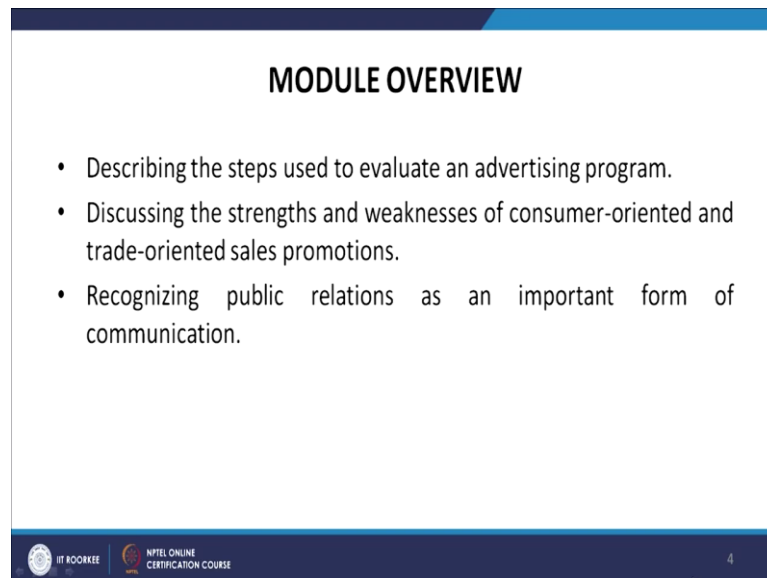


**Introduction to Marketing Essentials**  
**Prof. Zillur Rahman**  
**Department of Management Studies**  
**Indian Institute of Technology, Roorkee**

**Lecture – 34**  
**Advertising, Sales Promotion, and Public Relations - II**

Welcome to Introduction to Marketing Essentials. Now, we will start with module 34. Again, in this module, as we have done in module 33, we will continue with our discussion of Advertising, Sales Promotion and Public Relations. Now, let us see what are the things that will be covered in this module, module 34.

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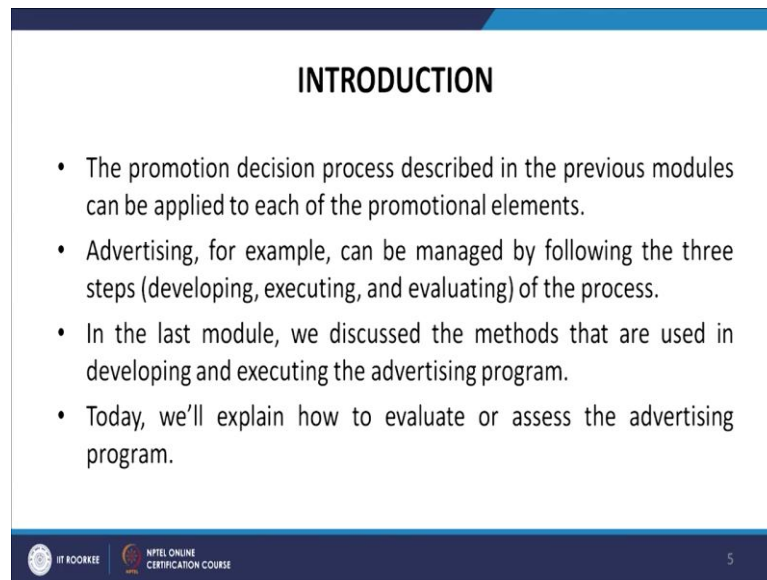
**MODULE OVERVIEW**

- Describing the steps used to evaluate an advertising program.
- Discussing the strengths and weaknesses of consumer-oriented and trade-oriented sales promotions.
- Recognizing public relations as an important form of communication.

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So, we will describe the steps used to evaluate an advertising program. Then, we will discuss the strengths and weaknesses of consumer-oriented and trade-oriented sales promotions. Then, we will talk about recognizing public relations as an important form of communication.

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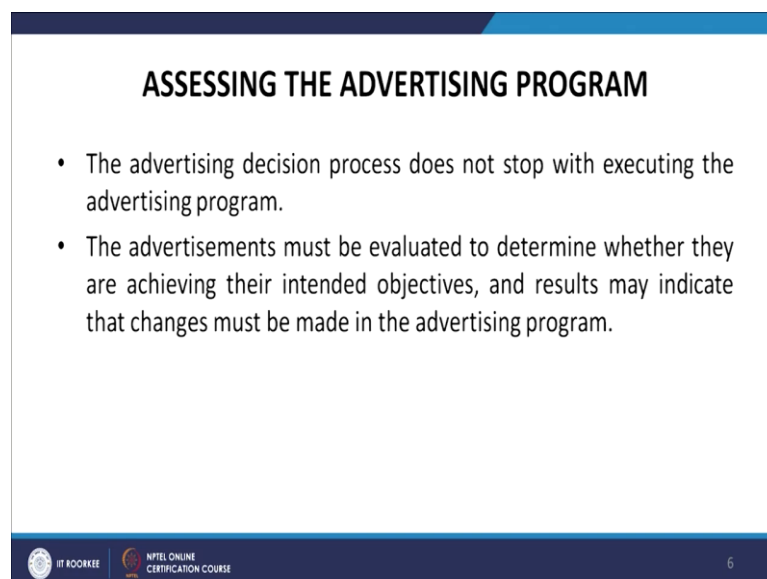
## INTRODUCTION

- The promotion decision process described in the previous modules can be applied to each of the promotional elements.
- Advertising, for example, can be managed by following the three steps (developing, executing, and evaluating) of the process.
- In the last module, we discussed the methods that are used in developing and executing the advertising program.
- Today, we'll explain how to evaluate or assess the advertising program.

