

# **MAR GREGORIOS COLLEGE OF ARTS & SCIENCE**

Block No.8, College Road, Mogappair West, Chennai – 37

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## **PG DEPARTMENT OF COMMERCE**

**SUBJECT NAME: ADVERTISING AND SALESMANSHIP**

**SUBJECT CODE: KDACD**

**SEMESTER: III**

**PREPARED BY: PROF. T. BALACHANDAR**

## Advertising and Salesmanship

- **Objective: To enable students to learn the nuances of target marketing and personal selling and public relations**
- UNIT I Introduction to Integrated Marketing Communication – Components of Marketing communication – Advertising – Salesmanship and public relations – The role of Integrated Marketing communication in marketing process – Evaluation of marketing strategy and analysis. Evaluating Social, Ethical and Economical aspects of advertising
- UNIT II Identification of Target markets – Organization for Advertising and Salesmanship – The communication process – Sources – Message and channel factors – Advertising objectives and Budgeting – Determining the promotional objectives – DAGMAR approach – Media planning and strategy
- UNIT III Determining different media strategy – Media mix – Evaluation of broadcast media – Evaluation of Print media and evaluation of other support media such as Home media and In-store media and Internet media
- UNIT IV Direct Selling – Role of Salesmanship in direct selling – Evaluating the role of salesmanship and his effectiveness – The Internet and interactive media – Measuring its effectiveness
- UNIT V Personal selling and Public relations – The role of personal selling and public relations in Integrated Marketing communication – Contribution of Personal selling with other media – Evaluating its effectiveness

### Book References

1. George E.Belch and Michael A.Belch, Advertising and Promotion, McGraw Hill Company
2. Ronald, Karen Whitehill king, and J.Thomas Russell, Kleppner's Advertising Procedure, Pearson Education International, Prentice Hall
3. Sarangi, Advertising and Sales Promotion, Asian Books
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## UNIT I

### INTEGRATED MARKETING COMMUNICATION

It is a strategy in which different communication tools like advertising, public relations, sales promotion, direct marketing and personal selling work together to maximize the communication impact on target consumers

#### OBJECTIVES OF INTEGRATED MARKETING COMMUNICATIONS

- (1) to achieve considerable sales and
- (2) to build a strong brand image.
- (3) to influence the behaviour of target audience

#### COMPONENTS OF MARKETING COMMUNICATION –

##### **Integrated Marketing Communications**

##### **1- Consumers:**

In this element it is interrogated how consumers get information as well as how the delivery of that exchange of information affects the message's form and contents.

##### **2- Communication channels:**

This element interrogates several channels and how much effective each channels is in IMC strategy.

##### **3- Results:**

It considers how the level of intricacy in IMC strategies leads marketers to measure result by designing new ways.

#### **Differentiation between the Integrated marketing communication and Traditional marketing Communication**

	Integrated Marketing Communication	Traditional Marketing Communication
1	Synergy function: Integrated into one	Isolated function: Partitioning
2	Customer-Oriented: start with the customer needs and wants	Organization-Oriented: start with the goals and product

3	Coherent communication programs	Breaking communication programs
4	Brand/Relationship building objective	Short-term sales objective
5	Targeted to stakeholder segment	Widespread audience

## ADVERTISING – SALESMANSHIP AND PUBLIC RELATIONS

### **Definition of Advertising**

Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc.

### **Definition of Promotion**

Promotion keeps the product in the minds of the customer and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

### **Definition of Marketing**

Marketing is the wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return. Marketing is usually focused on one product or service. Thus, a marketing plan for one product might be very different than that for another product. Marketing activities include "inbound marketing," such as market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc. Inbound marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), and pricing your products and services. "Outbound marketing" includes promoting a product through continued advertising, promotions, public relations and sales.

### **Definition of Public relations**

Public relations includes ongoing activities to ensure the overall company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc. As noted above, public relations is often considered as one of the primary

activities included in promotions.

### **Definition of Publicity**

Publicity is mention in the media. Organizations usually have little control over the message in the media, at least, not as they do in advertising. Regarding publicity, reporters and writers decide what will be said.

### **The role of Integrated Marketing communication in marketing process**

Any organization that wants to exchange its products or services in the marketplace successfully should have a strategic marketing plan to guide the allocation of its resources. A strategic marketing plan usually evolves from an organization's overall corporate strategy and serves as a guide for specific marketing programs and policies.

IMC is defined as customer centric, data driven method of communicating with the customers. IMC is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together.

All elements of marketing mix must be consistent with the strategic plan that will produce an integrated marketing communications program. This chapter discusses how to influence the marketing strategies of promotion activities and how the promotion decision should be coordinated with other marketing mix elements.

### **Marketing and Promotions Process Model**



## OPPORTUNITY ANALYSIS

A careful analysis of the marketplace should lead to alternative market opportunities for existing productlines in current or new markets, new products for current markets, or new products for new markets

Market opportunities are areas where there are favourable demand trends, where the company believes customer needs and opportunities are not being satisfied, and where it can compete effectively

Athletic-shoe companies such as Nike, Reebok, and others see the shoe market as an opportunity to broaden their customer base both domestically and internationally

## COMPETITIVE ANALYSIS

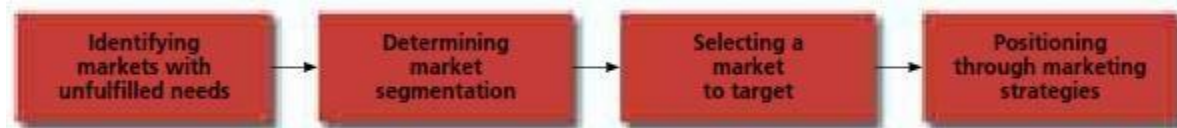
In developing the firm's marketing strategies and plans for its products and services, the manager must carefully analyse the competition to be faced in the marketplace. For example, recently the U.S. market has seen significant growth in the high-end luxury market, with more consumers spending more of their money on luxury goods than ever before. High-end products from Coach, Tiffany's, and Ralph Lauren are all benefiting from this change in consumer spending habits.

This may range from direct brand competition (which can also include its own brands) to more indirect forms of competition, such as product substitutes

An important aspect of marketing strategy development is the search for a competitive advantage, something special a firm does or has that gives it an edge over competitors

In developing the firm's marketing strategies and plans for its products and services, the manager must carefully analyze the competition to be faced in the marketplace. Interestingly, it is not just the wealthy that are purchasing these very expensive products, but the middle class is doing so as well. Leading marketers apply labels such as the "massification of luxury," "luxflation," or the "new luxury" segments

### Target Marketing



### IDENTIFYING MARKETS

Target market identification isolates consumers with similar lifestyles, needs, and the like, and increases our knowledge of their specific requirements

The more marketers can establish this common ground with consumers, the more effective they will be in addressing these requirements in their communications programs and informing and/or persuading potential consumers that the product or service offering will meet their needs.

### MARKET SEGMENTATION

Dividing up a market into distinct groups that have common needs and will respond similarly to a marketing process.

The Process involves the following steps:

1. Finding ways to group consumers according to their needs
2. Finding ways to group the marketing actions—usually the products offered available to the organization
3. Developing a market-product grid to relate the market segments to the firm's products or

actions

4. Selecting the target segments toward which the firm directs its marketing actions
5. Taking marketing actions to reach target segments

### **BASES FOR SEGMENTATION**

1. Geographic Segmentation
2. Demographic Segmentation
3. Psychographic Segmentation
4. Behaviouristic Segmentation
5. Benefit

segmentation Selecting a target market

#### **Determining how many segments to enter:**

- Undifferentiated marketing involves ignoring segment differences and offering just one product or service to the entire market
- Differentiated marketing involves marketing in a number of segments, developing separate marketing strategies for each
- Concentrated marketing is used when the firm selects one segment and attempts to capture a large share of this market

#### **DETERMINING WHICH SEGMENTS OFFER POTENTIAL:**

The second step in selecting a market involves determining the most attractive segment. The firm must examine the sales potential of the segment, the opportunities for growth, the competition, and its own ability to compete. Then it must decide whether it can market to this group.

### **MARKET POSITIONING**

Positioning has been defined as “the art and science of fitting the product or service to one or more segments of the broad market in such a way as to set it meaningfully apart from competition.”

Positioning strategies generally focus on either the consumer or the competition.



Developing a Positioning Strategy: To create a position for a product or service, managers must ask themselves six basic questions:

1. What position, if any, do we already have in the prospect's mind?
2. What position do we want to own?
3. What companies must be outgunned if we are to establish that position?
4. Do we have enough marketing money to occupy and hold the position?
5. Do we have the guts to stick with one consistent positioning strategy?
6. Does our creative approach match our positioning strategy?

**Approaches:**

- i. Positioning by Product Attributes and Benefits
- ii. Positioning by Price/Quality
- iii. Positioning by Use or Application
- iv. Positioning by Product Class
- v. Positioning by Product User
- vi. Positioning by Competitor
- vii. Positioning by Cultural Symbols
- viii. Repositioning

**Determining the positioning strategy**

- i. Identifying competitors
- ii. Assessing consumers' perceptions of competitors
- iii. Determining competitors' positions
- iv. Analysing the consumers' preferences

- v. Making the positioning decision
- vi. Monitoring the position

## **Developing the Marketing Planning Program**

### **Product Decisions**

Product planning involves decisions not only about the item itself, such as design and quality, but also about aspects such as service and warranties as well as brand name and package design.

Consumers look beyond the reality of the product and its ingredients. The product's quality, branding, packaging, and even the company standing behind it all contribute to consumers' perceptions.

### **Branding**

One important role of advertising in respect to branding strategies is creating and maintaining brand equity, which can be thought of as an intangible asset of added value or goodwill that results from the favourable image, impressions of differentiation and/or the strength of consumer attachment to a company name, brand name, or trademark.

### **Packaging**

Packaging is another aspect of product strategy that has become increasingly important. The package is often the consumer's first exposure to the product, so it must make a favourable first impression.

### **Pricing**

The price variable refers to what the consumer must give up to purchase a product or service. While price is discussed in terms of the dollar amount exchanged for an item, the cost of a product to the consumer includes time, mental activity, and behavioural effort. A firm must consider a number of factors in determining the price it charges for its product or service, including costs, demand factors, competition, and perceived value.

### **Distribution Channel**

Marketing channels, the place element of the marketing mix, are "sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

## Role of Advertising and Promotion

Marketers use the various promotional-mix elements—advertising, sales promotion, direct marketing, publicity/public relations, and personal selling—to inform consumers about their products, their prices, and places where the products are available. Each promotional mix variable helps marketers achieve their promotional objectives, and all variables must work together to achieve an integrated marketing communications program. The development and implementation of an IMC program is based on a strong foundation that includes market analysis, target marketing and positioning, and coordination of the various marketing-mix elements.

- Evaluation of marketing strategy and analysis. Evaluating Social, Ethical and Economical aspects of advertising

### Aspects of Advertising

*Socio-ethical aspect of advertising is concerned with good and bad, with reference to a particular culture at a given point of time. It represents a set of moral principles and values.*

*Socio-ethical advertising can shift the demand curve to the right; unethical can shift the demand curve of a firm to the left.*

*Economists' perspectives regarding the effects of advertising follow two basic schools of thought, the advertising equals market power model and the advertising equals information model.*

### Aspects of Advertising: Social, Economical, Ethical Aspects, Criticisms and Other Details

#### Aspects of Advertising – Social Aspect

The criticism that “most promotional messages are tasteless,” and that “promotion contributes nothing to society’s well-being” sometimes ignores the fact that there is no commonly accepted set of standards or priorities within our social framework. We live in a mixed economy, with differing needs, wants, and aspirations; what is tasteless to one group may be quite satisfactory for another

Advertising has become an important factor in the campaigns to achieve such societal-oriented objectives as the discontinuance of smoking, family planning, physical fitness, the elimination of abuse, prohibition of drinking, etc. Advertising performs an informative and educative task; and that is why it is extremely important practice in the functioning of modern Indian society

#### A Social Perspective on Advertising:

Critics attribute an awesome ability to advertising to persuade millions of Indians to do almost anything. Advertising has been accused of causing, either directly or indirectly-

- (a) An escalation in the national crime rate;
- b) An increase in communal riots;
- (c) A decline in the respect for leadership of every kind;
- (d) The employment of strategies for the manipulation of children;
- (e) The use of sub-threshold effects to slip messages past our conscious guard,
- (f) A deliberate sale of products for their status-enhancement value;
- (g) Illogical irrational loyalties;
- (h) The exploitation of our deepest sexual sensitivities and
- (i) The application of the insights of depth selling to politics.

