

Promotional Tools

EXERCISE 1

Read the text, complete the gaps with words derived from the words in the brackets, and then decide which of the three summaries on the next page most fully and accurately expresses its main ideas.

Marketing is often defined as a matter of identifying consumer needs and developing the goods and services that _____ (satisfaction) them. This involves developing the right product, pricing it _____ (attract), and making it available to the target customers, by persuading _____ (distribute) and retailers to stock it. But it is also necessary to inform potential consumers of the product's _____ exist), its features, and its advantages, and to persuade them _____ (try) it. There are generally several stages involved in a consumer's decision to buy a new product. A well-known acronym for this process is AIDA, standing for Attention, Interest, Desire, and Action. According to the familiar "4 P's" formulation of the marketing mix — product, price, place and promotion — attracting attention, arousing interest, and persuading the consumer to act are all part of promotion. Marketing textbooks _____ (convention) distinguish four basic promotional tools: advertising, sales promotion, public relations, and personal selling, which together make up the marketing communications mix.

For consumer goods, the most important tool is generally advertising. As well as advertising particular brands, companies also carry out prestige or institutional advertising, designed to build up the company's name or image. Advertising is often combined with sales promotions, such as free samples, coupons and _____ (compete).

For _____ (industry) goods, particularly specialised ones, the most important tool is often personal selling. Sales reps can build up relationships with company buyers, and can be very _____ (use) in persuading them to choose a particular product.

The fourth promotional tool is public relations (frequently abbreviated as PR): activities designed to improve or maintain or protect a company's or a product's image. Public relations includes things like company publications, most notably the annual report, sponsorship, community relations programmes, the lobbying of politicians, and the creation of news stories, all designed to get _____ (publicize) for the company or a particular product. Unlike paid advertising, _____ (publicize) is any (favourable) mention of a company's products that is not paid for, in any medium received by a company's customers or potential customers. Companies often attempt to place information in news media to draw attention to a product or service. Quite apart from financial _____ (consider), the advantage of publicity is that it is generally more likely to be read and believed than advertising. It can have a great impact on public awareness that could not even be achieved by a massive amount of advertising.

Within the limits of their budget, marketers have to find the optimal communications mix of advertising, sales promotion, personal selling, and publicity, without neglecting the other elements of the marketing mix, i.e. the possibility of improving the product, _____ (low) its price, or distributing it differently.

First Summary

Marketing involves making a good, cheap product and convincing customers to buy it by way of a good communications mix. For consumer goods, this is generally done with advertising and sales promotions. For specialised industrial goods, this is done by personal selling. Publicity, such as favourable mentions of a company's products in news media, is also useful.

Second Summary

Marketing involves four basic elements: advertising, sales promotion, public relations, and personal selling. The first three of these are used for consumer goods, the last for industrial goods. These tools, along with product improvement, price reductions, and distribution channel innovations, make up the communications mix.

Third Summary

Marketing involves producing the right product, pricing it attractively, making it available to potential customers, and promoting it. With consumer goods, this largely involves advertising and sales promotions. For industrial goods, personal selling is often more important. Publicity is also a useful tool as it is cheaper and generally more credible than advertising. Marketers have to combine these tools to create the best possible communications mix.

EXERCISE 2

Match up the following verb-noun collocations from the text:

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|----------------|------------------|
| 1. to satisfy | a. an impact |
| 2. to develop | b. attention |
| 3. to inform | c. consumers |
| 4. to build up | d. needs |
| 5. to lobby | e. politicians |
| 6. to draw | f. products |
| 7. to believe | g. publicity |
| 8. to have | h. relationships |

Interview with a marketing director

1. What are the differences between the U.S. and Europe in terms of what customers want and like?
2. Why?
3. What lines does the company supply to the construction sector?
4. How much does the company earn on the lines supplied to the construction sector?
5. How many models do they have?
6. Why?
7. What happens every:
 - a) 2 years?
 - b) 3-4 years?
 - c) 6-7 years?
8. The interviewer asks if the new generation of products are _____ or _____. What is the answer?
9. What determines the pricing level of their products?
10. What adds most value?
11. The MD says in Europe a kitchen is a status symbol. How does he demonstrate that?
12. How does the company carry out market research?
13. What does the company sometimes realize after an advertising campaign?
14. Why and how often do they change advertising agencies?
15. What example of direct marketing does he give?
16. The MD says they do not increase the amount of _____ because (?)