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To start with the promotion decision process described in the previous modules can be applied to each of the promotional elements. Advertising, for example, can be managed by following the three steps that is developing, executing and evaluating of this process. In the last module, we have discussed the methods that are used in developing and executing the advertising program. Today we will explain how to evaluate or assess the advertising programs.

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## ASSESSING THE ADVERTISING PROGRAM

- The advertising decision process does not stop with executing the advertising program.
- The advertisements must be evaluated to determine whether they are achieving their intended objectives, and results may indicate that changes must be made in the advertising program.

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How to go about assessing the advertising program? The advertising decision process does not stop with executing that advertising program. The advertisement, then have to be evaluated to determine whether they are achieving their intended objectives and results may indicate that changes must be made in the advertising program. So, if the results are not achieved, then there may be changes in the advertising program.

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**ASSESSING THE ADVERTISING PROGRAM**

**Post-testing the Advertising**

- An advertisement may go through post-tests after it has been shown to the target audience to determine whether it accomplished its intended purpose.
- Five approaches common in post-testing are:
  - 1- Aided Recall
  - 2- Unaided Recall
  - 3- Attitude Tests
  - 4- Inquiry Tests
  - 5- Sales Tests

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So, now, let us start with post testing that advertisement. An advertisement may go through post-test. In the earlier module, we have seen about the pre-testing. Now, we are talking of the post-test. After it has been shown to the target audience to determine whether it accomplishes its intended purpose.

Now, how to go about doing those post-test? So, there are these 5 common approaches that are used. The 1st is the aided recall, the 2nd is unaided recall, and then followed by the 3rd that is attitude test, inquiry tests and the sales test.

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The slide features a dark blue header with the title 'ASSESSING THE ADVERTISING PROGRAM' in white. Below the header, the sub-heading 'Post-testing the Advertising' is centered. A bullet point titled 'Aided Recall' is followed by four sub-points describing the Starch test methodology. The slide footer includes logos for 'IIT ROORKEE' and 'NPTEL ONLINE CERTIFICATION COURSE' on the left, and the number '8' on the right.

**ASSESSING THE ADVERTISING PROGRAM**

**Post-testing the Advertising**

- Aided Recall
  - After being shown an ad, respondents are asked whether their previous exposure to it was through reading, viewing, or listening.
  - The Starch test uses aided recall to determine the percentage of those (1) who remember seeing a specific magazine ad (noted), (2) who saw or read any part of the ad identifying the product or brand (seen-associated), (3) who read any part of the ad's copy (read some), and (4) who read at least half of the ad (read most).
  - Elements of the ad are then tagged with the results.

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Now, let us look at what are these 5 types of approaches for post-testing your advertising program. So, the first one of that is - aided recall. After being shown an ad, respondents are asked whether their previous exposure to it was through reading, viewing or listening.

The starch test uses aided recall to determine the percentage of those who remember seeing a specific magazine ad that is noted. 2nd is who saw or read any part of the ad identifying the product or brand that is seen associated. The 3rd is who read any part of the ads copy read some and 4th is who read at least half of the ad that is called as read most. Elements of the ad are then tagged with the results.

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**ASSESSING THE ADVERTISING PROGRAM**

**Post-testing the Advertising**

- Unaided Recall
  - A question such as, “What ads do you remember seeing yesterday?” is asked of respondents without any prompting to determine whether they saw or heard advertising messages.
- Attitude Tests
  - Respondents are asked questions to measure changes in their attitudes after an advertising campaign, such as whether they have a more favorable attitude toward the product advertised.

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Another type of test is unaided recall. A question such as, what ads do you remember seeing yesterday is asked to respondents without any prompting to determine whether they saw or heard advertising messages. Now, this is followed by attitude test. Respondents are asked questions to measure changes in their attitudes after an advertising campaign, such as whether they have a more favorable attitude towards the product advertised.

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**ASSESSING THE ADVERTISING PROGRAM**

**Post-testing the Advertising**

- Inquiry Tests
  - Additional product information, product samples, or premiums are offered to an ad’s readers or viewers.
  - Ads generating the most inquiries are presumed to be the most effective.
- Sales Tests
  - Sales tests involve studies such as controlled experiments (e.g., using radio ads in one market and newspaper ads in another and comparing the results) and consumer purchase tests (measuring retail sales that result from a given advertising campaign).

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Then comes the inquiry test. Additional product information, product, samples or premiums are offered to the ad's readers or viewers. Ads generating the most inquiries are presumed to be the most effective and the final test is the sales test. Sales test involves studies such as controlled experiment that is using radio ads in one markets; in one market and newspaper ads in another and comparing the result and consumer purchase test measuring retail sales that results from a given advertising campaign.

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**ASSESSING THE ADVERTISING PROGRAM**

**Post-testing the Advertising**

- The most sophisticated experimental methods today allow a manufacturer, a distributor, or an advertising agency to manipulate an advertising variable (such as schedule or copy) through cable systems and observe subsequent sales effects by monitoring data collected from checkout scanners in supermarkets.