Advertising is at once a scapegoat, an imperfect social institution and a force of imponderable proportions. We have every right to expect such a force to act in a fully responsible manner; we have a responsibility to understand the inherent imperfections of our commercial advertising system.

#### **There are, essentially, three challenges to advertising:**

- (a) First, advertising is challenged on the aesthetic front; the “bad taste” argument exemplifies this line of attack;
- (b) Second, advertising is challenged on the moral front; the charges here range from exploitation of sex to those of “creating” wants;

## Aspects of Advertising – Economical and Social Aspects

Advertising has attracted attention for its impact on economic and socio-cultural environment of society. Advertising activity has vast employment potentials as it has number of jobs associated with it relating to creation, production, and delivery of advertisement.

## Aspects of Advertising – Economic Importance

Since advertising is such an endogenous part of our economy we depend on it for the sale of a large percentage of our output in India, and since it has been accepted, although with annoyance and concern by most Indians, it is not likely that its abolition will be sought or will be tolerated. Were it abolished, alternative methods of promotion would have to be devised.

### **The problem is essentially that of:**

- (a) Learning to measure both the micro and macro-effects of advertising, so that it may be employed most efficiently from the viewpoint of both the firm and of society ; and
- (b) Imposing social controls that will eliminate or minimize the deleterious effects of advertising on social welfare.

### **ECONOMIC IMPORTANCE:**

If for no other reason than that it is an activity that employs several million people, promotion is of considerable economic importance. More important, however, is the fact that effective promotion has allowed society to derive benefits not otherwise available.

Advertising strategies that increase the number of units sold permit economies in the production process. The production costs assigned to each unit of output are lowered. Lower consumer prices then allow these products to become available to more people.

Similarly, the price of newspapers, amateur and professional sports, radio and television programmes, and the like, might be prohibitive without advertising to shoulder the expense. In short, promotion pays for many of the enjoyable entertainment and educational aspects of contemporary life and it lowers product costs as well.

### **(i) Advertising As a Source of Information:**

To what extent does advertising provide information to consumers about the availability of products relevant to the meeting of consumer needs, and the price and terms of sale?

First, the advertiser is the seller of the product or service. He has, therefore, more information about the product or service than anyone else. Whether the seller's knowledge of his product is actually used extensively in the design of advertising programmes would have to be established by a careful study of the procedures employed in planning advertising copy.

If advertising agencies, for example, are found to be the ones that select from the cluster of product characteristics those that are to be stressed in a particular promotional programme, it would suggest that the seller's intimate knowledge of his product is less important in determining what information gets to the consumer than other aspects of that choice, such as the probable impact of a given piece of information, consumer response in the light of product's historical image, and the competitor's policies.

On the other hand, much advertising is highly informative. This is particularly true of want ads of manufacturer's advertising that inform potential buyers of the availability of products and of their attributes, and of the retailer's advertising of product availability, characteristics and prices.

Wholesalers use less advertising than manufacturers or retailers, but where it is employed, as in the marketing of industrial supplies it is likely to contain considerable information, or is restricted to information about the availability of goods.

Much of the information conveyed in advertising is accurate, and this is most likely to occur when the potential buyer is well informed and where the information itself is of a nature that is likely to be conducive to purchase.

Advertising of industrial goods and supplies, for example, is often heavily loaded, with information about product attributes because of the interests and knowledge of potential customers.

In the advertising of all goods consumer or industrial the products that have useful attributes would be sold more easily on the basis of information about those attributes than on the basis of false information.

Although much advertising is truly informative, the greatest risk and uncertainty from the potential buyers' point of view is the absence of any objective control over the advertiser's decision on what information he will convey.

Seldom will an advertiser choose to convey information that would be damaging to his profit or sales objective; yet such information may be essential if the buyer is to make an optimum choice.

**(ii) Advertising and Prices:**

Does heavy advertising expenditure raise consumer prices? The question is, superficially, a compelling one. The answer is that, in some cases, it does; in other cases it does not. The “logic” behind this answer is simple. It involves what may be called the stacking- up concept of costs.

The view is often held that all elements of production costs and marketing costs must be summed up and covered (or recovered) in the final selling price. All these costs accumulate in this vertical or “stacking up” sense, and we end up by paying for each layer of the stack, as it were. The cost of advertising is seen as simply another element in the stack, and its elimination is viewed as tantamount to price relief for us all.

We should note that this argument need not be applied only to the individual advertisement or the advertising campaign, but to any promotional effort- trading stamps, etc., included. But in spite of the seeming simplicity and clarity of the logic of this criticism, a categorical statement that advertising raises consumer prices is wrong.

Advertising may result in higher prices if it is ineffective, or if it does not result in an increased sales volume, even though market saturation has not yet developed. We have three instances in which advertising may increase consumer prices. [The critic who claims that advertising raises consumer prices presumes a constant (or increasing) unit costs of manufacture.]

**These three instances are:**

**(a) When Market Saturation Exists:**

When no amount of encouragement will entice new buyers to try a particular product or service that is, when market saturation occurs -then a battle between competing firms with a not-to-be outspent attitude clearly represents an economic waste. This stand-off situation may result in losses to the battling firms or in higher prices to the final consumers.

**(b) When Decreasing Returns to Scale Are Encountered:**

In this instance, advertising may increase the -sales volume, but it may not produce a lower unit cost of manufacture. When the costs of manufacture increase with increases in the sales volume (called decreasing returns to scale), further advertising expenditure must accumulate in the vertical sense.

**(c) When the Advertising itself Is Ineffective:**

Finally, advertising may result in higher prices if it is simply ineffective, if it does not result in an increased sales volume, even though market saturation has not yet developed.

These are the three instances in which advertising can increase consumer prices ; but as long as a market is expandable (unsaturated), as long as lower manufacturing costs per unit are possible, and as long as the advertising produces (or helps to produce) an increased sales volume, it is possible to lower total unit costs. It is possible then to achieve lower consumer prices.

**Advertising and the Level of Output:**

One of the arguments often presented in favour of advertising is that it stimulates demand, and therefore production, which, in turn, stimulates income generation. This suggests that there is a multiplier effect from advertising, and that this may follow logically from the perception of advertising as a capital expenditure.

Another defense of advertising is that it is one of the competitive tools in an economy in which product differentiation and innovations are important attributes.

It is particularly important, so it has been argued, as a means by which innovators may gain a foothold in the market. I would assume that the continuous growth of the gross national product is desirable.

Because the rate of innovation is critical to economic growth, this marketing support also becomes critical in encouraging the manufacture of new products, product changes and growth.

**Both of these defenses of advertising stimulus to demand and a means by which innovations are encouraged have to be viewed in terms of:**

Whether or not they are true;

Whether they are desirable ends; and

If so, to what extent advertising is the best way of achieving these ends.

**Gross National Product & Innovation:**

I have already indicated that it is not possible to measure the effects of advertising with a high degree of accuracy for a particular firm, and this holds even more for advertising in the economy as a whole; that is, we do not know the extent to which advertising has served as a stimulus to demand in either the short run or the long run-the secular trend in advertising expenditures.



Advertisers believe that advertising is a stimulus to sales of particular brands. Whether it has increased the demand for goods as a whole over a span of time is less clear, and will have to remain a moot question until meaningful measurements can be evolved.

To the extent that advertising is a part of the total economic climate within which the Gross National Product has grown secularly over the decades, and particularly a part of the dynamic elements of the climate, it may have had a role in the growth of national productivity.

### **(iii) Competition:**

The nature of competition can be affected by advertising. While the demand creating potential of advertising may encourage new firms to enter an industry and existing firms to expand their product lines, one of the factors that appears to be associated with the successful use of advertising is the availability of funds for this purpose.

Advertising appropriations make it possible for one to realize economies of scale in the use of such funds with a view to achieving lower unit costs and a greater potential impact on revenue and they also make it more difficult for new firms to enter the industry.

Thus, the availability of funds for expensive advertising services does not stimulate innovations and sales promotion by many firms but rather restricts these possibilities for the larger firms in the industry which can support large promotional budgets.

A greater concentration of production is more likely to result in rigidities in the market structure and behaviour. Such a market may not be without social benefits; but it lacks the vitality that characterizes competition in a larger number of smaller firms.

### **(iv) Advertising & Allocation of Resources:**

One other question that should be answered in an overall appraisal of advertising is its impact on resource allocation. Let us assume that advertising can, in fact, increase the demand for specific products and specific brands in a product group.

To the extent that this diverts consumer expenditure from other goods and services, the demand for which is less responsive to the persuasive effects of advertising, there is a reallocation of resources.

If consumers experience the increased satisfactions that they anticipate as a result of this, welfare is enhanced by this allocation. To the extent, however, that consumers are disappointed with the consequences of their based on advertising, there is a resulting misallocation of resources and

reduced total welfare.

Some people deplore this aspect of advertising on the basis of value judgments. Specifically, they believe that the “things” that much of our advertising glorifies are undesirable because they are not what these individuals believe are “good” for human beings.

Advertising expenditures have the profoundest potential effects, particularly when products have hidden qualities and when the wants that are satisfied by those products are of a high order, and are subjective. Some criticise advertising because it diverts more of our resources to fulfilling these wants than is desirable.

They expand their criticism to include the fact that hidden qualities can be more easily falsified or exploited by effective advertising and that advertisers can and do take advantage of human ignorance and lack of experience in meeting these more marginal wants, which emerge to become important demand determinants only after more basic biological and socio psychological needs have been satisfied.

### **ASPECTS OF ADVERTISING – SOCIAL ASPECTS: WITH CRITICISMS**

It is argued that the biggest and potentially most insurmountable problem encountered in any attempt to examine and evaluate the social issues surrounding advertising stems from the essentially subjective nature of many of the criticisms that have been levelled in recent years.

Although social and ethical criticisms of advertising are by no means new, the nature and seriousness of the complaints made has in recent years increased significantly. An additional problem is encountered in the form of the sheer volume of the criticisms that have been made.

This trend has in turn been supported and reinforced by the attention paid by successive governments to the role of advertising and the rise of consumerism.

Followings are the eight criticisms which in so far as are made most frequently and because they bear the direct relationship to the ethics of advertising are most pertinent to such discussion.

#### **These criticisms are:**

1. Advertising is frequently false and misleading.
2. Advertising concentrates on selling products to people they neither need nor want.
3. Advertising exhibits bad taste.
4. Advertising stresses small and insignificant differences between products and has resulted in

an unnecessary and wasteful proliferation of brands.

5. Advertising is too persuasive.
6. Advertising can be used, to take advantage of children (bad effect on children).
7. Much advertising is irrelevant and unnecessary.
8. Advertising has resulted in uniformity.

When we evaluate social problems in relation to advertising, we are in the area of personal value judgement. How can deficiencies in our social system be corrected? How can things be managed so that people will get more of the essential necessities without giving up too much of their basic freedom of choice and action? What part does advertising play in helping to accentuate or relieve those conditions?

**The charges labeled against the advertising can be explained in the following ways:**

1. A manufacturer of cosmetics uses the appeal that the company's cosmetic will make a young women more lovable and will attract young men to her. In her fantasy life, the young woman will probably want to be lovable and to attract a young man. And certainly she will be more attractive in real life if she is well groomed than if she is not.
2. People want to look better, eat better, live in better houses, drive better cars—in fact improve all aspects of their living. Merchandise that may entirely or partially satisfy the wants of the consumer may be sold more easily through persuading the prospect with the right appeal.
3. The charge is that advertising forces consumers to want merchandise that they cannot afford. But as we know that the advertising cannot move people in directions contrary to social trends and their preferences. One of the reasons why companies use marketing research is to find out how to advertise products and services to coincide with the demand of consumers.

Advertising cannot bring about anything that would not occur without advertising, but it does not hasten product adoption and use. The number of times that advertising has not been able to get consumers to buy products with a declining trend or that advertising could not get consumers to

adopt a product in advance of the time it seemed propitious, is great enough to dispel the belief that advertising has the ability to do more than advance effective suggestions.

4. The charge is that advertising lacks good taste? If the advertiser does not advertise the products and services that the Indian public openly buys, what other standards would be used to select the products. No doubt, some radio and television commercials are obtrusive and irritating. If the public is offended by the appeals used, the advertiser may soon find out their disapproval through a decrease in sales.

