**ASSIGNMENT: PROMOCIÓN DE VENTAS / SALES PROMOTION (B6)**

**AUTHOR: M. D. M. IRMA HERNANDEZ ARANDA**

**5. PROMOTIONAL METHODS OR PROMOTION VARIABLES**



Promotion has always played an important role in business, so much, that it is said: “It does not matter how well they develop fix prices or the products or services are distributed, few of them will survive in the market place without an effective PROMOTION.

But, what is Promotion? It is the communication created to inform, persuade and remind the buyers of a product or service with the intention to influence in their opinions, sopping behavior and to obtain a favorable response to the brand.

The companies use several sales promotion tools like discount coupons, contests, prices among others to generate faster and more intense responses from buyers. Sales promotions serve to obtain sort term effects, for example, to generate more profits, rekindle decadent sales or to incentive the purchase of a new product.

Therefore for a promotion to be built directed to success, it must include three essential characteristics: good message communication, incentive, attractiveness, and stimulus for the consumer and a invitation to purchasing.

A promotion is not typical of a segment of the product’s life cycle, this is to say, that these do not have exclusivity to center solely in an introduction or maturity segment but that they can be inserted at any time of the life cycle of a product or service.

Considering that promotion plays an important role in the mixture of marketing (the 4P’s) its success is not possible if it does not go hand in hand with the other components of the mixture, Product, Price, Place (distribution) and Promotion, in other words, promotions must be launched congruent with the category of the product, the sale price and the distribution site.

**Requirements for the development of a good promotion.**

Defining promotion a little more, we find it counts with its own mixture or characteristics that aid it to function properly; these are advertising, public relations and personal sales.

How important is to obtain a combination publicity with the promotion? Very ! As publicity becomes the main mean to carry the message to the consumer, in addition that it continues strengthening the name of the brand, because in advertising, the sponsor or the transmitter company will always be identified, reaching a great number of persons at the same time.

Continuing with the promotion mixture, what would the benefit of hooking up promotion with public relations be? Would a positive effect come out of it? Being this the mixture element that evaluates the public attitudes, identifies themes that generate social concern and develop programs to capture the market comprehension and acceptance. Therefore if this is cleverly managed by the brands a positive result for the company would be achieved

Personal sales within the mixture of promotion plays a no less important role than the afore mentioned, this part of the mixture, is not applicable to all products, but to those denominated as comparison products, specialty products, or non sought-after, where the consumer requires a longer investment of time in order to make a purchase decision as the financial investment is larger and avoids a negative cognitive dissonance this is a shopping repentance. Personal sales require a direct personal interaction and detail with the consumer, user or final purchaser where the following tasks are carried out: detailed explanation or demonstration of the product, motivational adjustments to the particular interest of each and every one of the customers and “discrimination” or election of strongly attractive customers, meaning those who can afford the purchase.

The above being said, other required elements that help to correctly position the promotions are the objectives which derivate from wider objectives which in turn come from objectives of marketing. With respect to the customers, the objectives are to increase sales, to manage that the customers try the product and promote change of brand from rival brands.

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Colaborador: M. D. M. Irma Hernández Aranda

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