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Role of Sales Promotion in Marketing

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ABSTRACT

Promotion is one of the market mix elements. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image. E-Promotions provide custom solutions for business printing needs. E-promotion is very important role because of cost savings through our "value-added" strategy of job specific solutions. E-promotion is a personalized email marketing tool designed specifically for the needs and target customers. The paper is focuses on internet and promotion, e – promotion mix and evaluates the sales promotion trend.

KEYWORDS:

Introduction

Marketing has an important role in modern life. Marketing provides economical and social benefits with correlating between producers and consumers. Promotional activities are necessary for better marketing strategies. Therefore, firms have to give more importance to promotional activities. Promotional activities are marketing instruments that announced all the knowledge about the products and services to their consumers, for surviving and developing the firms.

E-promotion solutions focus on the needs of the customer, the time frame for the project and the overall scope of work. With well established vendor partners, E-Promotions can accommodate any job size with solutions tailored to specific needs easily create professional online surveys no technical or market-research skills required e-promotion in the easily results in the same day

Objective of study

- To analyses Element Promotion Mix
- To establish different types of promotion
- To analyses Promotion and Internet
- To evaluative Sales Promotion Trend

Marketing Mix

The marketing mix is a concept that deals with the essential components of a marketing plan. The four main components of the marketing mix are price, place, product and promotion. These four components work together to help create a marketing plan for a business. Without any of the four parts in place, marketing plan can suffer and will not be as effective as it could otherwise.

Importance of Promotion

Promotion is very important for any business because it helps customers find out about what the company has to offer. Promotion deals with advertising, public relations and anything else that has to do with dealing with the public. Without promotion, the general public would not know about a company and sales would suffer. This aspect of the marketing mix helps to bring new customers in the door and close sales for the business.

Element Promotion Mix

Advertising

Advertising is considered a major source of information affecting the richness of purchasing the tourist service or changing the points of view toward the place of destination according to the Internet becauseof its ability to get access to millions of customers at one time and with a low cost and high speed.

Personal Selling

The development in the world of communication has made a great leap in personal selling techniques from the traditional to the online that the business organizations started to sell their products through online means of communication without trouble, costs and navigation through the Internet by people trained in concluding and implementing transactions

Direct Marketing

Marketing works on building personal relationships between marketers and targeted groupsDirect marketing depends on the growth of communication among various parties and it responds to the individual privacy or the so-called mass customization; direct marketing is represented with wide methods , such as e-mail and it also helps in building a strong database with customers.

Sales Promotion

They are various things that contain diverse set of motivating tools which are designed with a rapid and short-term effect for the purpose of accelerating the achievement of the purchase process for the Many companies had worked on attracting consumers by offering some incentives and rewards for consumers, especially those of the most visits to the promoting website , in addition to offering The digital revolution led to the evolution of communication which affects the way of receiving and sending information and promotion; the internet is considered a new promotional channel with unique characteristics from the rest of communication channels that it is characterized with speed and

low cost and then the transition to the marketplace into the market space and the online catalog.

Measuring the Effectiveness of Other Types of Promotions Market research isn't the only measure that can be used to test the effectiveness of promotions. Here is a list of some non-market research methods:

- Response mechanisms built into adverts or literature can over time provide great feedback on the effectiveness of campaigns
- Theoretically there should be a link between the sales of a product and an advertising campaign. However, the long lead times in business to business markets seldom show strong correlations between the two
- Orders taken on an exhibition stand (or the number of business cards collected on the stand) can indicate its effectiveness