#### **ADVERTISING AND CULTURAL VALUES:**

Advertising practitioners face ethical issues that are common to all professionals, but they also confront questions that are related to unique aspects of advertising. Despite some academic and popular discussion of ethics in advertising, ranging from its broad social consequences to consumers' perceptions of potentially objectionable ads, little is known about how advertising practitioners react to ethical issues when they arise.

We find two persistent and related problems regarding sensitivity to ethical issues among advertising professionals. They label these problems "moral muteness"—the unwillingness of practitioners to acknowledge and discuss ethical problems, and "moral myopia"—the inability even to see clearly ethical issues when they arise. The problems, though wide-spread, are not universal, and it is found that the type of advertising agency in which one worked was important in enhancing ethical awareness.

The underlying causes of the myopia and muteness were often explained by assumptions, perceptions, and paradigms that often led to rationalizations. These rationalizations were categorized and analyzed. Examples range from those unique to advertising—the First Amendment misunderstanding, to others common to business generally—the client is always right.

## UNIT II

### IDENTIFICATION OF TARGET MARKETS

#### Target Market Identification

Target market identification involves selecting one or more market segments or groups of customers to target in your [marketing mix](#). The idea is that tailoring that mix to address the unique needs and desires of your target market can ultimately be more profitable for the firm than mass marketing toward every would-be buyer in the overall market.

Target market identification broadly involves identifying why a customer would want to buy from you, breaking down the overall market into different market segments based on shared characteristics, and then choosing the most feasible,

profitable market segment or segments as the target market for your marketing mix.<sup>1</sup>

For example, let's say you run a local luxury men's formal wear shop. Your customer isn't the entire consumer market or even every man. Rather, you might divide the overall market into segments based on geographic, demographic, and psychographic characteristics, focusing on high-income men who are within a 10-mile radius, between the age of 25 and 50, and desire status. You can then focus your marketing mix on that target market to better reach the men who actually need or want your products.

#### Benefits of Target Market Identification

The advantages of identifying a target market include:

**More effective marketing mix:** If you know who your customers are, you can tailor the product, price, and distribution channels to better meet their needs and desires.

**Helps you choose the right marketing channels:** With a target market in mind, you can [promote your products or services](#) to customers where they are, be it by posting on a given social media platform or placing ads in a part of town where people in your target market regularly frequent.

**Uses limited time, money, and resources more efficiently:** Promoting to a narrower target market as opposed to the overall market allows you to allocate your hours and dollars more efficiently on the people who are most likely to need or want to buy from you.

**Maximizes sales and profits:** All of the above factors can boost the appeal and reach of your marketing mix, which can boost the volume of sales and improve your bottom line.

### **Target Market Identification Process**

Follow these steps for the identification of the target market:

**Assess product or service characteristics:** Make a list of the features as well as the benefits that come with your product or service. For example, a laundry detergent might feature a color-safe stain-removal formula, with the benefit being cleaner clothes that retain their bright color.

**Identify why customers would buy from you:** From the features and benefits you listed, identify the **key selling point** that gives customers a reason to buy your product or service.

**Identify the most relevant dimensions of segmentation:** Figure out the dimensions along which you want to break down or segment the larger overall market into a smaller target market. To do so, make a list of the major segmentation bases and decide which are relevant to the majority of your potential customers. Major segmentation bases include geographic (customers are targeted locally, statewide, regionally, or nationally), demographic (customers are targeted by their age, gender, race, income, and education level, for example), psychographic (identification based on attitudes, beliefs, emotions, lifestyle, and hobbies), and behavioral (identification based on various patterns such as purchasing occasion and loyalty status).

**Segment the market according to specific criteria:** Identify one or more specific segments that will define the target market. For example, a men's and women's shoe retailer that chooses to segment the market by the demographic characteristics of gender and the psychographic characteristic of hobbies may decide to target men who enjoy running in their performance running shoe campaign and women who play tennis for their tennis shoe campaign.

**Choose the most profitable segments to include in the target market:** Evaluate how worthwhile it would be to pursue each identified market segment by evaluating your firm's financial resources and the profitability of each segment, which segments your competitors serve, and how established you are in the market. If you can't afford to promote to all the identified segments (or it wouldn't be lucrative to do so), there's too much competition for a given segment, or you're trying to break into a new market, you may want your target market to focus on one segment

## ORGANIZATION FOR ADVERTISING AND SALESMANSHIP

Integrated marketing communication process involves majorly five major groups, the clients i.e. the advertisers, Advertising agency, media organization which is responsible for creating modes for communicating the advertising message, specialized marketing communicating services which provide services in the area of the expertise and the collateral services who helps in planning and the execution.

Advertising agency has its both pros and cons. Its an added expertise to any organization which adds media knowledge and eases the administration system. Apart from quality control and effective media buying it also helps in time and cost saving. The communication factor for the client to communicate properly and clearly to the ad agency else it may cause a big hindrance in effective creativity work.

The link below shows the interaction between the advertisement and the consumer, and the various points where advertisement may go wrong and might not attract consumer's interest. Currently Ad agencies work in different business models. It includes full service agencies, modular agencies which sells services on piece-meal basis, in-house agencies which is completely owned by advertisers, Creative boutiques which provides creative function instead of full service, their functions include copy writing artwork and production of ads.; Mega agencies and the Specialist agencies. Below is the list of top 10 ad agency in India

1. Adbur Pvt Ltd
2. Akshara Advertising
3. Mudra communication ltd
4. Chaitra Leo Burnett Pvt Ltd
5. Contract Advertising (India) Ltd
6. Crayons Advertising and Marketing Pvt Ltd
7. Creative Advertising

8. Enterprise Nexus Communications Pvt. Ltd
9. Euro RSCG Advertising Pvt Ltd
10. Everest Integrated Communications Limited

These agencies pitch in to the clients by using referrals, direct solicitation, and effective presentation, through it PR relations and their branded image & reputation. In addition to these Advertisement agencies other marketing communication specialists are also like direct marketing agencies ( basically responsible for funding database management, direct mail, research, media services, and creative and production capabilities), Sales Promotion agencies, PR firms or interactive agencies. The role of the marketer is very important here in selecting the proper communication mix based on the requirement of the firm and thus subsequently deciding the strategy for their organization build an effective marketing communication plan.

### **SOURCE, THE MESSAGE, AND THE CHANNEL AND INFLUENCE OF CONSUMERS' PROCESSING OF PROMOTIONAL MESSAGES**

The term **source is used** to mean the person involved in communicating a marketing message, either directly or indirectly. A *direct source* is a spokesperson who delivers a message and/or demonstrates a product or service, like tennis star Andre Agassi who endorses Head tennis rackets. An *indirect source*, say, a model, doesn't actually deliver a message but draws attention to and/or enhances the appearance of the ad. Some ads use neither a direct nor an indirect source; the source is the organization with the message to communicate. To develop an effective advertising and promotional campaign, a firm must select the right spokesperson to deliver a compelling message through appropriate channels or media. Source, message, and channel factors are controllable elements in the communications model. The **persuasion matrix** helps marketers see how each controllable element interacts with the consumer's response process.

**1.Receiver/comprehension:** *Can the receiver comprehend the ad?* Marketers must know their target market to make their messages clear and understandable. A less educated person may have more difficulty interpreting a complicated message. Jargon may be unfamiliar to some receivers. The more marketers know about the target market, the more they see which words, symbols, and expressions their customers understand.



**2. Channel/presentation:** *Which media will increase presentation?* Atop-rated, prime-time TV program is seen by nearly 12 million households each week. *TV Guide* and *Reader's*

*Digest* reach nearly 12 million homes with each issue. But the important point is how well they reach the marketer's target audience. CNN's financial show *Lou Dobbs Moneyline* reaches only around a million viewers each weekday evening, but its audience consists mostly of upscale businesspeople who are prime prospects for expensive cars, financial services, and business-related products.

**3. Message/yielding:** *What type of message will create favorable attitudes or feelings?* Marketers generally try to create agreeable messages that lead to positive feelings toward the product or service. Humorous messages often put consumers in a good mood and evoke positive feelings that may become associated with the brand being advertised. Music adds emotion that makes consumers more receptive to the message. Many advertisers use explicit sexual appeals designed to arouse consumers or suggest they can enhance their attractiveness to the opposite sex. Some marketers compare their brands to the competition.

**4. Source/attention:** *Who will be effective in getting consumers' attention?* The large number of ads we are bombarded with every day makes it difficult for advertisers to break through the clutter. Marketers deal with this problem by using sources who will attract the target audience's attention—actors, athletes, rock stars, or attractive models.

#### **CONSIDERATIONS INVOLVED IN SELECTING A SOURCE OR COMMUNICATOR OF A PROMOTIONAL MESSAGE.**

**Source Credibility :** **Credibility** is the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information. There are two important dimensions to credibility, expertise and trustworthiness. Because attitudes and opinions developed through an internalization process become part of the individual's belief system, marketers want to use communicators with high credibility.

**Use of Expertise :** Spokespeople are often chosen because of their knowledge, experience, and expertise in a particular product or service area. Endorsements from individuals or groups recognized as experts, such as doctors or dentists, are also common in advertising.

**Use of trustworthiness :** While expertise is important, the target audience must also find the source believable. Finding celebrities or other figures with a trustworthy image is often difficult. Advertisers use various techniques to increase the perception that their sources are trustworthy.

Hidden cameras are used to show that the consumer is not a paid spokesperson and is making an objective evaluation of the product. Another way of enhancing source credibility is to use the company president or chief executive officer as a spokesperson in the firm's advertising. Many companies believe the use of their president or CEO is the ultimate expression of the company's commitment to quality and customer service. A very credible source is more effective when message recipients are not in favor of the position advocated in the message. However, a very credible source is less important when the audience has a neutral position, and such a source may even be less effective than a moderately credible source when the receiver's initial attitude is favorable.

**Source Attractiveness:** A source characteristic frequently used by advertisers is **attractiveness**, which encompasses similarity, familiarity, and likability. *Similarity* is a supposed resemblance between the source and the receiver of the message, while *familiarity* refers to knowledge of the source through exposure. *Likability* is an affection for the source as a result of physical appearance, behavior, or other personal traits.

**Use of similarity :** Companies select salespeople whose characteristics match well with their customers. Global marketers often hire foreign nationals as salespeople so customers can relate more easily to them. Similarity is also used to create a situation where the consumer feels empathy for the person shown in the commercial. In a slice-of-life commercial, the advertiser usually starts by presenting a predicament with the hope of getting the consumer to think, "I can see myself in that situation."

**Use of Likability :** Advertisers recognize the value of using spokespeople who are admired: TV and movie stars, athletes, musicians, and other popular public figures. They think celebrities have *stopping power*. That is, they draw attention to advertising messages in a very cluttered media environment. They believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance. The main concerns here are the possible overshadowing of the product and over exposure in the advertisements.

**Source Power:** The final characteristic in Kelman's classification scheme is **source power**. A source has power when he or she can actually administer rewards and punishments to the receiver. As a result of this power, the source may be able to induce another person(s) to respond to the request or position he or she is advocating. The source must be perceived as being able to administer positive or negative sanctions to the receiver (*perceived control*) and the receiver must think the source cares about whether or not the receiver conforms (*perceived concern*). The

receiver's estimate of the source's ability to observe conformity is also important (*perceived scrutiny*). Power as a source characteristic is very difficult to apply in an on personal influence situation such as advertising. An indirect way of using power is by using an individual with an authoritative personality as a spokesperson.

**channel or medium used to deliver a promotional message influences the communication process.**

While a variety of methods are available to transmit marketing communications, they can be classified into two broad categories, personal and non-personal media. There are a number of basic differences between personal and non-personal communications channels. Information received from personal influence channels is generally more persuasive than information received via the mass media.

**Difference in Information Processing:** Self-paced print media make it easier for the message recipient to process a long, complex message. Advertisers often use print ads when they want to present a detailed message with a lot of information. Broadcast media are more effective for transmitting shorter messages or, in the case of TV, presenting pictorial information along with words.

**Effects of Context and Environment:** Interpretation of an advertising message can be influenced by the context or environment in which the ad appears. A **qualitative media effect** is the influence the medium has on a message. The image of the media vehicle can affect reactions to the message. For example, an ad for a high-quality men's clothing line might have more of an impact in a fashion magazine like *GQ* than in *Sports Afield*.

**Clutter:** Another aspect of the media environment, which is important to advertisers, is the problem of **clutter**, which has been defined as the amount of advertising in a medium. Clutter is of increasing concern to advertisers since there are so many messages in various media competing for the consumer's attention. Half of the average magazine's pages contain ads and in some publications the ratio of ads to editorial content is even higher. Clutter is of increasing concern to advertisers since there are so many messages in various media competing for the consumer's attention. Clutter has become a major concern among television advertisers as a result of increases in non-program time and the trend toward shorter commercials. Advertisers and agencies want the networks to commit to a minimum amount of program time and then manage the non-program portion however they see fit.

