

Promotions



**UNIT 10 PROMOTION
AIRLINE PRODUCTS & SERVICES**

OUTLINE

Role of promotions & objectives

- Role of promotions
- Promotional objectives
- The AIDAS concept

Promotion Mix

- Purpose of promotion mix
 - Personal selling
 - Advertising
 - Advertising & Public relations effectiveness
 - Sales promotion

Social media & Interactive marketing

- The internet as communication channel
- The internet as advertising medium
- The impact of social media
- Social media marketing
- Design promotion mix
- Promotion campaign

Promotion is the part of marketing where you advertise and market your product.

In order to convince them to buy your product, you need to explain what it is, how to use it, and why they should buy.

The trick in promoting is letting consumers feel that their needs can be satisfied by what you are selling.

An effective promotional effort contains a clear message that is targeted to a certain audience and is done through appropriate channels.

The target customers are people who will use, as well as influence or decide the purchase of the product.

ROLE OF PROMOTIONS & OBJECTIVES

Role of promotions

- Create awareness
- Communicate with target customers

Promotional objectives

- **Inform target customers**
 - Ex. Announce new product, educate new destinations, correct false, announce price change
- **Remind target customers**
 - Ex. Seasonal discount, product's benefit, sale weekly web fare
- **Persuade target customers**
 - Ex. Buy on specific time, encourage customer to use airline, convince customer to fly with your airline,

ROLE OF PROMOTIONS & OBJECTIVES

The AIDAS concept

- **Attention**
- Attract the attention of customer to ensure they are aware of product/service
- **Interest**
- Raise the interest by showing the features, benefits
- **Desire**
- Convince customer want/ desire product that will satisfy them
- **Action**
- Lead customer buy the product
- **Satisfaction**
- Satisfy customer so that they will come back, give referral to others

PROMOTIONAL STRATEGY

It's a key **promotional strategy** and can be done through the following:

Radio

Relatively inexpensive yet very effective, radio advertisement is a great way to reach local customers and inform them about your business and products. The best day to run a radio ad is from Wednesday to Sunday.

Television

If you want your advertisement to reach customers in regional or national levels, television is the way to go, although it can be more costly than the other options.

Print

Print advertisement can be distributed via direct mail or printed materials which include newspapers, flyers, and trade and consumer magazines. You can also send letters, contests, fact sheets, brochures, and coupons to current or potential customers across the whole country. Print advertisements let people know what, where, when, and why they should buy your product.

Electronic

You can also advertise electronically through your company website and provide important and pertinent information to clients and customers. You can protect some parts of your website through passwords and give access to member customers. You can also send advertisements via direct e-mail as part of your promotional strategy.

Word of Mouth

When customers like or dislike your products, they tell other people about it.

Generic

This type refers to advertising that does not mention or promote a particular brand but the whole industry. You may have seen generic advertisements for beef, pork, and milk.

Public Relations or PR

Public relations is usually focused on building a favorable image of your business.

You can do this by doing something good for the neighborhood and the community like holding an open house or being involved in community activities.

You can engage the local media and hold press conferences as part of your promotional strategy.

Personal Selling

You can employ salespersons to promote and sell your products as part of the business communication plans.

These salespersons play an important part in building customer relationships through tailored communication.

Personal selling can be a bit costly, though, because you will need to hire professional sales people to do the promotion for you.

But done right, the profit gained could outweigh the cost.

Sales Promotions

This promotional strategy is done through special offers with a plan to attract people to buy the product.

Sales promotions can include coupons, free samples, incentives, contests, prizes, loyalty programs, and rebates.

You might also want to educate potential and current customers by holding training and seminars, or reach them via trade shows.

Some of the target audience may be more receptive to a certain promotional method than another.

You can also do sales promotions by setting up product displays during a public event or through social networking at business and civic gatherings.

The proliferation of the Internet has given birth to other promotional channels that were not available before.

E-commerce has also changed the way companies and customers do business.

Social networking sites like Facebook reach a very wide audience and putting up advertisements through them may lead to more customers.

You may also want to promote your product through other Internet advertisement channels like Google's AdSense.

SOCIAL MEDIA & INTERACTIVE MARKETING

The impact of social media

- More than 50% of the world population using social media
- Most popular online activity than e-mail
- The number of people using is growing up
- Active and open discuss
 - People appears to trust opinion of total strangers
 - Social media as big television and press
 - Marketing communication must capture and share customer experience

SOCIAL MEDIA & INTERACTIVE MARKETING

Social media marketing

- Build awareness and brand
- Opportunity to research and learn about the market
- Provide opportunity to defend and encourage positive conversation
- Create interactive customer service channel for customer
- Develop brand identity and interact with target market, reach new audience

AIRLINE PROMOTION MIX

- To achieve promotion objectives, airlines use various promotional tools
 - **Personal selling**
 - **Advertising**
 - **Advertising & Public relations effectiveness**
 - **Sales promotion**

- **1. Personal selling**

Involve the interaction of two or more people and enable them to observe other reaction at real time

- **Focus**

- focus on target group Ex. Corporate sales

- **Flexibility**

- Tailored & flexible presentation, immediate feedback, face-to-face, increase closing sale probability

- **Effectiveness**

- Initiate, negotiate and finalize sale as little as one encounter

PROMOTION MIX

▪ 2. Advertising

- A paid mass communication activities
- Create modify behavior or attitude of target customers
- Introduce new product/service
- Enter new market
- Target new segment
- Expand total market demand
- Build goodwill towards company, product/service
- Support others marketing mix tools

Types of advertising ex.

▪ **Print media**

- Newspaper, Magazine, outdoor

▪ **Direct mail**

- Frequent flyer Program membership, credit card

▪ **Direct e-mail**

- Inform schedule change, launch new promotion, announce new schedule
- Low cost promotion, personalize, fast
- But impact on brand as 'spam' e-mail & consumer has negative attitude to promotion e-mail

PROMOTION MIX

- **3. Advertising & Public relations effectiveness**
- **Selecting the right media**
- Combination of media likely to be most effective
- Choice of media determine by budget
- **Advertising agencies**
- Airline will gain expertise from ads. Agency
- Airline should; track back the agency record, skill, creativity, commitment
- **Public Relations**
- About airline reputation
- The result from what you do, what you say and what others say about you

PROMOTION MIX

- **4. Sales promotion** are activities that support advertising, PR, & personal selling. It can include coupons, free samples, incentives, contests, prizes, loyalty programs, and rebates.

3 main objectives are;

- **Sale stimulation**
- Ex. Issue coupon to VISA card holder, offering discount
- **Customer involvement**
- Invite customers to involve Ex. Choose destination for fare promotion
- **Education**

Ex. holding training and seminars, or reach them via trade shows allows customer to learn about airline products/services



Q & A

<https://marketingmix.co.uk/promotion/>