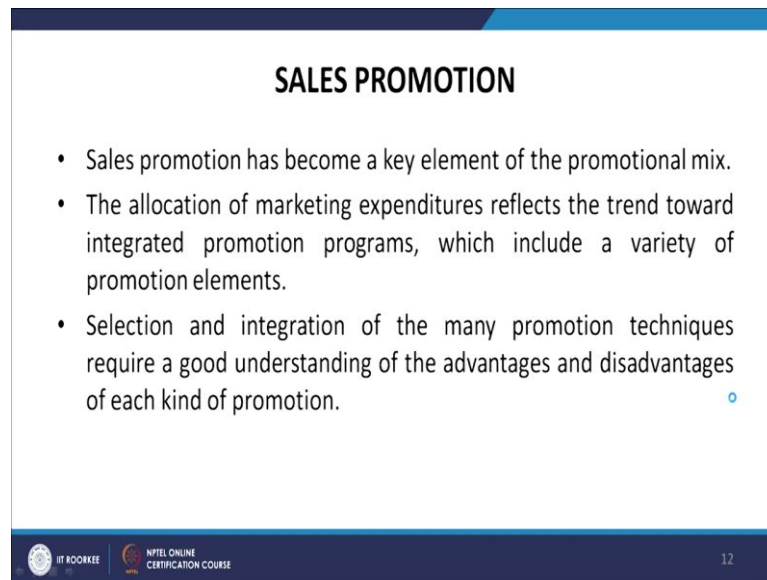
*Ad 1 → 1 household / people*  
*Ad 2 → 2 households / person*

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The most sophisticated experiential method today allow a manufacturer or distributor or an advertising agency to manipulate an advertising variable such as a schedule or copy through cable systems and observe subsequent sales effects by monitoring data collected from checkout scanners and supermarkets.

So, it means that one set up of households or people they may be looking at a different ad while another set of households so, this can be 1 and this can be 2 or person. So, different advertising copies can be shown to different people.

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**SALES PROMOTION**

- Sales promotion has become a key element of the promotional mix.
- The allocation of marketing expenditures reflects the trend toward integrated promotion programs, which include a variety of promotion elements.
- Selection and integration of the many promotion techniques require a good understanding of the advantages and disadvantages of each kind of promotion.

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Another important element of this promotional mix is sales promotion. Sales promotion has become a key element of the promotion mix. The allocation of marketing expenditure reflects the trend towards integrated promotion programs, which includes a variety of promotional elements. Selection and integration of many promotional techniques requires a good understanding of the advantages and disadvantages of each kind of promotion.

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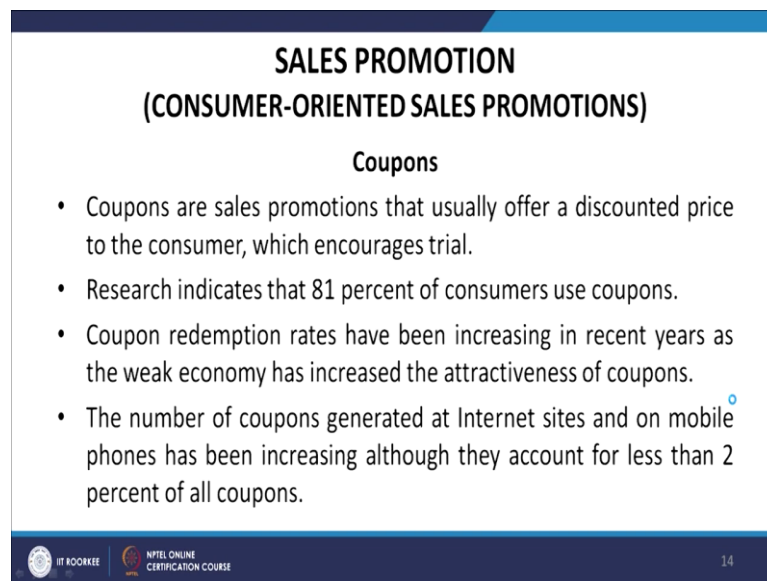
**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

- Directed to ultimate consumers, **consumer-oriented sales promotions**, or simply *consumer promotions*, are sales tools used to support a company's advertising and personal selling.
- The alternative consumer-oriented sales promotion tools include coupons, deals, premiums, contests, sweepstakes, samples, loyalty programs, point-of-purchase displays, rebates, and product placements.

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Now, let us look at the consumer oriented sales promotion. Directed to ultimate consumers, consumer-oriented sales promotion or simply consumer promotions are sales tools used to support a company's advertising and personal selling. The alternative consumer oriented sales promotion tools include coupons, deals, premiums, contest, sweepstakes, sample, loyalty programs, point-of-purchase displays, rebates and product placements.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Coupons**

- Coupons are sales promotions that usually offer a discounted price to the consumer, which encourages trial.
- Research indicates that 81 percent of consumers use coupons.
- Coupon redemption rates have been increasing in recent years as the weak economy has increased the attractiveness of coupons.
- The number of coupons generated at Internet sites and on mobile phones has been increasing although they account for less than 2 percent of all coupons.

IT ROORKEE | NITEL ONLINE CERTIFICATION COURSE | 14

Now, let us look at each of them. What is the coupon? So, coupons are sales promotions that usually offer a discounted price to the consumers, which encourage the trial. Research indicates that 81 percent of the consumers use coupons.

Coupons coupon redemption rates have been increasing in recent years as the weak economy has increased the attractiveness of coupons. The number of coupons generated at internet sites and on mobile phones has been increasing although they account for less than 2 percent of all coupons.



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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Coupons**

- The redemption rate for online coupons, however, is substantially higher than other forms of coupons.
- Coupons are often far more expensive than the face value of the coupon; a 25-cent coupon can cost three times that after paying for the advertisement to deliver it, dealer handling, clearinghouse costs, and redemption.
- In addition, mis-redemption, or attempting to redeem a counterfeit coupon or a valid coupon when the product was not purchased, should be added to the cost of the coupon.

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The redemption rate for online coupons, however, is substantially higher than other forms of coupon. Coupons are often far more expensive than the face value of the coupon. A 25-cent coupon can cost three times that after paying for the advertisement to deliver it, dealer handling, clearinghouse cost and redemptions.

