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## **INTERNET MARKETING AND DIRECT MARKETING CAMPAIGNS PROMOTIONAL MIX**

Internet Marketing and Direct Marketing Campaigns Promotional Mix

[Institution's Name]

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- Objective:

The objective of the presented promotional campaign is to establish the brand image as the product of passion which can bring spark in the routine life. The purpose is to modify the perception of the consumer and divert the attention towards the rigour of the product. The objective is to approach consumer through internet marketing and direct marketing through mass media and other options that allow direct connections with consumers. Top line promotion and below the line promotional activities will be segregated and uttered to bring desired changes to the perception of consumer in accord to the objective.

- Budget:

The target of the projected campaign is to assist the product sales with 8 percent of increase in the first quarter of the year, raising the unit margin percentage by 6 percent and contributing margin per sales by 31 percent in the first quarter. The subsequent distribution of expenses is allocated in the provided budget.

- Message strategy:

The message strategy of the promotional campaign is heroic in theme that intends to strike an impression in the very first glimpse. The elements of freedom and macho independence will be portrayed through numerous

activities and posters supported by contests and supporting activities.

Innovative ideas will be aspired from the consumer and macho experiences videos will be called from public under predetermined protocol to raise the interest of genera; public in favour of the product. The visual will be supported with sparking images and a celebrity figure will be a allocated to support the campaign. Constant and regular activities will be conducted in a phase over the theme to buy customer attention and excitement.

- Media plan :

The media plan is to be developed under the impression of the promotional activities to cater the objectives through internet, social media network, blog and the official website. The activities intend to integrate the internet market with direct marketing by portraying a team of sales developed of the theme and utilization a renowned celebrity with the thematic reputation to make the promotion further captivating for the consumer. The theme will based over number of contents on which the TV ads, design of banner and the activities will be developed. Initially the celebrity with product will be used as a figure to catch attention only. In the second step the celebrity will promote product on social media networking, an online reporter will be recruited to respond the internet activities on behalf of the celebrity. Short and concise video messages will be delivered for the fans keeping the product in context. In the second step, signed and photographed of the celebrity will be distributed as promotional give away. The third step will be based on projection of product in certain adventurous activities. Intercity tours with the celebrity will be conducted presented adventurous stints and contest declaring personal interaction with the celebrity as the reward for the

winner. Updates on the activities will be projected and updated on social media networks and TV ads. The publicity material will be disseminated in the major locations and point of sales, the promotional schemes will be supported with the posters and activities over the theme at prime location

## **References:**

Pughe, L. (2006). Marketing Tactics Most Commonly Used by Small Internet-based Retailers to Sell Specialty Products. University of Oregon .

Varnali, K. (2010). the Impact of the Internet on Marketing Strategy: revisiting Early Predictions. International Journal of E-Business Research, 38-51.