**Promotion**

Corporate promotion is another term for institutional promotion; the goal of corporate promotion is to create a certain image in the eyes of consumers. The company's sponsorship of a free cholesterol test gives the public the idea that the business is concerned with the welfare of the community. Primary and secondary promotion are forms of product promotion, which is concerned with selling a good or service.

Promotion is thought to contribute to economic growth by encouraging consumers to purchase and use new and improved products. Society also benefits from promotional activities because of the money these activities add to our economy and the jobs that they create. Educating the consumer about products and using colorful ads are promotional activities that encourage the consumer to make a purchase. The number of new products that are introduced is not increased by promotion.

Product promotion is a type of promotion that aims to persuade customers to buy a specific good or service. Public-service promotions inform consumers about noncontroversial issues that are in the public's best interest. Patronage promotion is designed to promote a firm's features or prestige. Institutional promotion is used to create a certain image or reputation.

Promotional activities make consumers more aware of the goods and services available to meet their needs. Promotional activities also inform, thereby creating better-educated consumers. Consumers who are aware of the goods and services available are able to make intelligent purchases and raise their standard of living. Influencing sales is a way that promotional activities benefit businesses. Supporting advertising and creating controversy are not ways that promotional activities benefit consumers.

Primary product promotion aims to stimulate demand, or consumer desire, for an entire class of goods or services and is especially useful and necessary for introducing a new concept or totally new product, making it ideal for the new line of cars. All the other lines of cars would benefit from traditional advertising methods.

**Sales promotion**

Sales promotion is promotional activities other than advertising, personal selling, and publicity that stimulate customer purchases. Other examples of sales promotion include premiums, coupons, and free samples. Publicity is a nonpersonal form of promotion that is not paid for by the company or individual that benefits from it. Running a newspaper ad is advertising. Personal selling is a form of promotion that uses planned, personalized communication in order to influence purchase decisions and enhance future business opportunities.

The specific characteristics of the company's product will determine which type(s) of promotion will be most effective. Other primary factors that affect the choice of promotional elements include the product's market, the firm's distribution system, and the characteristics of the company. The number of company employees, the location of the company, and the media used by other firms in the same industry might be secondary factors affecting the promotional mix.

A company would advertise nationally in order to deliver a promotional message to consumers who are widely scattered. Neither radio nor magazines would bring customers into face-to-face contact with the promotion. A product with technical aspects would require personal selling. If the company's promotional funds were limited, it could not afford national advertising.

Sales promotion is activities other than advertising, personal selling, and publicity which stimulate consumer purchases. Personal selling is the form of promotion that uses planned, personalized communication to influence purchase decisions and enhance future business opportunities. Publicity is a nonpersonal form of promotion that is not paid for by the company or individual that receives it. Advertising is any paid form of nonpersonal presentation of ideas, images, goods, or services.

By providing samples of the product free to consumers there is little, if any, risk involved for the consumer to try the product. Coupons would provide an incentive for consumers to try a product, but there is more risk involved on the consumers' end because they must spend money to try the product. Advertising and publicity can make consumers aware of new products, but these forms of promotion do not provide any guarantees that a consumer will actually try the product.

**Types of advertising media**

Direct mail is a promotional medium that comes to consumers' homes in the form of letters, catalogs, postcards, and folders. Broadcast media are promotional media such as radio and television, which use radio waves to reach consumers. Out-of-home media are promotional media to which we are exposed outside our homes such as outdoor and transit media. Transit media are out-of-home media found in various modes and locations of mass transportation.

Advertisements placed in newspapers provide a firm with broad coverage because many consumers read newspapers. This does not constitute a captive audience since no one is forced to read a newspaper. Disadvantages of newspapers as an advertising medium are that they have a short life, and that there is high waste circulation because the ads reach many consumers who have little interest in them.

Newspapers and magazines are called space media because they provide permanent storage space for promotional messages. The advertisements that they contain can be examined as long, or as frequently, as the reader desires. Radio and television are examples of broadcast media, which are considered time media because their advertisements last for just a short period of time. Outdoor and transit media are examples of out-of-home media.

Newspaper advertising costs are reasonable, and lead time can often be as short as one day. Most newspapers cover a metropolitan area or have special editions for adjacent areas. Magazine advertising is more costly, may have a widely scattered audience, and usually requires a longer lead time. Radio and television are broadcast media.

Specialty advertising involves giving customers reminder gifts—gift items that carry the name and possibly the telephone number or address of the business. Such gifts as pens, rulers, note pads, and coffee mugs are expected to last a while and remind customers of the business. Giving out samples is a form of sales promotion. Running an ad is an example of print advertising, and using a display is an example of visual merchandising.