Share this:

## **ADVERTISING OBJECTIVES AND BUDGETING**

A budget is an expression in monetary terms of the forward plan and the proposed activity. Advertising plan includes, sales targets, product facts, marketing information, competitive situation, creative platform, copy treatment etc. The advertising budget is the translation of an advertising plan into monetary form. It states the amount of proposed advertising expenses and informs the management of the organisation the expected cost of executing the advertising plan

### **The advertising budget should concentrate on the following two aspects:**

- i. It should be constructed considering the financial strength of the organisation.
- ii. Specific operational activities should be identified and detailed allocation of funds should be specified.

### **The budgetary process should follow the steps listed below:**

- i. Preparation of budget
- ii. Presentation and approval of the budget
- iii. Execution of budget, and
- iv. Monitoring and controlling of the budget,

The advertising manager in consultation with marketing research division and other facilitating agencies prepare the advertising budget. The budget is forwarded to the top management for approval.

Advertising budget is not an exception to the general budget. It is the translation of an advertising plan into money. It includes a large body of information embracing sales goals, product facts, marketing information, competitive situation, creative platforms and rough examples of treatment.

### **The nature of advertising can be explained under:**

1. Advertising as an investment, and
2. The process of the advertising budget.

1. Advertising as an Investment:

Advertising budget is assigned to build the image and reputation of the organisation. The achievement of the budget is observed over a long period. Some of the expenditure on advertising attracts customers immediately; they buy the product when they listen to or view the advertising message. This expenditure is known as revenue expenditure. Some expenditure is incurred on building the image and reputation.

### **ADVERTISEMENTS:**

The effects of advertising are realised gradually over a long period. This expenditure is capital expenditure or investment. The expenditure on advertising is accepted as revenue expenditure by the income-tax authorities. The marketing manager is authorised to control and spend the money assigned to him for advertising purposes.

Advertising expenditure is a capital investment when it is incurred to build the image, goodwill and reputation of product and company; and this results in a gradual increase in the sales, although the expenditure is considered as revenue expenditure in the accounting entry. It is an outlay or expenditure made today to achieve benefits in future. This expenditure is known as capital investment although it is assigned under the revenue budget but it is not accepted as a capital budget.

The advertising expenditure may be increased or decreased, depending on a particular situation. If it is observed that advertising is not yielding satisfactory results, the expenditure is curtailed or not incurred at all thereafter. The costs and benefits of advertising are evaluated periodically to ensure that the budgeted money has been rationally and economically spent.

However, the present returns are not merely a guideline to advertising expenses. The future returns and inflows are properly evaluated to suspend or reject the expenditure. A cut in the advertising budget during a recession may result in the maximum shortfall in sales in subsequent years.

Higher expenditure during recovery may give higher returns in future, although the present returns may be nominal. The expenditure on advertising is made for the present as well as the future returns. It is incurred to stimulate future sales as well as to retain the present market share of the product. Advertising expenditure builds consumer franchise. It is a long-term investment for the building of the image of brands, products and the company.

## 2. Process of Advertising Budget:

The advertising budget is a statement of the advertising plan in financial terms. It is the allocation of available funds to various advertising functions after determining the total funds available for advertising purposes during a specified period.

### **The budgetary process involves:**

- a. Preparation,
- b. Presentation,
- c. Execution, and
- d. Control.

#### **a. Preparation**

The total expenditure on advertising is estimated on the basis of the information of markets, product, pricing, image, message and media. The determination of the total funds is the first step in budgeting, which is known as budget appropriation. The determination of advertising appropriation depends on the existing sales, the unit of sales, and the expenditure on advertising and affordable capacity.

After determining the appropriation, the next step is to specify the expenditure to be incurred on each function of advertising. The allocation of appropriation to different advertising activities is made on the basis of the contribution to advertising and the attitude of the management.

Thus, the total budget is cut into small budgets for each advertising function. Advertising budgets are prepared for each market segment, time and geographic area.

#### **b. Presentation:**

The budget prepared by the advertising manager is presented to the marketing manager who decides the rationale and the contribution of the budget components. The budget is modified on the basis of the prevailing marketing conditions and management requirements.

The top executive may also fix the budget and budget components. The financial manager is consulted before this decision is taken. The budget is modified in the light of sales forecast, sales opportunities and the role of advertising in capturing the market share. The advertising plan is then formulated for the final budget.

**c. Budget Execution:**

The execution of the budget is done through routine activities. The cost of advertising, production, purchase of advertising time and space and other functions are considered. Constant surveillance and periodic checks determine whether the advertising norms are implemented and budgets properly utilised.

The budgets are prepared in the light of the normal marketing conditions. If the conditions change, the budgets are changed accordingly. Contingency funds are provided in the beginning, which are used during times of need.

**d. Control of Budget:**

The advertising budget should not be less than the advertising expenditure. The expenditure is compared with the provision in the advertising plan. No larger amount should be spent unless the advertiser is constrained to do so in the light of existing conditions. The planned expenditure and the actual expenditure should be on parallel lines.

**Process of Advertising Budget****1. Collection of Data and Preparation of Budget:**

The advertising department is responsible for the planning of advertising work after getting information from various sources. Determining the size of the future advertising appropriation is the first step in preparing the advertising budget. The budget must be allocated among different market segments, time periods and geographical areas depending upon the market potential within that segment, period or area.

**2. Presentation and Approval of the Budget:**

The next step in the budget making process, after it is developed by the advertising head in consultation with the agency personnel is to present it before the C.E.O for approval.

**3. Budget Execution:**

The important task undertaken for this purpose is the purchase of authorised time and space over the media and the agency handles the job for and on behalf of advertiser. The costs of advertising production such as making television commercials can also be significant elements in the overall expenditure of advertising.

#### 4. Control of Budget:

It is the duty of advertising manager to see whether actual advertising expenditures coincide with the budgeted expenditure or not.

A procedure must be evolved which brings information about current expenditure to the advertising manager.

#### Statistical Advertising Budget Model:

One modelling approach concentrates, on determining an optimal total advertising budget without specific

DAGMAR approach –

DAGMAR - Defining Advertising Goals for Measured Advertising Results In its basic approach, it is pointed out that, "advertising is a force that increases productivity". Further, advertising results are measurable provided specific advertising objectives are defined.

: Definition, Advantages, Examples

DAGMAR is a marketing expression that stands for “Defining Advertising Goals for Measured Advertising Results”. It is a marketing tool to compute the results of an advertising campaign. DAGMAR attempts to guide customers through ACCA model. According to this approach, every purchase encounters four steps; Awareness, Comprehension, Conviction, and Action. DAGMAR method is an established technique of creating effective advertising.

DAGMAR Approach: Definition, Advantages, Examples

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#### HISTORY

**DAGMAR** is an advertising model proposed by Russell Colley in 1961. Russell Colley advocated that effective advertising seeks to communicate rather than to sell. Advertisers discover whether their message conveyed enough information and understanding of a product to their consumers and also its respective benefits from clear objectives.



## 1. AWARENESS

Awareness of the existence of a product or a service is needful before the purchase behaviour is expected. The fundamental task of advertising activity is to improve the consumer awareness of the product.

Once the consumer awareness has been provided to the target audience, it should not be forsaken. The target audience tends to get distracted by other competing messages if they are ignored.

Awareness has to be created, developed, refined and maintained according to the characteristics of the market and the scenario of the organization at any given point of time.

The objective is to create awareness about the product amongst the target audience.

## 2. COMPREHENSION

Awareness on its own is not sufficient to stimulate a purchase. Information and understanding about the product and the organisation are essential. This can be achieved by providing information about the brand features.

Example: In an attempt to persuade people to budge for a new toothpaste brand, it may be necessary to compare the product with other toothpaste brands, and provide an additional usage benefit, such as more effective than other toothpaste because it contains salt or that this particular toothpaste is a vegetarian toothpaste, which will, in turn, attract more customers.

THE OBJECTIVE IS TO PROVIDE ALL THE INFORMATION ABOUT THE PRODUCT.

## 3. CONVICTION

Conviction is the next step where the customer evaluates different products and plans to buy the product. At this stage, a sense of conviction is established, and by creating interests and preferences, customers are convinced that a certain product should be tried at the next purchase.

At this step, the job of the advertising activity is to mould the audience's beliefs and persuade them to buy it. This is often achieved through messages that convey the superiority of the products over the others by flaunting the rewards or incentives for using the product.

Example: Thumbs up featured the incentive of social acceptance as "grown up". It implied that

those who preferred other soft drinks were kids.

The objective is to create a positive mental disposition to buy a product.

#### 4. ACTION

This is the final step which involves the final purchase of the product. The objective is to motivate the customer to buy the product.

#### OBJECTIVES OF DAGMAR APPROACH

1. Persuade a prospect to visit the showroom.
2. Growth in market share.
3. Improve sales turnover.
4. Perform complete selling function.
5. Advertise a special reason to buy.
6. Stimulate impulse sales.
7. Remind people to buy.
8. Create awareness about the product and brand existence.
9. Create favourable emotional disposition towards the product.
10. Impart information regarding benefits and distinctive features of the product.
11. Combat and offset competitive claims.
12. Correct false impressions, wrong information and other hindrances to sales.
13. Aid sales force with sales promotion and selling activities and boost their morale.
14. Establish brand recognition and acceptance.

## MEDIA PLANNING AND STRATEGY

### Media planning

Media planning is the process of determining who to use time and space to achieve marketing objective one of the objectives is always to place the advertising message before target audience,

*Media planning is the series of decisions involved in delivering the promotional message to the prospective consumers. It is the process of directing the advertising message to the target audience by using the appropriate channel at the proper time and place.*

Media planning refers to an analytical method for making media decisions, and describes the process of taking the message across to the target audience at the right time and place, and using the right media vehicle.

Following are the factors affecting media planning:

#### Factor # 1. Nature of Product:

Product to be advertised can be industrial/technical product or consumer product. Industrial/technical products can better be advertised in specific trade- journals/magazines. Consumer products can be better advertised through mass media such as television, newspaper, outdoor advertising etc. Similarly, products for farmers like fertilizers, seeds etc. can be advertised in T.V., radio, wall painting, etc.

#### Factor # 2. Nature of Customers:

An appropriate media plan must consider the type or number of consumers, for whom advertising is to be done. Different consumers differ in their age-group, sex, income, personality, educational level, attitude etc. On the basis of consumer traits, consumer groups can be- men, women, children, young, old, professional, businessmen, high income group, middle-income group, low-income group, Literate, illiterate, etc.

#### **Factor # 3. Distribution of Product:**

If the product is to be distributed locally or regionally, then media with local coverage and reach should be considered like local newspaper, cable-network, etc. If product is distributed on national level, then media with national coverage like national dailies (newspaper), national-level T.V. channels will be suitable. If the product is to be sold at international level, then media having reach and circulation in foreign countries will be effective e.g. internet, magazines with

circulation in foreign countries, T.V. channels having international coverage like B.B.C., CNN should be considered.

***Factor # 4. Advertising Objectives:***

The main objective of every advertising campaign is to get favourable response from customer, but the specific objectives can be different. If the objectives of advertising campaign are to get immediate result then fast media of communication like newspapers, banners, pamphlets will be considered. If the objective of advertising is to build corporate-goodwill and brand-equity, then magazines, television, neon signboards will be considered.

***Factor # 5. Nature of Message:***

If advertising message is informative in nature, then newspaper will be suitable. If ad- message is to persuade consumers, and potential consumers need to be given emotional-appeal, rational-appeal, demonstration of product, then television media will be suitable for advertising. If ad-message is to inform the potential customers of sale-promotion schemes, discount offers, exchange offer, festival offers, then it can be advertised through posters, banners, newspaper-inserts and newspapers, etc.

***Factor # 6. Size of Ad-Budget:***

If amount of advertisement budget is more, then costly media like television, national dailies can be selected. If amount of ad-budget is less, then low cost media like posters, banners, cable-network, local newspaper, pamphlets will be suitable.

***Factor # 7. Media Used by Competitors:***

While planning for media the advertiser must consider the media used by competitors and leaders of that industry. If advertiser does not consider competitor's move regarding media, then it is possible that advertiser's market share is taken by competition. If industry-leader is using T.V. as media, then the advertiser too must consider the same media. The advertiser must have a close watch on media-strategies and ad-budget of competitors. However, competitor's strategies should not be followed blindly, as it is possible that decision of competitor is wrong.

