

# Promotion Strategy

## Electronic Commerce Marketing



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# 01. Promotion Strategy

- Promotion
  - All marketing activities for sales up

# 01. Promotion Strategy

- Four Factors of Promotion
  - Advertising
  - Publicity
  - Sales promotion
  - Personal selling

## 02. Advertising

- Advertisement
  - The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business forms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations, or ideas

## 02. Advertising

- Functions of Advertising
  - Increasing product values
  - Affecting social changes

## 02. Advertising

- Selecting Advertising Media
  - TV
  - Print
  - Outdoor
  - Internet

## 03. Publicity

- Publicity
  - Informing the public of news about products and services of a company by use of broadcasting or printed media
  - PR(Public Relation) = Publicity + Public activities

## 03. Publicity

- Media of Publicity
  - Controllable media
    - Company newspaper, exhibition, event, ...
  - Uncontrollable media
    - Press, company history, news columns, TV interview, ...

## 04. Sales Promotion

- Sales Promotion
  - All marketing activities so as to stimulate customer's purchasing or distributor's efficiency, except advertising, publicity, and personal selling

## 04. Sales Promotion

- Types of Sales Promotion
  - Discount event
  - Character
  - Membership
  - Coupon
  - Premium
  - ...

## 05. Personal Selling

- Personal Selling
  - Communication activities with contacting customers, providing information, and inducing selling

## 05. Personal Selling

- Characteristics of Personal Selling
  - Using human resources such as professional counselors
  - Effective when promoting for existing customers
  - So slow in promotion velocity
  - So high in promotion cost per customer
  - Handling customer needs flexibly

## 05. Personal Selling

- Practical Use of Personal Selling
  - Effective in inducing the first purchasing
  - Cf. advertising: effective in increasing awareness