In addition, mis-redemptions or attempting to redeem a counterfeit coupon or a valid coupon when the product was not purchased should be added to the cost of this coupon. So, the cost of the coupon itself may be low, but the total cost of that coupon to the company may be many times more.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Deals**

- Deals are short-term price reductions, commonly used to increase trial among potential customers or to retaliate against a competitor's actions.
- For example, if a rival manufacturer introduces a new cake mix, the company responds with a "two packages for the price of one" deal.
- This short-term price reduction builds up the stock on the kitchen shelves of cake mix buyers and makes the competitor's introduction more difficult.

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Another type of this consumer-oriented sale promotions are deals. Deals are short-term price reductions commonly used to increase trial among potential consumers or to retaliate against a competitor action. For example, if a rival manufacturer introduces a new cake mix, the company responds with a two packages for the price of one deal.

This short-term price reduction builds up the stock on the kitchen shelves of cake mix buyers and make the competitors introduction more difficult because now the consumers have two cake mixes and therefore, they will buy another cake mix after the first two have been exhausted or consumed.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Premiums**

- A promotional tool often used with consumers is the premium, which consists of merchandise offered free or at a significant savings over its retail price.
- This latter type of premium is called *self-liquidating* because the cost charged to the consumer covers the cost of the item.
  - McDonald's, for example, used a free premium in a promotional partnership with 20<sup>th</sup> Century Fox during the release of the movie *Rio*. Collectible toys that portrayed movie characters were given away free with the purchase of a Happy Meal.

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The next type of consumer-oriented sales promotion is that of premiums. A promotional tool often used with consumers is the premium, which consists of merchandise offered free or at a significant saving over its retail price.

This latter type of premium is called self-liquidating because the cost charged to the consumer covers the cost of the item. McDonald for example, used a free premium in a promotional partnership with 20th century Fox during the release of the movie Rio. Collectible toys that portrayed movie characters were given away free with the purchase of a happy meal.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Premiums**

- The top premiums are apparel, writing instruments, shopping bags, cups and mugs, and desk accessories.
- By offering a premium, companies encourage customers to return frequently or to use more of the product.
- Research suggests that deal-prone consumers and value seekers are attracted to premiums.

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The top premiums are apparel, writing instruments, shopping bag, cups and mugs and desk accessories. By offering a premium, companies encourage customers to return frequently or to use more of the product. Research suggests that deals-prone consumers and value seekers are attracted to the premium.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Contests**

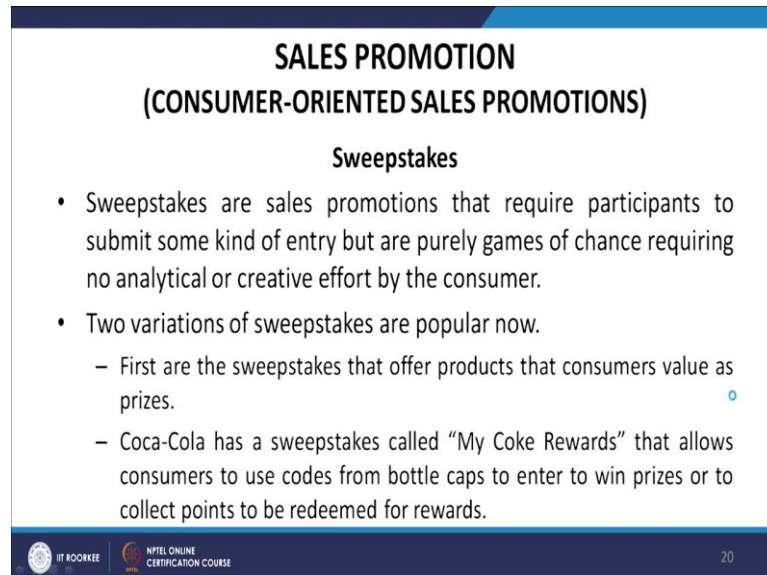
- Contests represent a fourth sales promotion tool in which consumers apply their skill or analytical or creative thinking to try to win a prize.
- This form of promotion has been growing as requests for videos, photos, and essays are a good match with the trend toward consumer-generated content.

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Another type of consumer-oriented sales promotions are called as contests. Contest they represents the fourth sales promotion tool in which consumers apply their skills or analytical or creative thinking to try to win a prize. This form of promotion has been

growing as request for videos, photos and essays for a good match with the trend towards consumer generated content.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Sweepstakes**

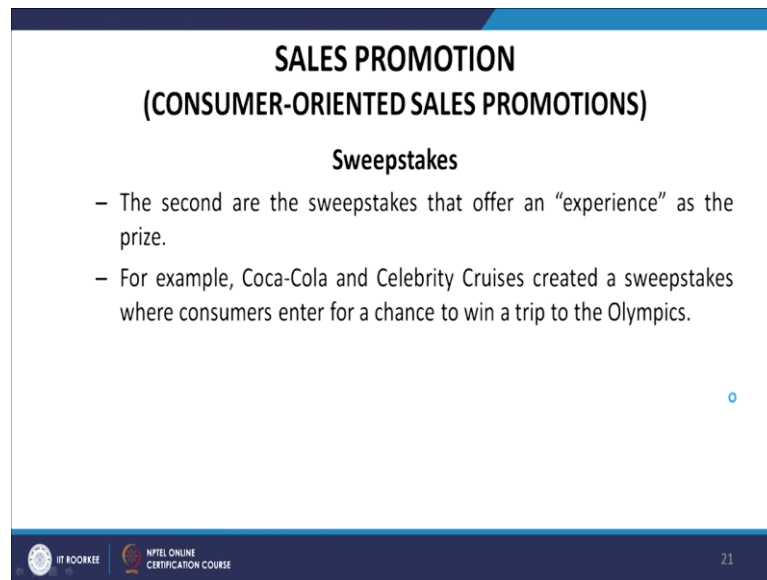
- Sweepstakes are sales promotions that require participants to submit some kind of entry but are purely games of chance requiring no analytical or creative effort by the consumer.
- Two variations of sweepstakes are popular now.
  - First are the sweepstakes that offer products that consumers value as prizes.
  - Coca-Cola has a sweepstakes called “My Coke Rewards” that allows consumers to use codes from bottle caps to enter to win prizes or to collect points to be redeemed for rewards.