***Factor # 8. Media Availability:***

Sometimes it is possible that desired space for advertisements in print media is booked by some other advertisers and hence not available. For example, advertiser wants to issue an advertisement on front page of newspaper or on the cover-page of any magazine, but this space is already booked by some other advertiser, then this media is not available to the advertiser.

So the advertiser will have to plan for some other media or he will have to change timing of advertisement. Similarly if an advertisement is to be issued on television during a particular programme, then it is possible that it may have been booked/sponsored by other advertisers. So media-availability must be considered for media planning.

***Factor # 9. Media Reach and Coverage:***

Such media should be selected as has wide reach and can cover our target customers. If the advertiser has two available media, involving same cost, then media with more reach and coverage of our target audience will be selected. Media reach means total circulation/viewership of media in a given period of time, (say, one day). If ad is given on T.V., then expected audience size of that T.V. programme in which ad is issued, in a given period of time is called its reach. It measures the number of persons who are exposed at least once to this media in a specific period of time.

**importance of media-planning is described below:**

***1. Optimum Utilisation of Resources:***

Advertising involves huge cost. Through media planning, the advertiser can use available resources in an optimum manner. In media planning, such combination of media is selected and such time is selected, that helps the advertiser in communicating the advertising message to largest number of target audience at lowest possible cost. In the absence of media planning, the advertiser may select costly media which may not have good coverage of target audience.

***2. Helps in Achieving Advertising Objectives:***

Media plan is a part of overall advertising plan. Media planning is designed so as to achieve marketing and advertising objectives of the organisation. Media planning includes all such decisions like selecting appropriate media, appropriate media mix and deciding the scheduling of advertisement. All these decisions help the organization in achieving advertising objectives, i.e. to communicate the message to target audience and thus to promote sales.

***3. Selection of Appropriate Media:***

In media planning, different media are compared on the basis of cost per reader, cost per viewer, media-image, media-coverage, media-rating etc. While selecting media the advertiser ensures that selected media matches with the features of target audience.

For example, if our target audience are teenagers, then television will be appropriate media; if target audience are literate, then print-media can be selected; if target audience is a specific professional group, then professional journals and magazines will be appropriate media. Media planning also ensures that selected media is as per the message requirements e.g. if message

involves demonstration, the media with audio-visual effects (viz. T.V.) will be selected.

#### **4. Selection of Optimum Media Mix:**

Media planning helps to select optimum media mix. Using different media combination ensures wide and intensive coverage of target audience. It improves the chances of achieving advertising objectives. A single media may not ensure communication with all the target audience. A well planned media mix ensures wide coverage of target audience at minimum cost.

#### **5. Helps in Allocating Advertising Budget:**

Media planning helps to decide the amount to be spent on different media. It helps the advertising manager in allocating the ad-budget among different media types/media vehicles. Media plan decides the optimum media mix; this helps the advertising manager in allocating the total ad-budget on different media in a scientific manner.

#### **6. Ensures Appropriate Timing of Advertising:**

Advertising can ensure best results only when ads are shown at the right time. Media planning includes media scheduling i.e. it decides the time and space of advertisement in media. It decides the month, day and time of advertisement. It ensures that advertisement is shown more frequently in seasonal months and less frequently in off-season months. It also ensures that advertisement is shown at that time when more target audience can be contacted e.g. if ad is for school going kids, it is not shown in the morning or before noon time.

#### **7. Helps in Controlling:**

In media plan some standards of performance are fixed. These standards are with regard to coverage of target audience. Such standards help the management in evaluating the effectiveness of media, i.e. actual coverage is in accordance with the standards or not. If coverage is less than standard, then it points to the inefficiency of media. So in future, advertising manager can think of some other media type/media vehicle. Or take other necessary action. Thus, media planning helps in exercising control over media.

Media Planning – Steps involved in the Media Planning Process

**Following are the steps which are involved in media planning are:**

Step # 1. Market Analysis:

Every media plan begins with the market analysis of environmental analysis. Complete review of internal and external factors is required to be done.

**At this stage media planners try to identify answers of the following questions:**

**i. Identification of the Target Audience:**

Which is the audience for our product? This happens to be the most important consideration in the media decisions. We first examine our market plans and advertising plans. These provide us details about the audience for our product.

Detailed studies of our audience can be made. We can describe our audience in terms of age, religion, sex, education – these are demographic characteristics. We can describe it in terms of their income and occupation.

## **ii. Study of Factors Affecting Media Planning:**

There are various factors which affect media planning.

**While making media planning, the media-planner must consider these factors which are described as follows:**

(a) Internal Factors – Internal factors are those factors which are directly related to company like size of company, advertising budget, size of organization, distribution strategy of organization, potential market area etc. Advertising budget is very important factor, while selecting media planning. If size of ad-budget is more, then costly media like T.V. can be selected. If size of ad budget is small, the cheap media will be selected.

(b) External Factors – External factors includes media coverage, media image, media adopted by competitors etc. while selecting the media, the advertiser must consider the media selected by competitors and leaders of that industry. Along with cost of various media should be compared.

## **iii. Identifying the Geographical Area:**

Total geographical area of target market is identified. Those areas, where the sale of the company's product is more, are identified. For low potential market area, smaller advertising budget is allocated. The geographical area also includes whether advertising should be done at local level or national level or international level.

### **Step # 2. Message Distribution:**

The first step in the setting up of objectives was the definition of the target audience. The next step is the distribution of message to this audience. The number of messages and the frequency of their appearance matter a lot.

We have to decide whether a single message is sufficient or there should be several repetitions of the same. These lead us to the concepts of reach and frequency, which are to be balanced.

The overall constraint on both these concepts is the advertising budget. We also have to calculate the total message weight of the campaign.

### **i. Reach:**

Reach indicates a percentage of target audience who is exposed at least once in a given period to a particular media vehicle. It does not matter how many times they actually see or hear the ad message.

We concentrate on one exposure only. Thus, if 3,000 out of a target audience of 10,000 teenagers tune into the FM radio one or more times during a month, the reach is 30 per cent, i.e., 3,000 divided by 10,000.

Though reach measures exposure, it does not actually measure those who have noticed a particular ad. The objective of reaching 30 p.c. of target audience is based on the people who tune in radio FM, irrespective of the fact whether these people have taken cognizance of our ad.

It is a term that is used for all media (print, TV, radio) and indicates the number of people who are actually exposed to the medium in a given period which is normally linked to the periodicity of the medium.

While deciding about the reach, the time period selected is either four weeks or corresponds to the purchase cycle of the product.

### **ii. Frequency:**

Frequency indicates the number of times people in the target audience are exposed to a media vehicle during a given period of time. Average frequency gives the average number of times people or households in our target audience are exposed to a media vehicle.

### **iii. Message Weight:**

The sum of the reach number of specific media vehicles in a given media plan gives the message weight. Here, while summing the reach, duplication or overlapping is ignored. Message weight is expressed in terms of gross impressions or gross rating points (GRP).

Gross impressions are a summation of exposures of the target audience to media vehicles in a media plan. Each exposure is counted as one impression. Suppose an advertiser puts advertisements on a programme of a TV channel viewed five times by 6,000 people in the target audience and seven times by 6,000 people in a four weeks period.



Also suppose during the same four weeks period, the ad is put on another programme of a second TV channel viewed 3 times by 3,000 people in the target audience, the gross impressions would be

#### Step # 3. Selecting Suitable Media:

For selecting appropriate media, different media are compared on the basis of cost per reader, cost per viewer, media-image, etc. While selecting media, the advertiser should ensure that media matches with features of target audience. The selected media should match with message-requirements,.

#### Step # 4. Selecting Optimum Media-Mix:

If the advertiser feels that no single media is sufficient in itself in achieving advertising objectives then different media can be used in combination and their optimum mix is decided by the advertiser. By combining different media, advertiser can increase coverage and improve the chances of achieving advertising goals. Overall ad-budget also influences the ration of different elements of media mix.

#### Step # 5. Selecting Suitable Media Vehicle within Each Selected Media:

After selecting media, appropriate media vehicles are to be selected. For example, after deciding that advertising is to be done through newspaper, it is decided that in which newspaper it is be done-whether through Indian Express, Tribune, or Hindustan Times, etc.

If it is decided that advertising is to be done through magazine, then out of various magazines, appropriate magazine/magazines are selected. If advertising is to be done through television, then it is decided that at which T.V. channel or in which T.V. programme advertisement is to be given. Suitable media vehicles are selected to attain media objectives.

#### Step # 6. Media Scheduling:

In media scheduling, decisions regarding date or time when these advertisements are to be shown are taken. In media-scheduling, time-gap in two advertisements is also decided. Purpose of media-scheduling is to issue advertisements at appropriate time with appropriate frequency so that target audience can be contacted at minimum advertising cost.

It helps to control wasteful advertising expenses. If advertisement is related to product to be used by school/college going children, then it is better to show the advertisement in the evening time in T.V. programmes. If the product is of seasonal nature, then ad should be shown more

frequently in the season period and less frequently in the off season period.

Step # 7. Executing Advertising Programme:

After selecting media and deciding its schedule, advertising department is given the task of designing suitable advertising copy and executing it in the selected media. Some companies assign this task of designing advertising to professional advertising agencies.

Step # 8. Follow-Up and Evaluation:

After implementing advertising programme, advertiser evaluates its effectiveness to know whether media objectives have been achieved, whether media-plan has contributed in achieving overall advertising-objectives. Answers to these questions help the advertiser to know success or failure of media strategy. If our media strategy is not effective, then corrective actions will be taken for future media planning, so that in future, better media-plans can be made.

### **UNIT III**

Determining different media strategy –

A media strategy is a plan of action that helps your business reach its target audience and to improve the overall customer conversion rate. The conversion rate is the percentage of people who take the desired action after engaging with your website, or any other form of media that makes a call to action.

Media strategy, as used in the advertising or content delivery industries, is concerned with how messages will be delivered to consumers or niche markets.

They devise methodologies and plans to develop and enhance these relations. These are called media strategies.

Defining and determining these strategies is crucial and extremely important. There is a meticulous analysis of the goals and the profits expected from the media strategies. Then, a proper plan is made to contact the concerned media and supply the necessary information to be published.

#### **Elements of Media Strategy**

##### **1. Communication channels**

The channels to establish excellent and clear communication with the media houses are significant. They need to provide unambiguous, authentic, and clear information to these media.

## 2. News cycles

The media are mainly concerned with the news generation. There are various types of news cycles, viz. the daily news like newspapers, 24-hours news like those on TV or blogs on the internet, and the weekly or monthly news in magazines.

## 3. Popularity and reach of the medium

The effect of your media strategy can be measured by the reputation of your brand or company. If the reach of your news and information is good, the viewership and the readership of your articles are good and so is their impact.

## 4. Target audience

Here, you need to know what you expect from the media circulation. It would be best if you had a clear idea of whom you want to target. The type of clients you expect determines the media you choose.

The attributes of the target audience can be age, profession, culture, and many more.

## 5. Quality and quantity of media outlets

There are two main types of media outlets, viz. conventional and modern media outlets. The quality and the amount of these media outlets play a massive role in determining the reach of the circulated news.

Hence, these parameters should be planned wisely.

## 6. Conventional media outlets

These are those outlets that have been used traditionally for years. Television, Radio, and magazines are some of the traditional media outlets.

They have a fixed readership and viewership given by loyal users.

## 7. Modern media outlets

With the emergence of technology, the internet has conquered our world. The social media platforms, live news streaming channels, and blogging sites are some of the newest media outlets.

They have been embraced by lots of people, mainly young adults.

## 8. Level of access

The choice of the right media outlet for your brand and product depends on its accessibility. If you want your news to be circulated among some specific target audiences, you have to select that media outlet that a group of viewers can easily access.

### **Different Types of Media used in Media Strategy**

#### **1. PRINT MEDIA**

This type of media is probably the oldest and the most popular form. It states facts and figures clearly and can also be used for education purposes. It has more longevity.

There are three essential functions of the print media. They are-

##### **Print Media for Display**

In this print media strategy, different means that are used include posters, wall charts, calendars, and so forth.

The reason behind the perennial existence of this media is its ability to be accessible and public relation potentials. Print media also enjoys excellent longevity, and it inherently comprises visual appeal.

##### **Print Media for Reading**

This one revolves around mediums like newsletters, brochures, pamphlets, comic books, booklets, and so forth.

