

Promotion - When to Use What

Word-of-Mouth, Networking, Referrals

- When your product or service generates glowing reviews
- When you have a positive relationship with customers
- When local networks are strongly established

Personal letters, fliers, direct mail

- When you can narrowly define the target market
- The product or service is not complex or technical
- The product is purchased frequently
- There are multiple target markets with varying needs

Personal, One-on-One Selling

- Product is expensive
- Product is new, unfamiliar, or difficult to understand
- Product is an important professional or personal service
- Product requires technical skill
- Decision to purchase comes from a group

Telemarketing

- As a follow-up with direct mail
- To keep in touch with customers

Yellow Page Ad

- Mass marketing
- Business-to-business marketing
- Frequently purchased products/services
- Highly competitive products and services

Advertising

- Mass marketing
- Frequently purchased goods and services
- Highly competitive markets

Internet

- Good for both mass and targeted marketing

Appendix B: Media comparison

Advantages

Disadvantages

Newspapers

short lead time
territorial flexibility
catalogs for in-house buying
broad consumer acceptance & use

low readership under 18 years
read in a hurry
overcrowded Wednesday—Friday
low selectivity and small "pass along"

Magazines

high selectivity & repeat exposure
receptivity of magazine audience
economy of reaching a mass market

wasted circulation
long lead time
high cost per ad

Television

combination of sight & sound
approximates face-to-face contact
mass audience coverage
many viewers watch fewer commercials
due to remote controls and VCRs

negative evaluation
nonselectivity
fleeting impression
clutter
high cost per ad

Radio

personal medium
mass medium—people listen anywhere
selectivity
speed & flexibility
low cost
favorable psychological effect

no demonstrations
fleeting impression
chaotic buying
hard to get high reach
clutter
need to get immediate attention

Direct mail

most personal & selective
minimum of waste circulation
copy can be extremely flexible

costly in terms of prospects reached
junk mail
get and maintain good mailing list

Outdoor

highly flexible
low cost/contact
no lengthy copy
excellent for reminder ads

waste unless targeting a mass market
clutter
high cost of national campaign