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Another type is sweepstakes. Sweepstakes are sales promotions that require participants to submit some kind of entry but are purely games of chance requiring no analytical or creative efforts by the consumer.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

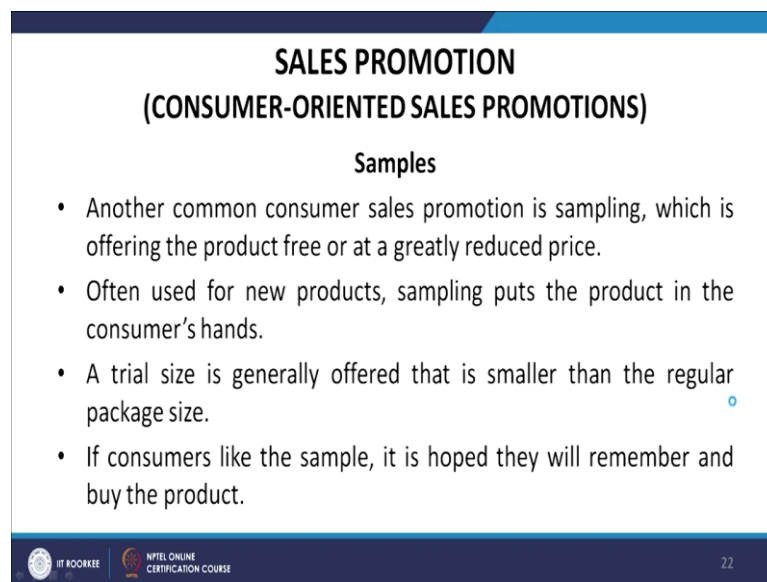
**Sweepstakes**

- The second are the sweepstakes that offer an “experience” as the prize.
- For example, Coca-Cola and Celebrity Cruises created a sweepstakes where consumers enter for a chance to win a trip to the Olympics.

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The second are the sweepstakes that offer an experience as the prize. For example, coca-cola and celebrity cruises created a sweepstakes where consumers enter for a chance to win a trip to the Olympics.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Samples**

- Another common consumer sales promotion is sampling, which is offering the product free or at a greatly reduced price.
- Often used for new products, sampling puts the product in the consumer’s hands.
- A trial size is generally offered that is smaller than the regular package size.
- If consumers like the sample, it is hoped they will remember and buy the product.

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Now comes samples. Another common consumer sales promotion is sampling, which is offering the product free or at a greatly reduced price. Often used for new products, sampling puts the product in the consumer’s hands. A trial size is generally offered that

is smaller than the regular package itself. If consumers like the sample, it is hoped they will remember and buy this product, the regular sized products.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**  
**Loyalty Programs**

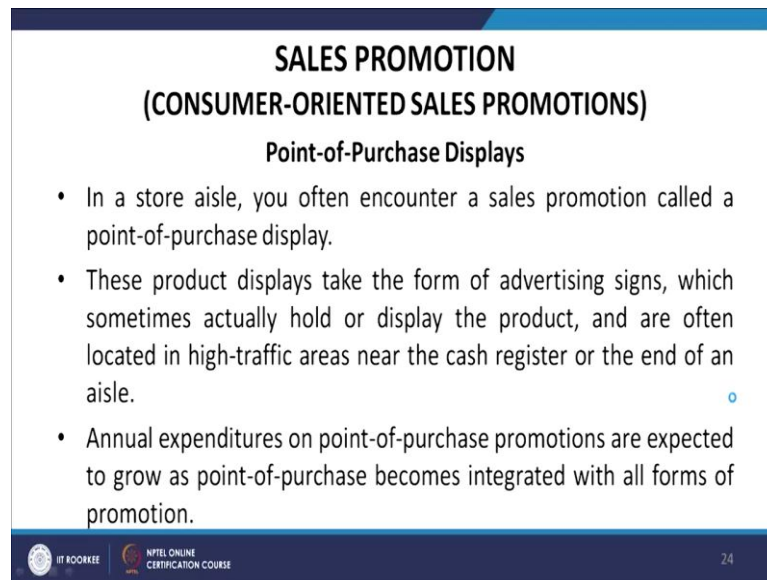
- Loyalty programs are a sales promotion tool used to encourage and reward repeat purchases by acknowledging each purchase made by a consumer and offering a premium as purchases accumulate.
- The most popular loyalty programs today are credit card reward programs.
  - Citibank, for example, offers “Thank You” points for using Citi credit or debit cards. The points can be redeemed for books, music, gift cards, cash, travel, and special limited time rewards.
- Airlines, retailers, hotels, and grocery stores also offer popular loyalty programs.

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Then comes loyalty programs. Loyalty programs are sales promotion tools used to encourage and reward repeat purchases by acknowledging each purchase made by a consumer and offering a premium as purchases accumulate.