Using these in your media strategy will let you enjoy better control of the message, plus you can communicate a more complicated and detailed story lucidly.

##### **Print Media for use with Groups**

While using print media for use with groups, you can choose mediums like flashcards, flip charts, etc.

#### **2. MASS MEDIA**

As the name rightly suggests, this type of media addresses a large group of people at once. There are mass media of many kinds. Newspapers, Television, and Radio are the three most important types of mass media simply because they are watched more often than others by a large group of people.

It is easier to address a crowd using these media. Let us delve into each of them here and now-

### **Mass Media using Newspapers and magazines**

You can use this in your media strategy for featuring new stories, columns, or ads.

It is considered quite useful for reaching to large audience bases, plus this means it is considered permanent and highly influential.

You can also use it for explaining issues clearly and comprehensively.

### **Mass Media using Radio**

This mass media medium is used for announcements, events, and shows.

It is beneficial in reaching large audiences. It enjoys excellent accessibility; even you can use it for optimizing the reach of your brand to the grassroots level.

If you want an immediate response from your audiences, or you are looking for any participatory medium for your mass media strategy, then this one can be quite useful for you.

### **Mass Media using Television**

Again with this medium, you can make mass media strategy related to announcements, soap operas, and different events by using some audio and video content pieces.

This one has exceptional potential to reach larger audiences by being more dramatic, creative, and emotive.

It is also quite useful in serving participatory purposes as well as immediate responses.

## **3. FOLK MEDIA**

We live in a world where people matter. They are the centre of any advertising campaign, and their response to a product or a service determines its success. So, nothing is better than folk media to address the folks.

This type of media includes songs, dances, skits, or public announcements that reach the maximum number of people.

They are done in a way to grab the attention of the local people, and they choose to invest in the subject of the advertisement. Different types of folk media strategy revolve around three mediums-

### **Folk media using Drama and Poetry**

This medium utilizes theatre, storytelling, puppet shows, role plays, etc.

This medium is beneficial in being emotive that ultimately channelizes good feels. Dram and poetry are also very engaging and powerful.

Such means are very interactive as well, so you can expect better connecting and conversion with your audiences by using this media.

### **Folk media using Song and Dance**

With this form of medium, you will have options of using stories, eyewitness accounts, testimonials, etc.

Including these means in your media strategy will help you make your ad campaigns more entertaining, emotive, and participatory. It is useful in transmission across languages and classes, plus it can also concretize your messages.

### **Folk media using Oral Testimonials**

This comprises different forms of theatre, puppet shows, storytelling, role plays, etc. with human faces.

Such means in media strategy are considered highly engaging, and they can be used in video or radio documentaries as well.

### **Folk media using printed messages**

You can use printed messages on caps, t-shirts, etc. as a part of your folk media strategy.

This is a long-lasting means that is quite useful in promoting a brand, or cause. It is more prominently used in showing up your support for any cause or promoting any celebrity or movie, etc.

## **4. Social media**

This is the newest revolution in the world of marketing and advertising. Various social media platforms allow users to promote their brand and products in the form of advertisements. Some of the social media platforms have millions of users, and even a single ad on these platforms can do wonders for your brand

## **MEDIA MIX – EVALUATION OF BROADCAST MEDIA**

### **Media Mix**

Media mix optimization is an analytical process during which marketers evaluate the performance of various campaigns to determine which have a positive impact on their core audience, and which do not. With this information, marketers can then optimize their media mix, investing more time and capital in the channels and messages that better resonated with consumers.

### **Meaning**

A media mix refers to the channels that a business uses to execute its marketing strategies and connect with consumers at every touch point. These include mediums such as social media, billboards, radio, television, websites, direct mail, etc.

### **The Importance of Media Mix Optimization in Modern Marketing**

Media mix optimization plays a crucial role in modern marketing, as it helps to achieve two main goals:

- Create the most tailored customer experience
- Maximize marketing ROI

Media mix optimization meets both of these needs. By evaluating data on engagements across touchpoints, marketers get an understanding of what channels, creative, timing, etc. that an individual will engage with. Marketers can then devote more time and money creating those experiences for that user.

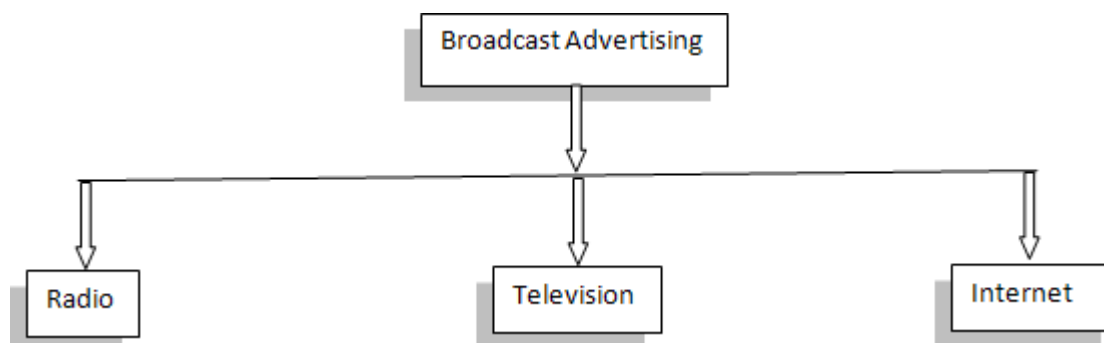
In turn, this user is more likely to have a positive perception of the brand. Moreover, through omnichannel efforts, the brand can ensure they reach the consumer with these optimized messages the moment they decide to shop or make a purchase, thus increasing ROI.

### **BROADCAST MEDIA**

Generally speaking, **broadcast advertising is radio, television, and Internet advertising**. The commercials aired on radio and televisions are an essential part of broadcast advertising.

The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it.

The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on this channel depends on the time of the commercial and the specific time at which it is aired. For example, the cost of an ad in the premium slot will be greater than in any other slot.



A **radio ad** must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial.

The **television advertising** is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function well without each other. For example, if a person is not viewing the TV but just listening to it, s/he should get the idea and vice versa.

It is extremely important that whatever has been advertised in the commercial is true. For this reason, organizations such as Federal Trade Commission (FTC) are there to monitor the commercials on television and radio. This ensures that the advertisers are not making any false claims to lure consumers to buy their products.

Most of the radio and television advertisements are paid though there are some public service ads which can be aired for free. The advertisers usually have to pay for the spot which lasts for 30 seconds. In rare cases, this spot can increase to 60 seconds too.



These days radio and television ads are prepared by advertising agencies for their clients. They understand the need of the client and make the commercial keeping in mind the current state of affairs. Broadcast advertising has become a very essential part of marketing in recent times.

Companies allocate specific budget for radio and television ads and make an estimate of how much revenue they can earn through broadcast advertising. For example, marketing consultants are hired to determine the return on investment (ROI) for spending on radio and television ads. Sometimes the marketing consultants of these businesses run sample ads to judge its popularity among the viewers.

**Internet or online advertising** uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits come the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important for it to be successful.

#### EVALUATION OF PRINT MEDIA AND EVALUATION OF OTHER SUPPORT MEDIA SUCH AS HOME MEDIA AND IN-STORE MEDIA AND INTERNET MEDIA

Print advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines and are sometimes included as brochures or fliers. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising.

People who read newspapers or other publications have a tendency to browse the print ads that they come across. The decision to buy the product might not be instantaneous, but it does settle down in their subconscious mind. Next time they see the product in the market, they are tempted to buy it.

#### Meaning

Print Media is a means of mass communication in the form of printed publications. It comprises of magazines, newspapers, books, circulars, journals, pamphlets, and periodicals. Print Media is an incredibly important part of the marketing mix and can help businesses to engage their target audiences and extend their reach to potential customers by investing in it.

## Types of Print Media:

### Newspaper

Newspapers are the most popular form of print media to explore your brand. You can choose from a wide range of different types of newspapers, including national, regional, or local titles published weekly, daily, or Sunday editions, to cater to different target audiences.

### Magazines

Advertisers can use magazines to target specific market segments. It offers extensive readership choices with a mix of content, including food, sport, hobbies, fashion, health, and current affairs. Many magazines provide coverage of specific industries that are published weekly, monthly, quarterly, or annually. Audiences can be reached by placing eye-catching, simple, and elegant ads in magazines with well-defined geographic, demographic, or lifestyle focus but costs a bit more.

### Banners

Banners are an effective print marketing tool to advertise new offers and deals of your business. Banners are light-weight and flexible and can be used repetitively at various public events and meetings, reaching a wider audience.

Although digital marketing has exploded quickly, print media advertising is still innovative in today's digital age.

### Importance of Print Media

#### 1. It can be targeted.

Printed media can be customized according to your target market, you can focus your marketing budget on reaching the audience you want and make the material relevant and appealing to them.

#### 2. It can create credibility.

Investing in printed material makes your customers realize that you are serious about your business and that you offer a worthwhile service.

#### 3. It can create engagement.

By providing interesting articles to read, special offers there is an opportunity to create a connection between the reader and the product that can lead to brand awareness.

### Advantages of Print Media: -

Print media has long enjoyed credibility

Research variously shows that print's credibility stems from a favorable impression formed by the very nature of the printed word, as well as by the “halo effect,” or the spillover prestige enjoyed by the publication in which an ad appears. This is not to say that consumers view all print ads as credible all of the time; the content of the ad has significant influence. But overall, consumers view print media as more believable and trustworthy than radio, TV and the internet.

Print media enables small business owners to craft a message with staying power

Except for your own website, no other medium allows you the “luxury” to create a message that consumers can read, save and then return to later, if they so choose. Media research also has long suggested that print media benefits from “double dipping” or the “pass-along effect” – the propensity of readers to pass along a media piece to others. This phenomenon can make cost analyses difficult, but at least they will skew in your favor.

Print media enjoys high recall

This helps explain why many consumers are likely to take action – i.e., respond to an ad – after they see it. In fact, a few other dynamics may be at play here, too. Print media also benefits from not being a form of “interruption marketing,” or a brazen interruption that occurs while the consumer is trying to digest information. Rather, he can read a newspaper or magazine ad, thumb through a brochure or make notes on a direct mail piece on his terms and because he wants to spend time doing so.

### Disadvantages of Print Media: -

Print media faces fierce competition, undermining the dominance it enjoyed in the past. Research shows that Americans now engage with seven different types of information sources each day – from print, TV and radio to online videos – while spending one of every four minutes on a social media platform. Rather than fight this trend, savvy business owners work to ensure that their media mix covers all the opportunities available to them.

Print media continues to endure potentially long lead times

And the immediacy of social media has cast a brighter light on the meaning of the word “long.” Even if it's not particularly well done, an ad can be written and posted on a social media platform

within minutes. Competition has helped shorten lead times, but print ads must be written, produced and distributed. Knowing this, small business owners should plan accordingly, designating print media for messages that are less time-conscious in nature and are less likely to change at a moment's notice.

Print media, and especially direct mail, often requires multiple exposures before consumers act (Marketing professionals also call these exposures “touches.”) This is why print ad buys are usually made in bundles – for multiple exposures. Print media can quickly add up to be a costly proposition for the small business owner, which is why it's imperative to select the different media carefully, so that you increase the chance of a return. It could be significant.

### **HOME MEDIA**

As with outdoor advertising, indoor advertising has gradually dwindled in popularity as businesses flock to more contemporary marketing measures such as online marketing. With millions of people using the internet every single day, businesses are now placing a greater emphasis on social media management, high quality content creation and search engine optimisation to boost traffic to their websites and increase revenue channels

### **IN-STORE MEDIA**

In-store media is simply media like text, graphics and videos that are shown on computer monitors or TVs to customers while they browse a retail store. This kind of in store advertising can be used by department stores, supermarkets, specialty stores or any other kind of retail store.

#### **Uses for In-Store Media**

There are hundreds of uses for in-store media in your retail environment. Here are just a few.

**Cooking Demonstrations In Food Stores** – Let's face it. Raw ingredients for food are kind of boring and, in the case of meat, yucky looking. A cooking video showing how to cook a certain dish gives customers meal ideas and will greatly increase demand for the ingredients in the video. You can even couple this with a printed recipe card or QR code recipe so people can take home the recipe.

**Product Demonstrations** – There isn't much room on product boxes to show how the can product be used. In-store media is fantastic for demonstrating these products. Here are a few examples:

Demonstrating kitchen gadgets

Showing how hand or power tools can be used on DIY projects

Showing toys in action

Showcasing creative art projects made with the products in the store.

