

Video case

Business



Lecturer Essay # Groupon Question Groupon has been effective in its advertising strategies in promoting its products and services. Through social media, Groupon has been able to reach out to a larger audience in a relatively short time. One of the major advantages of using social media and the internet has been the ability of the users to spread the word to other potential customers. This has helped the company grow.

Public relations (PR) has been used by Groupon in growing its name and reputation among companies and consumers. In order to achieve this, Groupon has partnered with the best businesses in providing the best deals that best satisfy the demands of the consumers. As a result, it has been able to build a good PR by offering consumers with products and services that best suit them and at the same time create good relationships with the companies. Groupon has used the power of the media to grow its reputation and gain trust among consumers and businesses.

Groupon has also used personal selling effectively in selling its products and services. For example, through phone calls and emails, the company has been able to reach out to a number of businesses throughout the country. Groupon uses word of mouth to understand some of the best places where consumers can be directed. Through this, the company is able to offer the best deals. In addition, by using review sites such as Yelp and Citysearch, Groupon is able to get the best deals for consumers and get the best businesses to partner with.

Question 2

There is a difference in how Groupon markets itself to consumers versus how it does to businesses and companies. When marketing itself to businesses and companies, Groupon relies on personal interactions and through

telephone. This is different when marketing itself to consumers since it is mainly done through the internet. In other words, in order to reach out to businesses, it heavily relies on its sales force to interact with potential companies. This is done through phone calls and emails. However, when reaching out to consumers, the Groupon uses social media and the internet to reach out to consumers. In addition, unlike businesses, Groupon relies on the word of mouth through conversations between consumers to market itself. This is because consumers interact with each other and thus help to market the company to friends and relatives.

Question 3

Business may find it necessary to adapt the promotional mix because of the different tastes and preferences in the market. Therefore, businesses need to adapt the promotional mix in order to meet the demands of the consumers and ensure that they deliver products and services that best satisfy the consumers. Depending on the nature of the market, the way a company promotes its products will be determined by the key features of that market. In addition, competition in the market may push a business to adapt the promotional mix. For example, in the case of Groupon, the presence of rival deal sites in the market has made it necessary for the company to adapt the promotional mix in order to stay relevant in the competitive market. Competition makes a company adapt its promotional mix in order to attract and retain more customers.

Works Cited

Nickels, William., McHugh, James and McHugh, Susan. “ Groupon.” Pure Imagination. McGraw Hill Irwin, 2011. Video

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