

# Roomba

[Media](#), [Advertising](#)



Roomba is a very new technology and very helpful product for the existing generation and coming generation. To ensure the product know by everyone, the way to promote it is very important. First way to promote this Roomba is advertising. We advertise the product through much type of channel just like television, radio, newspaper and internet. Especially in internet, we can make some pop displays on YouTube or other website to show or share our product to people. Nowadays, internet is the most powerful channel to share our product out because now most of the people are using internet to get all the information and do everything and anything.

We are using a national advertising to promote the product that means we using a same advertisement to show the product everywhere and anywhere. In this case, we can ensure every of our customer can get the same information about the product. Next, we also cooperate with other company or website to promote the Roomba such as mashable. com website, YouTube, electricshopping. com and so on. Function of YouTube and electricshopping. com almost is the same; they help us to share the video/information about the floor vacuum cleaner-Roomba to the whole world. Some more the mashable. om website helps us share the news from the newspaper or customer experience about our product and update our company latest news. Furthermore, we also can do sales promotion to promote the product-Roomba. For example, demonstrations on a show or in shopping mall or during trade shows, gift of contests or sweepstakes. The aim of become a gift of contests or sweepstakes is because we can promote our product indirect way. The winner of the contest or sweepstakes can get our product and use the product. After used the product if our product is

good or suitable for they friend, they will introduce or share the good thing with they friend.

In this way, it can be an advertisement through our customer's mouth. Besides, some of the people wont buy our product is because they not familiar with our product or maybe don't know how to use it. Demonstrations on a show or in shopping mall, it can help us to show the people how to use it and increase well known with our product. Example, we can do a show in Mid-village, Kuala Lumpur to show our product to customer, show them how to use our product. Our product is a high end product, and then Mid-valley has a good traffic and Mid-village is a very high class shopping mall so it very suitable for us to put a demonstrations in this place.