Showing clothing on models in motion

**Special Events and Holidays** – In the retail environment, there is usually a holiday or retail season coming up soon such as Valentine’s Day, Mother’s Day, Halloween and Christmas. Your in-store media can suggest the perfect gift or accessories for the occasion.

**Event Countdowns** – Use an automatic countdown timer to countdown the shopping days until special events like Mother’s Day or Christmas. Or you can countdown the hours and minutes to an in-store special event such as a demonstration or fashion show.

**Sale Items** – Highlight your in-store sales on your media screens to increase visibility of major sales items.

**Weather Changes** – Is it raining? Promote umbrellas, hats and rain gear. About to snow? Promote coats, mittens, boots, snow shovels and sidewalk ice melt. Summer finally arrived? Promote sunglasses, swimsuits, beach umbrellas and sun screen. In-store media lets you quickly adapt your promotions based on daily or hourly weather changes. You can even automate your promotions based on weather temperature.

**Entertaining Children** – if your store has a children’s area, you can use TV screens to keep them entertained while their parents shop.

## **INTERNET MEDIA**

Nowadays, we are relying on the Internet to get the news a lot more often than traditional news sources. Websites provide information in the form of video, text, and audio. We can even choose the way we want to receive the news. Types of Internet media include:

**Social networks or websites** – including Facebook, Instagram, Twitter, YouTube, Tumblr, LinkedIn, Snapchat, Quora, Reddit, Pinterest, etc. They are user-friendly and widely used by people around the world. Although we can find any news here, they may be misleading because of the lack of regulations on the content shared.

**Online forums** - an online place where we can comment, message, or discuss a particular topic. Forums allow us to share knowledge with other people with the same interest. That’s why it’s

regarded as the best platform to seek support and assistance.

**Podcast** – a series of audios focused on a particular topic or theme. We can listen to them on a computer or a mobile phone. It's a platform that allows anyone to share their knowledge and communicate with the world.

#### Unit IV

**Direct selling** is the selling of products in a non-retail setting, for example, at home, online, or other venues that are not a store. It eliminates middlemen who are involved in distribution, such as wholesalers and regional distribution centers. Instead, products are sent directly from the manufacturer to the sales company, then to the rep or distributor, and finally to the consumer.

Products sold via direct sales are not typically found in traditional retail locations. This means that finding a distributor or rep is the only way to buy them.

#### **ROLE OF SALESMANSHIP IN DIRECT SELLING**

According to the *National Association of Marketing Teachers of America*, **Salesmanship is the ability to persuade people to buy goods or services at a profit to the seller and with, benefit to the buyer.**

##### **Features:**

1. Salesmanship is [personal selling](#) and is the oldest form of selling.
2. It is the most important form of promotional mix.
3. It is the art of selling a product or service. It is all about selling a product by presenting the product to the prospects in a convincing and persuasive manner by which the prospect is induced to buy.
4. It involves direct and personal contact with the buyers.
5. It is a creative art. It creates new wants. A need may be already in existence. But it is the job of a salesman to transform the needs into wants.
6. To be very effective, salesmanship also has to be carried on continuously to perpetuate the demand created once.
7. Salesmanship basically aims at selling a product

### Objectives:

1. To create [demand for a new product](#).
2. To maintain and also expand the demand for an existing product.
3. To guide the buyers in the proper selection of goods.
4. To build up goodwill or reputation for the seller.

### Involvement of Salesman and Dealers

The involvement of salesmen and dealers can work wonders for sales promotion activities. However it is a task which demands, sincere efforts.



### 1) Sales Force Participation:

The participation of sales forces is indicated by how frequently sales managers requested information from salespeople, and how often they (i.e., sales managers) received information requests from upper management. The frequency of requests made directly to salespeople from other departments was also obtained. Although sales managers are probably aware of these direct requests, they do not necessarily coordinate responses with salespeople. In addition to these questions indicating the frequency of requests, they were asked how effectively their salesforce are used by the firm as information sources:

- i) Many of the biggest and most high profile promotion are developed and implemented.
- ii) They are often called “consultancies” because unlike advertising and insurance agencies.
- iii) They derive *much* of their income from fees rather than commission.
- iv) Sales promotion firms also derive a proportion of their income from selling artwork, merchandise, print and other services, which is normally practiced among consultancies.

### How they Work

- i) They charge for creative and conceptual work on a fee basis that reflects their time input.

- ii) They are normally equipped to supply design art work premium sourcing and a host of other services that are promotionally happens.
- iii) They are involved in a broad range of marketing service.
- iv) Accounts handlers are heavily involved in the creative process.

## 2) Dealer Participation:

Dealers consider sales promotion to be important because it involves cheaper rates being offered to customers. Dealer loader is an incentive given to induce a retailer to purchase and display a product. These are ways of encouraging dealers to build-up their stocks in sufficient time, so that inadequate supplies and last-minute transport problems are avoided. For example, offering discounts on orders taken early and progressive, volume discounts on large orders (quantity discounts). These discounts can, of course, be passed on to the customer. Involvement of dealer in sales promotion activity can be understood in following points:

- i) Maximum Cooperation:** Dealers aim at obtaining maximum cooperation from distribution channels such as wholesalers, semi-wholesalers, and retailers who form the vital links in the distribution chain.
- ii) Providing Location and Display:** Manufacturers want preferred store locations and special displays. They want the product to be displayed in those retail outlets where it is possible to attract the maximum number of consumers.
- iii) Free Samples:** Dealers can give out samples of new varieties. The indiscriminate use of free samples can be counterproductive, however, as the farmer may not achieve a good result and blame the variety or may not use the sample as it was free.
- iv) Seed Exchange:** Seed can be exchanged for farmers' grain to overcome initial resistance to buying and using improved seed. This is perhaps more of an extension practice which should be organized by the seed company on a direct basis.
- v) Coupon Offer:** Refundable coupons can be used offering 'money off' the next purchase to encourage repeat orders or purchases of other products in the company's range.
- vi) Price Reduction:** This will obviously be popular but the danger is that revenue will simply be reduced without significantly increasing sales so the technique needs to be used selectively.
- vii) Competition:** Competitions only create interest if they capture the imagination, e.g., a yield competition and membership to a 'yield club' for a certain achievement. They can be organized on a village level or directed at a certain group, such as young farmers.
- viii) Premium Offers:** The offer of an extra product for a promotional price can be made This could be a Joint promotion with a non seed product or linked to seed of another species that



could be grown by the farmer.

**ix) Field Demonstrations and Group Discussions:** These are both very effective ways of promoting seed products and supporting the local dealer. These topics are dealt with later when seed extension and demonstration are considered.

Dealer participation in sales-promotion activities is aimed at obtaining extended or more focused distribution of a product or more attractive presentation of the product, at the point of sale.

#### THE INTERNET AND INTERACTIVE MEDIA

The Internet has replaced traditional methods of carrying out the business long ago. People started using it as a primary source of information, which is why it became an integral part of their marketing activities (Alonzo 2006).

Internet and interactive media are now especially frequently used in e-commerce: “Consumers can now research, compare products, make purchases from their home or workplace and obtain far more information more efficiently than they could before” (Gratton 2003, p. 2).

#### MEASURING ITS EFFECTIVENESS OF MEDIA

Some advertisers do not bother to measure advertising effectiveness. They expect that the sales will ultimately increase by reason of advertising. But, recently, problems and difficulties have compelled them to measure advertising effectiveness. The producers also adopt a measuring device because they incur a sizeable amount of expenditure on advertising. The effectiveness of media and message are also assessed for their use in future. The results of same amount of advertising budget vary for several reasons. Only through the measuring of advertising effectiveness the success of a particular campaign can be known. Various measuring techniques have been developed to measure effectiveness at every stage to isolate the effects of advertising from those of other promotional and marketing activities. The copy, media and other advertising components have been tested. The factors like readership, consumer opinion, belief or disbelief, recall, attention, comprehension, attitude, etc are taken into consideration for measuring effectiveness. Positive relationships are established between these factors and sales. The best read and highly rated advertisements are determined by consumers under an advertising research programme. There are different methods of measuring audience response

## METHODS OF MEASUREMENTS

There are two methods of measuring advertising effectiveness, viz., experimental method and survey method. Under experimental method, consumers are given a controlled exposure to the message and the effects are measured on the basis of the change in opinion or attitude. A base line is observed with the use of a control group not exposed to the advertising campaign. The results of the exposure in almost all the situations are recorded. The alternative effects of each exposure are considered for comparison and with a view to establishing a relationship between the exposure and the effects. Field experiments are conducted to measure the effects of mass communication. Sample surveys or interviews or questionnaires are used to obtain information about people's exposure to the advertising campaign. The effectiveness is evaluated on the basis of the correlations between the exposure and the attitude or action.

### PRE TESTING METHODS

Pre-testing is preferred because it enables one to know how effective an advertisement is likely to be, before spending the budget and adopting advertising actions. The advertiser should use only those messages and media which prove to be the strongest in producing the desired results. It is important to adopt corrective methods against mistakes.

Pre-testing may be of the following types:-

1. Consumer Jury,
2. Storyboard Tests,
3. Laboratory Tests,
4. Tachistoscope,
5. Psychogalvanometer,
6. Eye Camer
7. Pupil Dilation,
8. Attitude Test, And
9. Depth Interviewing.

### Consumer Jury:

Consumer reaction has greater validity than the reactions of non-consumers. Consumers can provide true information on reaction to an advertising campaign. Others may underestimate or overestimate the reactions. The copy, illustrations, filming techniques, layout, etc. can be

properly evaluated by the consumers concerned with the product. The consumer jury technique is adopted for print media, broadcast media and direct mail.

**Print Media:** The consumers selected may be asked either to evaluate an advertisement or rate two or more advertisements. Each respondent is asked to express his preference for each advertisement. The most common method is to insert a questionnaire in the advertisement and request the readers to indicate their preferences.

Copywriters test their creations on consumers. Some newspaper advertisers invite consumers to their office and invite their reaction to the advertising copy or copies of magazines are sent to some consumers to find out their reactions. The reactions of consumers are evaluated and any inconsistency in advertising is removed. The major advantage is that they separate out the weak advertisements from the strong at a low cost and high speed. The actual consumers may suggest improvements and modifications. Only conscious ratings are evaluated. Reply to the questions in a very conscious manner may not give a correct impression of advertisements.

**Broadcast Media:** Consumers are asked to come to the television studio where they are shown different television programmes for final consideration. Sometimes, the television advertisement messages are pre-examined in different localities. Direct mail test:

**The direct mail test** is used through the mail. The post cards containing copy appeal, each with a reply-paid card, is sent free-of-cost to consumers, who are required to give their evaluation.

**Storyboard Tests:** The storyboard prepared for television advertising is tested before it is used. The storyboard pictures are transferred to a film strip and the audio section onto a tape.

Vision and sound are synchronized and shown to an audience for evaluation. This test uncovers the unnecessary part. The important part of advertising is accepted for telecasting. The anteroom trailer method is used to test the commercial. The anteroom contains magazines, newspapers, distractions and television recorded programmes.

**Laboratory Tests:** The respondents are placed in laboratory situations and are asked to explain the measurements regarding the effectiveness of the advertisement. Laboratory conditions offer a controlled environment that excludes the variables which may invalidate the test. It is used to measure awareness, attention, desire, retention, etc. For example, the respondents are taken to a theatre, mock-up supermarkets or some other place for experimental purposes. Tachistoscope: It is a projector that can project objects on to a screen at rates so fast that the viewer cannot detect the message. It is slowed down to a level where the message can be perceived easily. The

respondents should understand and appreciate the message, interesting words, slogans, headlines, etc. They can be easily segregated from the less interesting message.

**Psychogalvanometer:**

It is a mechanical device that measures the amount of perspiration. It measures a respondent's reactions to new records and slogans. Electrodes are attached to his palms to detect changes in electrical resistance arising from perspiration. If the machine registers lower electrical resistance it is the existence of tension. The main objective is to attract attention to the product which is reflected by the galvanic skin response. But it should not be concluded that greater tension reflects the greater success of the advertisement.

**Eye Camera:** The eye movements are recorded by a video camera. It records the activity of the eye by its movements. The audience is asked to look at a series of pictures on a screen but unaware that their eye actions are being photographed. It shows what the respondent sees. If a commercial is interesting and if he is attracted by it, his eyes will be fixed on that. The respondents may be asked some questions about the advertisement.

