

Promotions



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Topic: Promotions Main theme Lionsgate, a pioneering entertainment Hollywood company, strikes a deal with the Groupon for marketing and promotional activities. Under this deal, Groupon will be required to sell tickets for the entertainment thriller THE LINCOLN LAWYER (Lionsgate First Hollywood Studio to Partner with Grouping to Promote Major Feature Film., 2011). Besides, Groupon will be required to expand the virtual visibility of the Lionsgate and Lakeshore. After formerly coming into existence in the year of 2008, Groupon has a considerable amount of online consumers and affiliates. Some figures show that the company has 60 million online consumers and 10, 000 affiliate partners. Under its deal with the Lionsgate, Groupon will sell the tickets for the LINCOLN LAWYERS at a price of \$ 6 during its two day online promotion. Under this deal, consumers purchasing the tickets will be given a special code which will be valid through Fandango for redeeming tickets. Interesting point in the article The digital promotion is the point that attracts me the most. Previously, we had traditional marketing and promotional activities in which direct marketing and promotional activities were carried out. Thanks to the Internet, from the comfort of home, one can easily be reached and made aware of a particular marketing and promotional activities. It is also advantageous from a company's point of view as well. Take an example of Groupon; currently it has direct access to more than 60 million consumers globally. In the traditional offline marketing and promotional activities, to reach and remain in constant touch with such huge number of consumers would not be an easy for a marketing and promotional company. A link between the article and chapter points Basically, there are two points that are simultaneously mentioned and discussed in the book and the article as well. First, in the book, on the page <https://assignbuster.com/promotions/>

number 279, sales promotion is defined and its two targeted markets are elaborated: consumer sales promotion and trade sales promotion. The consumer sales promotion is targeted towards the end user or ultimate consumer market. In the article, Groupon Company has a vast number of direct 60 million online consumers. Additionally, in the article, Lionsgate vice chairman Michael Burns describes that we are always looking for ways to reach our consumers with targeted, innovative and cost effective campaigns. Coupons are discussed in both book and in the article as well. In the book, on the page number 281, a coupon is defined as a certificate entitling a consumer to claim a faster price reduction while purchasing a product. In the article, it is mentioned that Groupon will provide the tickets of THE LINCOLN LAWYERS, for \$ 6 a piece during its two day online promotional campaign. Fandango will make a promotional program under which the consumers will buy the deal on Groupon, and subsequently they will receive a special code. This special code will be not being invalid for redeeming tickets through Fandango. In the book on the page number 279, promotional campaigns using the source of the Internet are less costly. And the same point is highlighted in the article when the vice Chairman Michael Burns terms its agreement with the Groupon a way to reach our consumers with cost effective campaigns. References " Lionsgate First Hollywood Studio to Partner with Groupon to Promote Major Feature Film.", 2011 Marketing Business Weekly, News RX, High Beam Research, 18 May, 2011