

Distribution channels and role of advertising in marketing

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



Distribution Channels and Role of Advertising in Marketing Distribution

Channels: Distribution channels are an important part of any organization's business operations. They are the link between a seller and a buyer.

Distribution channels cover two directions: the flow of goods and services to customers and the payment that is made for those goods and services (BusinessDictionary. com). The transport of goods and services is usually the responsibility of one or many intermediaries. For an organization that specializes in producing goods, they need to have raw materials sent to them so they can produce their goods. Once the goods are finished and are packed, these goods need to be sent to retailers so that they are available for consumer consumption. Because these tasks are very important in the life of a business, it is important that a company has strong links with its suppliers so that their distribution channels remain efficient and trustworthy. It would seem like an organization should take care of distributing its own goods and services, but this is in fact quite the opposite. Because goods and services are distributed far and wide, there may be a location where a business has no presence. Because of this, it makes sense to use local distributors to sell the products on the business's behalf (KnowThis. com). Also, distribution companies have expertise in shipping products to and from different locations, so they are often able to get the job done faster and at a lower price than if the company handled distribution itself.

Role of Advertising in Marketing

Once an organization has finished making a product and distributed it to local retailers, they need to be able to convince the consumer to purchase the product. Unless a consumer is told and informed about a particular

product, then it is likely that they will not buy it because they don't know anything about it. This is why advertising is so important. Advertising is only one part of a marketing campaign, but it is perhaps the most vital. The most common method to do this is through persuasion. Consumers need a valid reason before purchasing a product, so it is important to give them a few. The marketing department of an organization does not just put out advertisements at random; often surveys or focus groups are used to determine how well the advertisement of a product will go down with a consumer. There are many different ways to advertise a product, such as through television, radio, billboards, or even social media. This last method is becoming extremely popular in today's global environment because it is often free and can reach a wide range of people. It is important that any form of advertising is positive, because a bad advertising campaign can have a negative effect on a brand. It can take months and even years for a company to restore its reputation with the public. Over the next few years, advertising techniques in marketing schemes can be expected to change as technology gets better.

Works Cited

BusinessDictionary. com. Distribution Channel. 2012. 11 04 2012 .

KnowThis. com. Importance of Distribution Channels. 2012. 11 04 2012 .