The most popular loyalty programs today are credit card reward programs. Citibank, for example, offers thank you points for using Citi credit or debit cards. The points can be redeemed for books, music, gift cards, cash, travel and a special limited time rewards. Airlines also have those kinds of programs. Retailers, hotels and grocery stores also offer popular loyalty programs.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

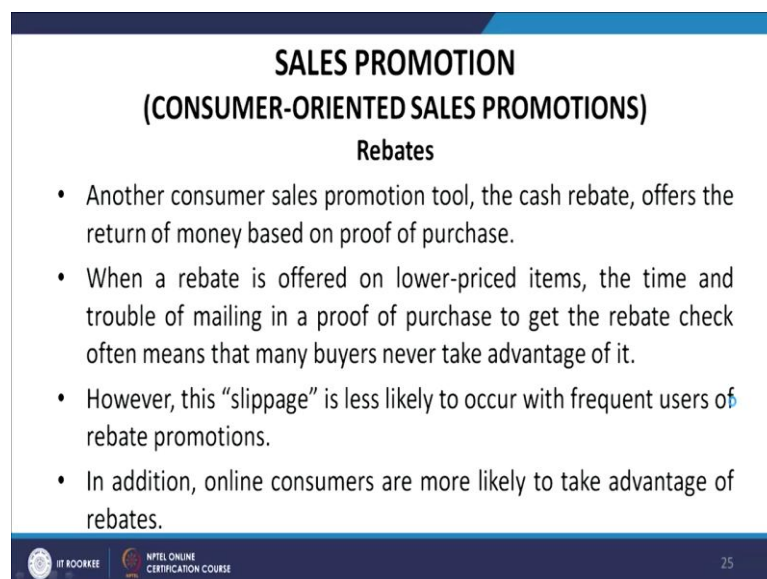
**Point-of-Purchase Displays**

- In a store aisle, you often encounter a sales promotion called a point-of-purchase display.
- These product displays take the form of advertising signs, which sometimes actually hold or display the product, and are often located in high-traffic areas near the cash register or the end of an aisle.
- Annual expenditures on point-of-purchase promotions are expected to grow as point-of-purchase becomes integrated with all forms of promotion.

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Now, comes point of purchase displays. In a store aisle, you often encounter a sales promotion called as point of purchase display. These product displays take the form of advertising signs, which sometimes actually hold or display the product and are often located in high traffic areas near the cash register or the end of an aisle. Annual expenditures on point of purchase promotions are expected to grow as point-of-purchase become integrated with all forms of promotions.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Rebates**

- Another consumer sales promotion tool, the cash rebate, offers the return of money based on proof of purchase.
- When a rebate is offered on lower-priced items, the time and trouble of mailing in a proof of purchase to get the rebate check often means that many buyers never take advantage of it.
- However, this “slippage” is less likely to occur with frequent users of rebate promotions.
- In addition, online consumers are more likely to take advantage of rebates.

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Another consumer sales promotion tool, the cash rebate, offers the return of money based on proof of purchase. When a rebate is offered on low-price items, the time and trouble of mailing in a proof of purchase to get the rebate check often means that many buyers many never take advantage of that rebate. However, this slippage is less likely to occur with frequent users of rebate promotions. In addition, online consumers are more likely to take advantage of these rebates.

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**SALES PROMOTION**  
**(CONSUMER-ORIENTED SALES PROMOTIONS)**

**Product Placements**

- A final consumer promotion tool, product placement, involves the use of a brand-name product in a movie, television show, video game, or commercial for another product.
- Companies are usually eager to gain exposure for their products, and studios believe that product placements can add authenticity to the film or program.
- The producers usually receive fees in exchange for the exposure.

*Good News  
Volkswagen*

IIT ROORKEE NITEL ONLINE CERTIFICATION COURSE 26

Now, let us see what these product placements are. A final consumer promotion tool that is the product placement, involves the use of brand-name product in a movie, television show, video game or commercial for another product. Companies are usually eager to gain exposure for their products and studio believes that product placement can add authenticity to the film or program.

The producers usually receive fees in exchange for the exposure. So, for example, you will find that in Good News, they are talking about Akshay Kumar is working in a Volkswagen showroom. So, that is an example of product placements.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

- **Trade-oriented sales promotions**, or simply *trade promotions*, are sales tools used to support a company's advertising and personal selling directed to wholesalers, retailers, or distributors.
- Some of the sales promotions just reviewed are used for this purpose, but three other common approaches are targeted uniquely to these intermediaries:
  - 1 – Allowances and discounts
  - 2 – Cooperative advertising
  - 3 – Training of distributors' salesforces

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Now, let us move on to the next important thing in this sales promotion that is trade-oriented sales promotion. Trade-oriented sales promotions or simply trade promotions are sales tools used to support a company's advertising and personal selling directly to wholesalers, retailers or distributors.

Some of the sales promotions just reviewed are used for this purpose, but three other common approaches are targeted uniquely to the intermediaries and they are the 1st is allowances and discounts, and then comes cooperative advertising and then, the training of distributors sales force. Now, let us look what are these allowances and discounts.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Allowances and Discounts**

- Trade promotions often focus on maintaining or increasing inventory levels in the channel of distribution.
- An effective method for encouraging such increased purchases by intermediaries is the use of allowances and discounts.
- However, overuse of these price reductions can lead to retailers changing their ordering patterns in the expectation of such offerings.

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Trade promotions often focus on maintaining or increasing inventory levels in the channel of distribution. An effective method for encouraging such increased purchases by intermediaries is the use of allowances and discounts. However, overuse of these price reductions can lead to retailers changing their ordering patterns in the expectations of such offerings.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Allowances and Discounts**

- Although there are many variations that manufacturers can use with discounts and allowances, three common approaches are;
  - 1 - Merchandise allowance
  - 2 - Case allowance
  - 3 - Finance allowance

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Although there are many variations that manufacturer can use with discounts and allowances. The three common approaches are the merchandise allowance, case

allowance and finance allowance. So, these are the three types of allowances that manufacturers use.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Allowances and Discounts**

1. Reimbursing a retailer for extra in-store support or special featuring of the brand is a merchandise allowance.
  - Performance contracts between the manufacturer and trade member usually specify the activity to be performed, such as a picture of the product in a newspaper with a coupon good at only one store.
  - The merchandise allowance then consists of a percentage deduction from the list case price ordered during the promotional period.

