

Vodafone marketing strategies



**ASSIGN
BUSTER**

Advertisement.... Vodafone has a specific advertisement strategy in new Zealand . Vodafone try to target its customers through advertisement. Vodafone spend huge money on its advertisement that customer can get full and correct information about products. On the TV channel of new Zealand ads of Vodafone products can be seen comanlly. Vodafone dominate on TV radio newspaper and other ways which provide information to customer . Vodafone give ads o TV before launching in the marketing to promote that product. Vodafone is well known company in newzealand because of its promotional ways which attract to customer in effective way. vodafone sponsor to worriz team in new Zealand which team promote its products or service in new Zealand.

Personal selling..... Vodafone promote its product by using personal selling method of marketing. Employees of Vodafone communicate with customer to convince to buy product or service. vodafone regular conduct sales meeting in stores that how to satisfy to customer by giving good service or product. We can know about products by call to customer care of Vodafone which is 24 hours for help to its customers and also can know about products or services . it can be seen in Auckland cities salesmen of Vodafone show samples of products to attract to customer for example information about new plans , showing new mobile phones of Vodafone company . i think it is most effective way to promotion because seller come to know about seeks and wants of buyer and company can have feedback through this idea.

Direct marketing..... Vodafone use both way of direct marketing like face to face or indirect communication through television , radio, newspaper. vodafone employees go to door to door and sell their product . Vodafone use

mail or letters to target audience they put browser in letter box however sometime it is junk mail but company has opportunity to get fast response from customers. Vodafone do street advertisement for example on Queen Street of Auckland. Vodafone gives preference to such way specially door to door because they are successful to sell their product or service.

Publicity ... Vodafone is such company which is one of most popular in New Zealand so media has special observation on Vodafone activities which helps to Vodafone make more attract or noticeable of customers. Articles and newspaper give information of companies future products or services and it also focus on policies, actions of company which give information about company to its customers

Internet marketing.... Vodafone has its own website which has every thing whatever customer want to know. Second way of promotion is Facebook or Twitter Vodafone NZ has pages on both which is also a way to promote. Company also send mail to its target audience those who log in company's site.

Advantages and disadvantages of used promotional tools

Advantages

Advertisements are most successful way to promote any product.

Advertisement has both audio and video effects if it is shown on television which helps to consumer to analysis that product by seeing like we can see size of product, figures, shape ect. Advertisement has great access to people because almost everyone watch television, listen radio, and read

newspaper or magazines . advertisements on television specially send actual message to customer with right and unique way because we can watch and listen so consumer get message whatever company want to send to its consumer. Advertisements attract to people because some celebrity indorse particular product for example David backham is brand ambassador of Vodafone company for world wide. Personal selling brings customer to company by convincing them. Salesman makes understand to customer about product and service so salesman get response on the spot.

Communication becomes stronger due to this way of promotion. Direct marketing is cheap way of promotion like sending mail to customers.

Internet marketing which can be define one of most accessible way to reach to consumers . Today heaps of product are launched by different companies in the whole world so internet becomes a way to promote that product or service in the world. Throught internet customer can be targeted for example if any company make product for younger people then company can promote by social sites like facebook, orkut ect.

Disadvantages

Advertisements is costly function of promotion generally if company spend money on ads for promotion then cost of per item will increase and company covered this cost by increasing price of product. Some advertisements mislead to customers which ads are cleverly made by companies to create misleading impression of products . it has happened with Vodafone so Vodafone had to pay fine for such advertisement . company has to spend huge amount of money to make an video advertisement for example David Backham charge huge money to indorse of one advertisement. Direct

marketing can irritate to consumer because sometime consumer are not ready to face salesman . door to door promotion idea consume more time than other way of promotions. Internet marketing has also some disadvantages because customer cannot experience product before buying for example if anybody purchase Vodafone companies cell phone then customer cannot experience features , apps ect . Internet promotion has other big fault that it is not secure mostly internet has security reasons.

Conclusions at the end I would like say that promotion tools which are used by Vodafone new Zealand are effective because due to such tools Vodafone is most popular company in new Zealand as well as in whole world. Every thing has pros and cons so promotional tools of Vodafone also have these things.