



Relevances Of Promotion In Marketing Strategy

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ABSTRACT

The study specifically is aimed at determining the relevance of promotion in marketing: an investigation on why companies promote their products.

The study involves the relevance of promotion in marketing and impact of all promotional tools to every marketing activity. Promotion as one of the marketing mix element is important in understanding today's success to marketing through endeavors on how to carefully implement it.

It is very important to note that promotion is in existence for a very long period of time throughout the world. The work carryout on relevance of promotion in marketing

KEYWORDS

Advertising, marketers, Coupons, management.

INTRODUCTION

Promotion as one of the marketing mix element has assumed many meanings over the years. It refers to communication undertaken to persuade others to accepts ideas, concepts or things, promotion then is the communication functions of marketing.

Although all the elements of marketing mix are essential, one has to give careful regard to promotion, because it is the source of link between the product offered and the customer. No matter how good and effective the product, the distribution and price, if some

degree of communication does not take place the customer will not have idea of the satisfaction the product will give. Promotion comprised of many elements that can persuade the buyer to change heart which the other elements of the marketing mix lack. A good product with good price can be rejected by customers, but a free sample of the product or favourable description of the product by salesman can make the customer to buy.

MEANING OF PROMOTION

According to Umar Moh'd Ali "Promotion in the marketing perspective is simply referred to as communication embarked upon to persuade others to accept ideas, concepts or things" or is a channel of communication to our prospective customers in order to persuading your customers to accept what you offered to them. Through use of promotional tools.

PROMOTIONAL TOOLS

The focus of this study comprised of the promotional mixes like advertising, personal selling, sales promotion and publicity. In other words, various communication methods are treated as variable for use alone or in combination to communicate the want satisfying attributes of products or services. The achievement of a better understanding of the promotional strategy to be used by companies depends on many things like resources at hand, best possible way the message will reach the intended group or individuals. It will be unwise for example for a marketer having Borno State as target.

Market to advertise through the National Network News.

Instead NTA Maiduguri, BRTV, Borno

Community Concord, Read Newspaper e.t.c will be more economical.

According to Umar Mohammed Ali, "The basic objectives of promotion are to inform, persuade, or remind target customers about the company's marketing mix and the company itself. Agreeing on this, defining promotion objectives is critical if the firm's promotion is to be effective because the right blend depends on what is to be accomplished.

OBJECTIVES OF ADVERTISING

Advertising certainly has some objectives taking into consideration the high expenditure incurred in it. Advertising makes people aware of the existence and advantages of goods and services. It is a form of personal salesmanship (though advertising differs from personal selling). It is designed to make familiar brand, consumers would have formed a number of different impressions, probably both favourable and unfavourable based on previous usage, recollection of past advertising attitude to packaging and price opinions of friends and so on. Advertising is unlikely to succeed selling an inferior product more than once.

PERSONAL SELLING

Personal selling is a special form of interpersonal communication, unlike advertising, sales promotion and publicity, which are mass communication forms. Personal selling is carried out by salesman to the prospect inform of face to face basis. Personal selling allows for bargaining to take place because effective communication takes place quickly since the marketer comes to face to face with the customers. However, as far as communication is concerned it is the most

effective form of communication because it enables response and feedback to take place, unlike the mass media where immediate response or feedback will not be determined immediately by the marketers.

SALES PROMOTION

Sales promotion comprised a wide variety of tactical promotion tool of a short term incentive nature designed to stimulate earlier and/or stronger target market response popular form of sales promotion include coupons, premium give aways; exhibitions, free sample, after sales service, reseller support, trade promotion, point of purchase displays, trading stamps, business conventions, contest games, sweepstakes, demonstrations, trade show, dealer incentive, trade allowances, customer education, bonus packs, brand and package e.t.c.

The basic contribution of sales promotion include communication that is gain attention and provide information. Then they serve as incentive, concession or inducement designated to represent value to the receiver invitation also engage in the transaction.

