Promotion. Dr. Saibal Roy, New Edition CBCS of present Advertising sales promotion by various Institution university in India Starting with Introduction The globalisation and liberatisation process has changed the environment in which a sales promotion has to discharge his function Hence understanding at the Advertising sales promotion and aequisition at ability and mastery to apply them in day to day operation are the basic requisites to become and effective advertng sales promotion and aehieve perfection as a professional we do not claim any originality for the subject matter in the book since the literature around sales promotion has developed rapidly We have learnt the basies at the subject from author it have book and articles in the field at sales promotion In this chapter at promotion no question in this book student learn and make s question answer s in this book We also express our thanks to SANKALP PUBLICATION Bilaspur CG young Businessmen and Entries statt We ago intake this plot from to thank our mother our wives and sons their sacrifice at time and Energy is really appreciable this book would not have been possible writing short period at time without their co operation The Handbook of Marketing Strategy for Life Science Companies Jean-Francois Denault,2018-06-13 The proposed book is follows in the same steps as the first book in the series The Handbook of Market Research for Life Sciences While the first book focused on the techniques and methodologies to collect the market data you need to evaluate your market as well as presentation models for your data the second volume will focus more on the commercialization elements of marketing As such this book will be covering a wide range of topics directly tied to marketing management such as marketing and commercialization strategies consumers behaviors marketing metrics pricing techniques and strategies as well as marketing communications public relations advertising and more The objective of this book is to focus exclusively on the marketing aspects for life sciences providing entrepreneurs with a toolkit of tools they can use throughout the marketing process from market planning to commercialization The overall objective is for them to gain an understanding on the marketing function ask the right question and be able to tackle simple to complex topics The Manager's Guide to Competitive Marketing Strategies Norton Paley,2006 HOW TO MAKE YOUR BUSINESS MORE PROFITABLE AND SUCCESSFUL THROUGH MARKETING *Interbrand Choice, Strategy, and Bilateral Market Power* Michael E. Porter,1976

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