

Marketing techniques



Marketing Techniques The several options for the 15-inch LCD TV system could be in terms of its usage of the existing market in a much better manner. Perhaps now is the time for the company to realize its grey areas and play upon them in a rigorous fashion. What this means is that the 15-inch LCD TV system could become a much better household name than the 17-inch LCD TV system if the company makes use of the business intelligence.

This suggests that of all the options which are available for the 15-inch LCD TV system, launching better advertising programs and sales promotions could work wonders for the company when it comes to exclusive sales for the 15-inch LCD TV system. This brings to light the aspect of understanding the potential which the 15-inch LCD TV systems have within them and the manner in which the same could be exploited upon by the company rests on the shoulders of the advertising programs, sponsorship packages and rigorous sales promotions - both above the line and below the line activities could be used over a period of time.

Price cuts for the 15-inch LCD TV system would not be a fair ploy since reduction in prices usually mean an inferior product produced on the part of the company which is simply not the case. Thus the best aspect of advertising programs would be to manifest that the 15-inch LCD TV system is indeed a viable option for young ones and the office places. This would immediately trigger positive sale as well as corrective word of mouth within the relevant circles. More than anything else, it will facilitate the 15-inch LCD TV system in making a mark for its own self in a short period of time.

Since 70% of the potential customers opt for the 17-inch LCD TV system, it would be feasible if the 15-inch LCD TV system goes for a different segment

altogether and tries its best to get in touch with them through tailored advertising messages which play a creative trick during the whole activity. It could look to entice its relevant target market with the purchase of the 15-inch LCD TV system in order to satisfy its need as well as the completion of ego or self-esteem issue. A 15-inch LCD TV system would surely live up to their expectations and indeed would look to outdo the rivals, both direct and indirect in the long run.

Thus it is advisable for the managers to adopt the manner in which launch of better planned and sound advertising programs is in place - one which aims to pinpoint the campaigns in a narrow-casting fashion, aiming to find the exact audience for its purchase and then hammering the message time and again on to them from different media vehicles. This indeed would up the sale of the 15-inch LCD TV system as well as give the company a much needed boost when it comes to a direct competition with the 17-inch LCD TV system. It must be kept in mind that at no point whatsoever cannibalization between the two makes - the 15-inch LCD TV system and the 17-inch LCD TV system should be allowed and both must remain intact with their distinctive identities.

Word Count: 540