

6.1 Promoting product

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- > *Developing a campaign*

PRODUCT
DISTRIBUTION
PROMOTION
PEOPLE
FINANCE
RISK
GROWTH

Too often people spend a great deal of time developing a product, making sure that the brand is exciting and that the packaging and labelling are perfect. Then they sit back and expect the product to 'walk out the door'. In most cases, this will not happen. You must promote the product. Product promotion will not create ongoing sales, but it will let the consumers know that the product is available and what is so special about it.

It may come as a surprise but promotion is not just advertising. Rather there is the promotional mix—a range of promotional options based on the needs of the marketplace and the characteristics of the product. It is important for all businesses to plan their promotions and develop a budget for these plans. This will help ensure that the promotions are focused and will be more effective.

The promotional mix

The promotional mix is a range of promotional options based on the needs of the marketplace and the characteristics of the product. The promotional mix includes:

- > Publicity
- > Public relations
- > Personal selling by sales reps
- > Sales promotions including tastings and demonstrations
- > Unpaid direct promotion, such as stands and giveaways at events
- > Participation in trade shows
- > Direct advertising

The aim of promotion is to communicate and create awareness that the business has a product or service that will satisfy an individual's needs. Unless the market is made aware that the product exists, then all the costs and decisions made in creating the product will have been for nothing.

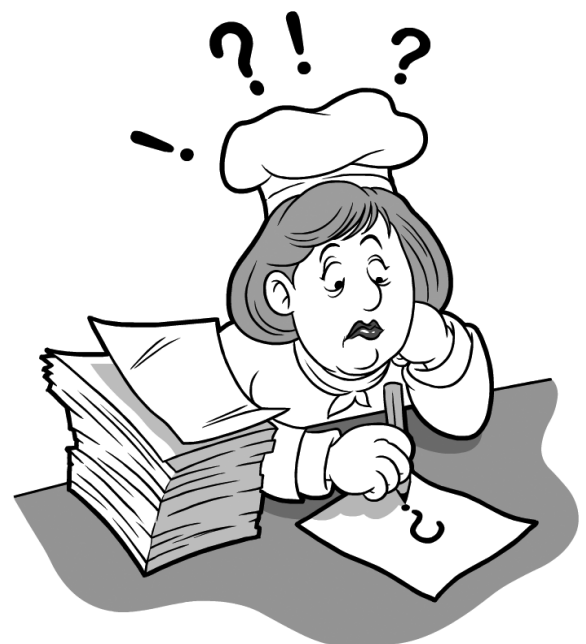
The function of promotion is to create awareness and convey information; promotion by itself can't sell a product or service if the need for that product or service is not there. Promotion can not create need and will not push the consumer to purchase.

Each business needs to select the elements for the promotional mix that are relevant and compatible with its product, the stage in its business life cycle, the channel of distribution, and the media and communications behaviour of the target market. In most situations a combination of promotional events will be required to achieve the desired goals.

Decision factors

There are several factors influencing the decision as to a promotion mix:

1. Consumer characteristics—the characteristics of the consumer must be matched to the promotion utilized. For example, 'Foodies' looking to connect with a food producer will prefer a personalized tasting in an appropriate environment
2. Product factors—promotion must be tailored to the characteristics, features and application of the product or service being sold. For example, a new product needs to have lots of demonstration and tastings to encourage trial. It is best to budget for a higher level of promotional activities in the product's introduction period. Once people know and trust the product, they need ongoing reminders.
3. Distribution factors—if you are the manufacturer then promotions must be conducted not only for the end consumer but also for wholesalers, distributors and retailers. This supports the distribution channels and encourages them to distribute the product. The longer the channel, the more complex the promotional mix. If you have a producer, a wholesaler and a retailer between you and the end, you need three integrated strategies to promote your product.



4. Company factors—The size and scale of operations of the business have a direct relationship to the promotional mix. New and smaller businesses will only have a limited budget to spend. Simple brochures, personal tastings and selling, with direct mail in the form of a newsletter, will be appropriate. Bigger businesses with greater scale will be able to afford advertising, whether this be magazine, bill board or sponsorship.
5. Competitive factors—Use the promotional mix to reinforce the ways in which you are different from your competitors, but focus first and foremost on your marketing objectives and the character of your business.

Developing a promotional campaign

There are four steps in developing and implementing a promotional campaign:

1. Image
2. Message
3. Techniques
4. Implementation

1. Image

An effective image says what you'd like to say, captures your uniqueness, and stands out in a crowd

1. Write a list of colourful and descriptive words or phrases that best describe how you would like your project to be seen.

2. Circle the above items that do the best job of describing the image you would like for your project

2. Message

An effective message motivates your audience to take a specific action and promises a desirable benefit if they do.

1. In two or three sentences, describe the average person for whom your message is intended. What are their special circumstances or sensitivities?

2. What barriers or resistance to your promotional message might you have to meet and overcome?

3. What specific action do you want people to take as a result of your message?

4. In order of importance to you target audience, what are the top three benefits and features you offer?

5. What is your message?

3. Techniques

Some important techniques are listed on the next page. In choosing the techniques which will be effective for you,

- > Choose tools which are likely to connect with your target audience
- > Plan how each can be used to the maximum effect
- > Pick the right mix—within budget
- > Frequency over time equals reach
- > If it worked, do it again
- > Don't abandon the basics
- > Stay the course

Make the choices you believe will be most effective keeping in mind budget constraints and how much effort you can realistically put into development and follow-through.

1. Which are likely to be the most effective techniques for this promotional campaign?

2. How will these techniques work together to produce the response you want?

<i>Technique</i>	<i>Yes or no</i>	<i>Technique</i>	<i>Yes or no</i>
Writing articles for local newspaper		Customer database and work it!	
Media releases		Develop recipes	
Referrals from key influencers		Others	

4. Implementation

After all the planning has been done, execution is the important thing. Divide your plan into small steps, allocate responsibility, deadlines and a budget, and go to it!

Websites

Marketing versus Boardroom foodbiz.net.au/vli6_essentials.asp

Case studies

www.nfis.com.au/index.php?option=content&task=view&id=33&Itemid=74

www.womensnetwork.com.au/library/marketing/2002spring_media.htm

www.womensnetwork.com.au/library/marketing/2001spring_sellsell.htm

www.epicurious.com/promo/atasteofoz/home.html

<i>Technique</i>	<i>Yes or no</i>	<i>Technique</i>	<i>Yes or no</i>
Business cards		Radio shows	
Brochure/flyer		Sponsorship	
Posters		Networking	
Stickers		Word of mouth	
Webpage/website		Point of sale material	
Your phone message		Comprehensive product listing	
Branded uniforms		Have a launch event	
Branding on your car		Local council directories	
Market stalls with tastings		Mobile billboard	
Trade Fair with tastings		Special displays in retail shops	
Outdoor signage at your premises		Tastings in conjunction with display	
Newsletters – email/fax/post to both trade and consumers		Develop training sessions for retail, food service and wholesale staff	