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Reimbursing a retailer for extra in-store support or special featuring of the brand is called as merchandise allowance. Performance contracts between the manufacturer and trade members usually specify the activity to be performed, such as the picture of the product in a newspaper with a coupon good at only one store. The merchandise allowance then consists of a percentage reduction from the list case price ordered during the promotional period.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Allowances and Discounts**

- Allowances are not paid by the manufacturer until it sees proof of performance (such as a copy of the ad placed by the retailer in the local newspaper).
- 2. A second common trade promotion, a case allowance, is a discount on each case ordered during a specific time period.
  - These allowances are usually deducted from the invoice.
  - A variation of the case allowance is the “free goods” approach, whereby retailers receive some amount of the product free based on the amount ordered, such as 1 case free for every 10 cases ordered.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 31

Allowances are not paid by the manufacturer until it sees proof of performance such as the copy of the ad placed by the retailer in the local newspaper. The second common trade promotion which is called as a case allowance is a discount on each case ordered during a specific time period.

These allowances are usually deducted from the invoice. A variation of the case allowance is the free goods approach whereby retailers receive some amount of the product free based on the amount ordered, such as 1 case free for every 10 cases ordered. So, in the prices of 10 cases, the retailer gets 11 cases.

(Refer Slide Time: 19:10)

**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Allowances and Discounts**

3. A final trade promotion, the *finance allowance*, involves paying retailers for financing costs or financial losses associated with consumer sales promotions. This trade promotion is regularly used and has several variations.

- i. Floor stock protection program - Manufacturers give retailers a case allowance price for products in their warehouse, which prevents shelf stock from running down during the promotional period.
- ii. Freight allowances - Manufacturers compensate retailers that transport orders from the manufacturer's warehouse.

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A final trade promotion that is the finance allowance allows paying retailers for financing cost or financial losses associated with consumer sales promotions. This trade promotion is regularly used and has several variations.

The first is floor stock production program: manufacturers give retailers a case allowance price for products in their warehouse, which prevents shelf stock from running down during the promotional period. Next is the freight allowances; manufacturers compensate retailers that transport orders from the manufacturer's warehouse.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Cooperative Advertising**

- Resellers often perform the important function of promoting the manufacturer's products at the local level.
- One common sales promotional activity is to encourage both better quality and greater quantity in the local advertising efforts of resellers through **cooperative advertising**.
- These are programs by which a manufacturer pays a percentage of the retailer's local advertising expense for advertising the manufacturer's products.

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Another of the trade-oriented sales promotion is cooperative advertising. Resellers often perform the important function of promoting the manufacturer's product at the local level. One common sales promotion activity is to encourage both better quality and greater quantity in the local advertising effort of resellers through cooperative advertising. These are programs by which a manufacturer pays a percentage of the retailer's local advertising expense for advertising the manufacturer's product.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Cooperative Advertising**

- Usually, the manufacturer pays a percentage, often 50 percent, of the cost of advertising up to a certain rupee limit, which is based on the amount of the purchases the retailer makes of the manufacturer's products.
- In addition to paying for the advertising, the manufacturer often furnishes the retailer with a selection of different ad executions, sometimes suited for several different media.
  - A manufacturer may provide, for example, several different print layouts as well as a few broadcast ads for the retailer to adapt and use.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Training of Distributors' Salesforces**

- One of the many functions the intermediaries perform is customer contact and selling for the producers they represent.
- Both retailers and wholesalers employ and manage their own sales personnel.
- A manufacturer's success often rests on the ability of the reseller's salesforce to represent its products.
- Thus, it is in the best interest of the manufacturer to help train the reseller's salesforce.

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Then comes, the training of distributor's sales force. One of the many functions the intermediaries perform is customer contact and selling for the product they represent. Both retailers and wholesalers employ and manage their own sales personnel. So, these sales persons they are owned and managed by the retailers and the wholesalers.

But a manufacturer success often rests on the ability of the reseller's sales force to represent its product. So, although these salespeople they are the employees of retailers and wholesalers, but obviously, they are selling a manufacturer's product. So, the manufacturer success will depend upon how well this sales force is able to sell their product. Thus, it is in the best interest of the manufacturer to help train the reseller's sales force because at the end of the day, it is the manufacturer who will earn money.



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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

**Training of Distributors' Salesforces**

- Because the reseller's salesforce is often less sophisticated and knowledgeable about the products than the manufacturer might like, training can increase their sales performance.
- Training activities include producing manuals and brochures to educate the reseller's salesforce.
- The salesforce then uses these aids in selling situations.

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Because the reseller's sales force is often less sophisticated and knowledgeable about the product than the manufacturer might like, Training can increase their sales performance. Training activities include producing manuals and brochures to educate the reseller's sales force. The sales force then uses these aids in selling situations.

So, especially in technical type of things, in electronics type of things, those brochures are given to the sales force and they go through them. So, it becomes easier for them to explain things to the consumers.

