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ADVERTISING AND SALES PROMOTION

Advertising

- The qualities of strong credibility, high audience attention levels, and friendly audience reception.

Functions Advertising

- Functions of advertising are informing, influencing, increasing salience, adding value, and other efforts.

➤ Advantaes

- (1) introduces a new product in the market, (2) expansion of the market, (3) increased sales, (4) fights competition, (5) enhances goodwill, (6) educates the consumers, (7) elimination of middlemen, (8) better quality products, (9) supports the salesmanship.

Types

- The display advertising. paid search advertising. social media advertising.

Sales Promotion

- A sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service.

Objectives

- Advertising has three primary objectives: to inform, to persuade, and to remind. Informative Advertising creates awareness of brands, products, services, and ideas.

Advantages

- Advertising helps in increasing the loyalty of existing customers, replacing lost customers and encouraging existing customers to buy more of a company's products or services.



▶ Thank you