

Promotion mix strategies

[Business](#), [Marketing](#)



The paper "Promotion Mix Strategies" is a delightful example of an assignment on marketing. Marketing strategies are undergoing immense changes in the current world based on the changing trends. It is not easy to convince customers using old strategies. Marketing is based on relationship building as per the new scientific methods of organizational theories. Promotional strategies are mainly accomplished through activities like advertising, sales promotions; direct selling, public relations etc. One single marketing strategy may not be effective for the rapid movement of the product in the market and hence most of the product manufacturers or service providers use mix marketing strategies. "Marketing theory distinguishes between two main kinds of promotional strategy - "push" and "pull. A "push" promotional strategy makes use of a company's sales force and trade promotion activities to create consumer demand for a product." (Promotion- push and pull strategies) Push strategies always sell the product directly to the consumer using the sales force. Sales promotions will be organized at various locations to promote sales through this strategy. Mobile phone selling is one best example of a push strategy adopted by manufacturers. In order to accomplish a good volume of selling a lot of compliments and subsidies will be granted to the retailers by the manufacturers. Wholesalers and retailers will be equally active in this type of promotional activities. "Pull" selling strategy is one that requires high spending on advertising and consumer promotion to build up consumer demand for a product. If the strategy is successful, consumers will ask their retailers for the product, the retailers will ask the wholesalers, and the wholesalers will ask the producers" (Promotion- push and pull strategies) Pull

strategy is always expensive because of the variety of advertisements and product promotions required. Television ads, billboard ads, internet ads, and also ads through different print Medias such as digital, screen and offset are some of the ad strategies adopted for this pull marketing strategy. Pull marketing strategy is expensive compared to the push marketing strategy. But the result of pull marketing strategy will be much more than that of push strategy if it succeeds. On the other hand, the loss also will be heavier if it fails because of the heavy expense. A good example of pull marketing strategy is children's toys. Most of the children may watch Television programs especially the cartons, films etc. The advertisements of children's toys will be slotted in between these programs which will catch the attraction of the children. Most probably they will force their parents to buy that toy for them. Push and pull marketing strategies are commonly adopted in product promotion strategies. Push marketing strategies are implemented through the sales force of a company which sells the product directly to the consumers and hence it will be cheaper compared to other strategies. Pull marketing strategies normally accomplished through heavy advertising campaigns and hence it will be expensive compared to push marketing strategies.