The Effectiveness of Promotions There is much that market research can do to improve and to measure the effectiveness of promotions. Everyone used in business to business markets the reason, sadly, is money. A market research study, designed to improve the effectiveness of a promotion, may cost as much as the promotion itself. Understandably, many marketers question spending so much on intelligence gathering, preferring to suck it and see at the time of writing this paper we have just finished a piece of research that tested the effectiveness of a new brochure. The cost of the research was very high cost as it happens, equal in value to the cost of the brochure and the mailing. However, in this case our client believed that the research was justified because of the learning gained from the research and the value that this could have for other parts of the business. Also, the brochure was one of a

series to be used in modified forms within the Group. The total spend on the promotion in all its variations could be closer cost Not least, our client was sufficiently far sighted to recognise that if the brochure was launched without market research design and the mailing, it would also cost in terms of the business that was never won.

promotion in the first place. Most promotions are creative ideas (sometimes not so creative) developed by the client company or its advertising agency. Once the creative idea is born, it quickly becomes adopted and translated into the promotional device – the piece of literature, the advert, the exhibition stand etc. Market research carried out at an early stage can generate the creative ideas for the promotion. These ideas are best generated by focus groups which spark debate and thoughts.

Business to business markets is limited in size with customers and potential customers scattered over a wide geography. In order to persuade 8 such people to sit around a table and join a focus group, there needs to be a local population of 50 companies from which to recruit. On the occasions (and there are many) where there are no such clusters, other options have to be considered. Face to face and telephone interviews provide suitable options for exploring creative platforms as they allow projective questions, open discussion and lots of probing. At this stage the emphasis is on good qualitative research that flushes out ideas.

The same approach can be used to test intended adverts. In a recent project we had to find the most effective advert out of 6 possibilities. The research was carried out amongst a target audience of 100 buyers in businesses. The telephone was used in the first stage to recruit and qualify respondents. The next step involved the mailing out of the six adverts to each respondent and finally, a follow-up interview

- What are first reactions to the advertisements
- What are the "stab points" that jump out of the advertisements
- What are the advertisements saying to people in a general sense
- What is the clarity of the messages
- What are the benefits that are communicated by the advert
- How important are these benefits in the minds of respondents
- How effective are the ads in terms of being compelling ("stopability"), relevance, links to the positioning of the advertiser and clarity?
- What are the success of the advertisements in "calling the customer to action"
- Do respondents think anything is missing from the advertisements
- How clear is it what people should do next having seen the advert (i.e. how effective is the response mechanism and instructions)

Sales Promotion Trends: Electronic Delivery

Sales promotions are delivered to customers in many ways such as by mail, in-person or within print media. However, the Internet and mobile technologies, such as cellphones, present marketers with a number of new delivery options. For examples, the combination of mobile devices and geographic positioning technology will soon permit marketers to target promotions to a customer's physical location. This will allow retailers and other businesses to issue sales promotions, such as electronic coupons, to a customer's mobile device when they are near the location where the coupon can be used.

Sales Promotion Trends: Internet Communication

For many years consumers typically became aware of sales promotions in passive ways. That is, most customers obtained promotions not through an active search but by being a recipient of a marketer's promotion activity (e.g., received coupons in the mail). The Internet is changing how customers obtain promotions. In addition to websites that offer access to coupons, there are a large number of community forum sites where members share details about how to obtain good deals which often include information on how or where to find a sales promotion. Monitoring these sites may offer marketers insight into how customers feel about certain promotions and may even suggest ideas for future sales promotions.

Conclusion and Recommendations

It became clear that there is an interest by the Jordanian tourism and travel companies with four out of six elements of online promotional mix (personal selling, announcement ,advertising and public relations), while it was missed in the fields of (sales' promotion and direct marketing). There was aneffect of the four elements in the marketing of Jordanian tourism but it was missed in the relation between sales' promotion and direct marketing with the marketing of Jordan's tourism. Therefore, the first four research sub-hypotheses have been accepted, while the fifth and sixth hypotheses have been rejected, but there was a statistically significant effect of the online promotion mix on the marketing .

1. The necessity of focusing on designing the website of the companies based on attractiveness, information, colors, images and shapes.
2. Working on providing coupons and contests to encourage to visit the websites companies.
3. Cooperation and coordination between the various companies with the relevant authorities .
4. Working on providing encouraging incentive.

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