

Marketers and consumers learn the perils of promotions case studies example

[Business](#), [Company](#)



Possible Alternatives Available

- Give a disclaimer stating that the company would not be responsible for any problems encountered by the customers in the implementation of a promotional campaign.
- Companies communicate the exact details of the promotional campaign to avoid any confusion in the minds of both consumers.
- Limit the dependence on promotional campaigns and start utilizing other strategies like advertising.

Choice and Justification

Of all the alternatives available, the second alternative where the companies try to communicate the exact details of the promotional campaign to the customers is the most preferred. Problems encountered by the companies during the promotion of the products could be because of any mistakes committed by the company or its executives during its implementation or because the consumers do not understand the details of the promotional campaign correctly. Such problems can be effectively tackled if the company can effectively communicate the details accurately. Features that need to be communicated to the customers regarding the promotional campaign include the products/services for which the promotional campaign is applicable, the eligibility criteria for participating in a promotional campaign, conditions that are applicable for a promotional campaign, and legal terms that govern the implementation of a promotional campaign. The legal and financial implications for the consumers for participating in a promotional campaign should also be made communicated to the consumers.

Proper communication of the details regarding the promotional campaign makes the consumers to realise the benefits of participating in the campaign. Another benefit of such a strategy would be that consumers would not have any unreasonable expectations from the campaign. As consumers tend to face some adverse financial problems due to their participation in the promotional strategies, proper understanding of their financial implications would enable them to decide whether to participate in a promotional campaign or not.

Selection of the other two possible alternatives would not be in the best interest of the company that is coming out with the promotional campaign. If the company follows the first alternative, it might end up losing the trust of its own customers. Giving a disclaimer that the company would not be responsible for anything related to the implementation of the campaign might send the wrong signal to the customers that the company is not serious in its relationship with the consumers. Similarly, selection of the third alternative too might impact the business interests of the company.

Promotional campaigns have now become an integral part of the promotional strategies of businesses around the world. Advertising and promotional strategies of a firm might not give the desired results when it lack appropriate sales promotional activities.

Implementation

Many needs to be taken by the marketing managers, in order to ensure that the consumers are communicated all the details regarding a promotional campaign. The first step in the implementation of this alternative is to itself

list down all the implications. Once the implications are listed down, any necessary amendments required to the promotional campaign needs to be undertaken. The implications that are relevant to the consumers should then be communicated in all the possible ways for the customers. Possible places for communicating with the consumers regarding the details of the promotional plan are the places where the details of the promotional campaign are given. Brochures, newspaper ads, and billboards should have all the features that the company perceives to be communicated to the customers. As social media too is now being extensively used for connecting with customers, details of the promotions should be posted on the social media profiles of the company.