**Pupil Dilation:** The size of the pupil changes as people see different things. The change follows different advertising stimuli. It becomes wider as greater interest is aroused. The pupil shrinks if the eye is not interested. A pupilometer records the dilation which is involuntary and measures the interest shown by the respondent.

**Attitude Test:** The attitude is closely related to advertising effectiveness. Respondents are asked to give answers to the questions on a seven-point bipolar scale about their feelings about a particular advertisement. The semantic differential rating scale has been used extensively to measure advertising effectiveness. If the attitudes of potential customers are changed toward the products, the advertisement is considered effective. The attitude of potential customers or respondents can be measured accurately on the attitude scale. This scale measures the position of the consumers' attitudes on a continuum, varying from favourable at one end and to unfavourable at the other end. This test is applied before the use of the advertising media, message and campaign to find out how far they would influence consumer attitudes.

**Depth Interviewing:** It is concerned with getting the respondent to react freely to the brand, organisation and product. By suitable questions, the interviewer brings out his unconscious reactions to the surface. The reactions are noted to bring out the facts. Depth interviewing involves non-structured questions. The flexibility and intelligence of the interviewer identify the

significant points made in the interview and achieve meaningful and valid results. This technique is useful for exploratory research, for ideas and suggestions.

**POST-TESTING METHODS** It is applied after the advertisement has ended to find out how far advertising has been successful. The objective of advertising is to arouse consumer awareness, his interest, desire and develop his attitude to the product. These are recognition tests, recall tests, attitude change, sales and recognition tests  
**Recognition test:** It is developed by Danial Starch. It measures the readership of printed advertisements. It is also called the readership test. It is based on the assumption that there is a high correlation between the reading of the advertisement and the purchase of the product. A particular advertisement may be examined by sending the whole newspaper or magazine wherein it is published. Afterwards readers are approached to find out whether they have read the advertisements or not.

**Recall Tests** A recall test depends on the memory of the respondents. This test is applied to measure the impression made by an advertisement on the reader's mind. It is classified into two types – aided recall and unaided recall. Some have combined the two and made it a combined recall test.

- (i) **Aided Recall:** It is used to measure the reading memory of magazine advertising impressions. It is necessary to use a large sample size for statistical reliability. The aided test measures television advertising. The interviewer may approach the respondents over the telephone or in person to find out something about their recall of the commercial. A radio advertisement may be given the aided recall test followed by an unaided question. For example: "What products have been advertised during the last two days?" Then the recall aid is provided by asking: 'Have you heard the advertisements of brand X? "The recall test may be administered immediately or two or three days after the exposure.
- (ii) **Unaided Recall:** Under this method, little or no aid is given. The purpose is to measure the penetration of the advertisement. Respondents are asked whether the advertisements included a particular picture or message. The name of the product is not given to the audience. They have to recall it themselves. If they do remember, it is established that there was some impact of the advertisement.
- (iii) **Combined Recall Tests:** It includes aided as well as unaided recall tests. This test was developed by Gallup and Robinson. Respondents are asked whether they have read the magazine or newspaper, or listened to the radio or watched television. This

technique involves following steps.

1. The respondents should recall and describe correctly at least one editorial feature in the magazine or newspaper.
2. They are handed a group of cards on which are printed the names of brands advertised in the issue. They are asked which of the brands were advertised in that issue.
3. The respondents are questioned in depth to evaluate the accuracy of their recall.
4. A copy of the magazine is given to the respondents. They are asked whether they have seen the advertisement: for the first time or seen it a second or third time. The reply that they have seen it a second time or more often is discarded from the recall test because they are included under the Proven Name Registration (PNR).

## UNIT V

### PERSONAL SELLING AND PUBLIC

#### RELATIONSPERSONAL SELLING

Personal selling is one of the forms of promotion or marketing communications used by organizations to communicate with the marketplace and drive purchases of their products. Along with advertising, public relations, and sales promotion – personal selling makes up the promotions mix or marketing communications mix of a company.

#### **Main Steps in the Personal Selling Process**

There are many steps involved in the process of personal selling: prospecting, pre-approach, approach, sales presentation, handling objections, and follow up.

#### ***PROSPECTING***

The first step of the personal selling process is called ‘prospecting’. Prospecting refers to locating potential customers. There are many sources from which potential customers can be found: observation, social contacts, trade shows, commercially-available databases, commercially-available mail list and cold calling.

### ***PRE-APPROACH***

The next step in the personal selling process is called the 'pre-approach'. The pre-approach involves preparation for the sales presentation. This preparation involves research about the potential customers, such as market research. Research is useful in planning the right sales presentation. During the pre-approach the salesperson may also plan and practice their sales presentation

### ***THE APPROACH***

The next step in the personal selling process is called the 'approach'. The approach refers to the initial contact between the salesperson and the prospective customer. During this stage the sales person takes a few minutes for "small talk" and get to know the potential customer. The goal of the approach is to determine the specific needs and wants of the individual customer, as well as allowing the potential customer to relax and open up.

### ***SALES PRESENTATION***

The next step in the personal selling process is called the 'sales presentation'. The sales presentation involves the salesperson presenting the product or service, describing its qualities and possibly demonstrating features of the product. Ideally the sales presentation will be individualized to match the needs and desires of the potential customer.

### ***HANDLING OBJECTIVES***

In some cases, after receiving the sales presentation, the potential customer will have some questions or concerns. In order to secure a sale, the salesperson must address these questions or concerns; this step is referred to as 'handling objectives.'

### ***CLOSING THE SALE***

The next step in the personal selling process is referred to as 'closing the sale'. 'Closing the sale' refers to finalizing the sale and persuading the potential customer to make the purchase. During the 'closing the sale' step, prices and payment options may be negotiated.

### ***FOLLOW UP***

The final step in the personal selling process is referred to as the 'follow up.' The follow up involves the salesperson contacting the customer after the sale to ensure that the customer is satisfied. If the customer has any existing issues with the product, the salesperson will address them. A successful follow up stage of personal selling can be very effective in ensuring repeat sales, evaluating the effectiveness of the salesperson, and obtaining additional referrals from the satisfied customer.

## THE ROLE OF PERSONAL SELLING AND PUBLIC RELATIONS IN INTEGRATED MARKETING COMMUNICATION

### ROLE OF PERSONAL SELLING

1. **Effective promotional tool**
2. **Flexibility**
3. **Minimise wastages**
4. **Customer attention**
5. **Lasting relationship**
6. **Personal Rapport**
7. **Link with customers**

#### Importance to customer

1. **Helps in identifying the needs**
2. **Provision of latest market information**
3. **Provision of Expert Advice**

#### II Merits

1. **Flexibility**
2. **Direct Feedback**
3. **Minimum wastages**

### DIFFERENCE BETWEEN ADVERTISING AND PERSONAL SELLING.

S.No	Basis	Advertisement	Personal selling
1	Form	Impersonal form of Communication	Personal form of Communication
2	Reach	It reaches mass	It reaches only limited number of people
3	Cost	Low cost	Cost of person is high
4	Medium	It uses mass media such as TV, Radio, Newspaper, etc.	It makes use of salesperson
5	Flexibility	It is not flexible	It is flexible
6	Time	Short time	Long time



## **PUBLIC RELATIONS**

Public relations is a strategic communication process companies, individuals, and organisations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialised communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

In simple terms, public relations is a strategised process of managing the release and spread of organisation-related information to the public to maintain a favourable reputation of the organisation and its brands. This process focuses on –

- What information should be released,
- How it should be drafted,
- How it should be released,
- What media should be used to release the information (usually earned or free media is used for the same).

### **Objective Of Public Relations**

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

### **Functions Of Public Relations**

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. The main role of public relations is to promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third-party validation and hence isn't viewed with scepticism by the public.

The functions of public relations manager and public relations agencies include:

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support the brand's every campaign and new move through editorial content.
3. Writing and distributing press releases.
4. Speechwriting.
5. Planning and executing special public outreach and media relations events.
6. Writing content for the web (internal and external websites).
7. Developing a crisis public relations strategy.
8. Handling the social media presence of the brand and responding to public reviews on social media websites.
9. Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility.
10. Dealing with government and legislative agencies on behalf of the organisation.
11. Dealing with public groups and other organisations with regard to social and other policies of the organisation and legislation of the government.
12. Handling investor relations.

### **Types Of Public Relations**

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

- **Media Relations:** Establishing a good relationship with the media organisations and acting as their content source.
- **Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
- **Government Relations:** Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.
- **Community Relations:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.

- **Internal Relations:** Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility. Cooperating with them during special product launches and events.
- **Customer Relations:** Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.
- **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image, and positioning.

### DIFFERENCE BETWEEN ADVERTISING AND PUBLIC RELATION

S.No	Basis	Advertisement	Sales promotion
1	Object	To get the Attention of public	To build relationship between company and public
2	Communication	One way	Two way
3	Strategy	Promotional Strategy	Maintaining the image
4	Placement	Guarantee	No Guarantee

### EFFECTIVENESS OF PERSONAL SELLING

Personal Selling is a personal form of communication where direct face to face conversation takes place between the buyer and the seller for the purpose of exchanging goods and services. Salespersons are appointed by the companies to create awareness and develop preference about their products with the eventual aim of making sale.

#### *Features of Personal Selling:*

**The main features of personal selling are:**

#### **1. Personal Form:**

Personal Selling is a personal form of communication which involves an interactive relationship between the seller and the buyer.

## **2. Development of Relationship:**

Personal selling ensures development of relationship between the sales person and the prospective customer. This helps in making sales. It is seen that in some cases, despite knowing some shortcomings of a product, customer tend to purchase it simply because of personal relationship with the seller.

### ***Merits of Personal Selling:***

**Main advantages of personal selling are as follow:**

#### **1. Flexibility:**

Personal selling allows a lot of flexibility; sales presentation can be easily modified or adjusted according to the requirements of an individual customer.

#### **2. Direct Feedback:**

It facilitates prompt feedback because of direct face to face communication between the buyer and the seller. This feedback helps in bringing necessary changes in the sales presentation.

#### **3. Minimum Wastage:**

##### **ADVERTISEMENTS:**

Before starting with the personal selling, the company can choose the type of customers it has to deal with & prepare the presentation according to same. This results in reduction of wastages.

### ***Role of Personal Selling:***

Personal selling is an important tool in the marketing of goods and services. Its importance to the businessmen, customers and society is discussed below.

### ***Importance to Businessmen:***

**It is helpful to businessmen as follows:**

#### **1. Effective Promotional Tool:**

Personal selling is an effective promotional tool in the hands of businessman for increasing sales. Salesman provides information about the various features and advantages of his product as well as about market developments.

**2. Flexible Tool:**

Personal selling is the most flexible tool of promotion. Sales presentation is adjusted according to the requirements of the customer.

**3. Minimises Wastage of Efforts:**

Personal selling involves minimum wastage of efforts as compared to other tools of promotion.

**4. Customer Attention:**

The level of customer attention and interest can easily be assessed under personal selling. Thereafter, the presentation can be modified appropriately.

**5. Lasting Relationship:**

Personal selling aims at developing good and long lasting relationship between salesperson and the customer to increase sales in line with WIN-WIN philosophy.

**6. Personal Rapport:**

Competitive strength of a business organisation increases with the development of personal rapport between its salespersons and prospective customers.

**7. Role in Introduction Stage:**

By describing the merits of a product and persuading the customer to purchase it, salesperson helps in introducing a new product in the market.

**8. Link with Customers:**

By playing persuasive, servile and informative role, salesperson help in linking business firm to its customers.

***IMPORTANCE TO CUSTOMERS:***

**It is important to customers as follow:**

**1. Helps in Identifying Needs:**

It helps in identifying the needs & wants of the customers so that they can be satisfied by getting best products.

**2. Latest Market Information:**

Under personal selling, customers are provided with information regarding availability or shortage of product, introduction of new product etc.

**Expert Advice:**

Expert advice and guidance can be provided to the customers while purchasing various goods and services.

**4. Induces Customers:**

Personal selling induces customers to buy new product in order to satisfy their needs in a better way.

***Importance to Society:***

**It is also important to society as follow:**

**1. Converts Latest Demand:**

Personal selling helps in converting latest demand into effective demand. This results in more production, and hence leads to increase in GDP.

**2. Employment Opportunities:**

It provides opportunity to unemployed people to work as salespersons for earning income.

**3. Career Opportunities:**

Personal selling ensures attractive career, job satisfaction, respect, variety, security etc.

**4. Mobility of Sales People:**

Travel and tourism in the country get promoted by the mobility of the people from one place to another.

**5. Product Standardisation:**

Personal selling ensures uniformity in consumption by selling standardized products.