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**SALES PROMOTION**  
**(TRADE-ORIENTED SALES PROMOTIONS)**

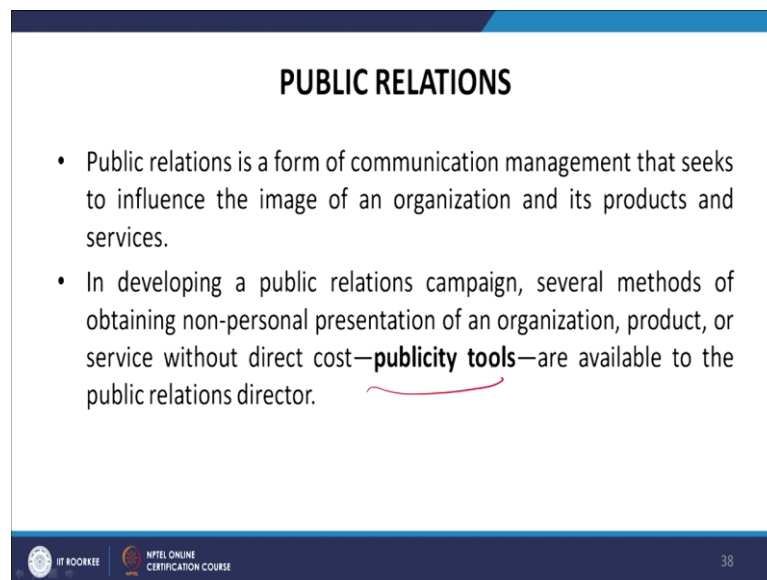
**Training of Distributors' Salesforces**

- Other activities include national sales meetings sponsored by the manufacturer and field visits to the reseller's location to inform and motivate the salesforce to sell the products.
- Manufacturers also develop incentive and recognition programs to motivate a reseller's salespeople to sell their products.

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Other activity includes national sales meetings sponsored by the manufacturer and field visits to the reseller's location to inform and motivate the sales force to sell the product. Manufacturers also develop incentives and recognition programs to motivate a reseller's salespeople to sell their products.

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## PUBLIC RELATIONS

- Public relations is a form of communication management that seeks to influence the image of an organization and its products and services.
- In developing a public relations campaign, several methods of obtaining non-personal presentation of an organization, product, or service without direct cost—**publicity tools**—are available to the public relations director.

*(A red underline is drawn under the phrase "publicity tools" in the original image.)*

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Another of the promotional mix tool is the public relation. So, public relation is a form of communication management that seeks to influence the image of an organization and its products and services. In developing a public relation campaign, several methods of obtaining non-personal presentation of an organization, product, or service without direct cost that is the publicity tools are available to the public relations director.

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**PUBLIC RELATIONS**

- Many companies frequently use the **news release**, consisting of an announcement regarding changes in the company or the product line.
- The objective of a news release is to inform a newspaper, radio station, or other medium of an idea for a story.

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Many companies frequently use the news release, consisting of an announcement regarding changes in the company or the product line. The objective of a news release is to inform a newspaper, radio station or other medium of an idea for a story.

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**PUBLIC RELATIONS**

- A second common publicity tool is the **news conference**.
- Representatives of the media are all invited to an informational meeting, and advance materials regarding the content are sent.
- This tool is often used when new products are introduced or significant changes in corporate structure and leadership are being made.

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The second common publicity tool is the news conference. Representatives of the media are also invited to an informational meeting and advance materials regarding the content are sent to them. This tool is often used when new products are introduced or significant changes in corporate structures and leadership are being made or planned.

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## PUBLIC RELATIONS

- Nonprofit organizations rely heavily on **public service announcements (PSAs)**, which are free space or time donated by the media.
- For example, the charter of the American Red Cross prohibits any local chapter from advertising, so to solicit blood donations local chapters often depend on PSAs on radio or television to announce their needs.

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Nonprofit organizations rely heavily on public service announcements which are free space or time donated by the media. For example, the charter of American Red Cross prohibits any local chapter from advertising, so to solicit blood donations local chapters often depend on PSAs on radios or television to announce their needs.

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## CONCLUSION

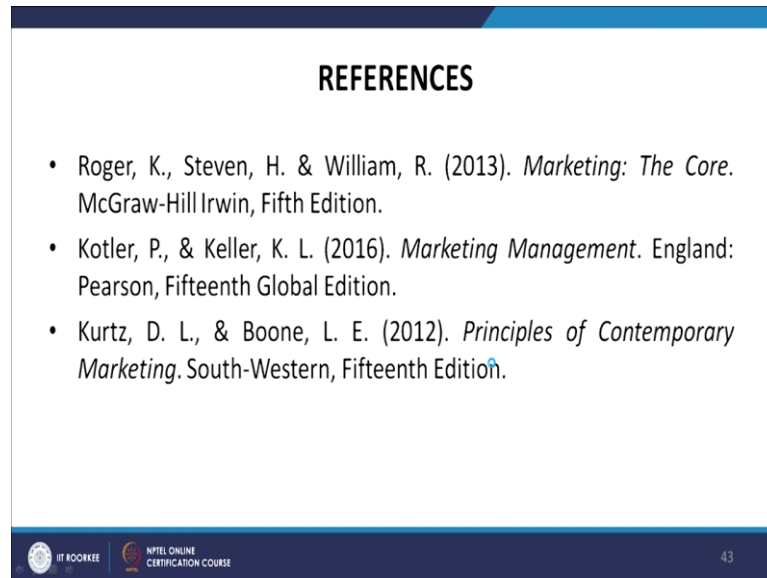
- In this module, we explained the steps used to evaluate an advertising program.
- We, also, elaborated consumer-oriented and trade-oriented sales promotions.
- Further we discussed about another important form of communication, i.e., public relations.

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In order to conclude this module, in this module, we have explained the steps used to evaluate an advertising program. We have also elaborated on consumer-oriented and

trade-oriented sales promotion. Further we have discussed about another important form of communication that is the public relations.

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The material for this module was taken from these three books.

Thank you.