For better understanding of sales promotion tools, each of them will be touch briefly.

a) Samples

These are free offers of units of a product or trial of a product to customers' samples can be attached to other products, distributed door-to-door, mailed to customers, or featured in advertising offer. This method is expensive but undoubtedly by the best way to introduce a product to potential new users.

b) Coupons

One of the oldest form of promotion and highly effective in the right situation. This method is really successful where the product or service is obtain sufficiently, frequently for the coupons to build up reasonably quickly.

It refers to certificates that entitled the bearer to a stated saving on the purchase of a specific product. Coupons can be mailed, enclosed in other products, they are very good way to stimulate sales of a mature brand as well as induce early trial of a new brand.

c) Price Packs

They are also called money-off packs or deals. This are offers to customers of a certain amount of money off the regular price of a product, flagged in the label or package.

d) Premiums

Are items of merchandise that are offered at a relatively low cost or free as an incentive or bonus to purchasers of a particular product. Inside (in pack) or outside (on pack) the package. The package itself, if a reasonable container, may serve as a premium.

e) Trading Stamps

They are special type of premium in which consumers receive stamps from retailers in making purchases and can redeem them for merchandise through premium catalogs or stamp redemption centers. These stamps are used by grocery stores, gasoline stations, department stores etc.

f) Point of Purchasing displays and demonstrations, called POP, this sales promotion technique cover displays and demonstrations that take place at the point of

purchase or sale i.e next to the merchandise. We often see posters or pictures of materials located near to the stores entrance is an example.

g) Trade promotion – it takes the form of a buying allowance offer by manufacturers to wholesalers and retailers, which is a short term offer of money off on each case purchased during a stated period of time. The purpose is to encourage dealers to buy an item or quantity that they might not buy otherwise. It is often used to introduce a new product and compensate buyers for the trouble of adding it to their stock.

h) Business convention and trade shows – industry trade association organize annual or more frequent conventions for their members and typically sponsor a trade show at the same time. Those who sell to this particular industry are limited to participate in the trade show to display and demonstrate their products to association members.

i) Contest, sweepstakes and games. These devices present to consumers, dealers and sales forces an opportunity to win something such as cash prizes. Trips, or goods-as a result of extra soft. In the customers area, a contest calls for consumers to submit an entry a single estimate, suggestion to be examined by a panel of judges who will select the best entries. A sweepstake calls for consumers to merely submit their names to be included in a drawing of prizes winners. A game calls for consumers to receive something every time they make a purchase such as ‘bingo’ numbers, missing letters – which may or may not help them win a prize. On the other hand, sales contest describe contests aimed at dealers or the sales force that take the form of

a competition to induce them to redouble their sales efforts over a stated period, with prizes going to the top performers.

PUBLICITY:- Is another major marketing communication tool is a publicity. According to Umar Mohammed Ali the different between publicity and publicity in advertising you will advertise the good side of your products while in publicity you will advertise the good and the bad side of your products.

PUBLICITY THEY ARE MADE TO ACHIEVE FOUR (4) MAJOR OBJECTIVES

These are;

1. **Newsworthiness:** Products that can support interesting stories that news editors will accept are the best candidates for publicity.
2. **Stimulus for sales force and dealers:-** Publicity can be useful in boosting the enthusiasm of the sales force and dealers when it might be lacking. For example, news stories, appearing about new product before it is launched will keep the sales force gain a hearing from retailers.
3. **Need for credibility:-** Publicity introduces an element of credibility by virtue of communicating the message in an editorial context. Credibility is needed by new products as well as mature products that the market has questioned.
4. **Small budget:-** Publicity, while it is not without cost, tends to be low in cost for producing exposures in comparison with direct-mail and media advertising. the smaller the company’s marketing communications budget, as stranger

the case for using imaginative publicity to neutralize the advantage of a competitor who has more

CONCLUSION

The research work is on relevance of promotion in marketing strategy in any organization/company the management need put in to consideration that promotional tools are very important in communicating to the prospective customers, such promotional tools are advertising, publicity, sale promotion and personal selling. Promotion is one of the channel easily pass messages to the target area and it also play a vital role in the business development.

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