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TRYVERTISING IN MARKETING

Key words: marketing communication, tryvertising

Marketers use a lot of different tools, which always lead to increase of sales. Among these tools tryvertising. And very often this is one of the most efficient in a company's marketing set.

Tryvertising means that before buying new products the consumer has a unique opportunity to become familiar with them by actually trying them out. The objective of tryvertising is not always purchase – a lot of manufacturers want to have the loyalty effect, enabling consumers to experience, feel and analyze the product, learn about it and then recommend it to their friends and family. In other words, tryvertising allows distributing information about the product quality with maximum speed. Thus, the company turns its attention to the different reactions of buyers on the goods.

Tryvertising is used in many areas, while for some companies it is already a well-proven method to increase sales. Thus, carmakers often use a test drive; customers get the opportunity to use software packages for free for some time; at shops, customers can try products on the spot or assess the image quality of all TVs etc.

Tryvertising is a unique service that allows customers to try or test the product without buying it. This is an opportunity to verify whether it meets the stated specifications and whether it is of appropriate quality. The customer may, so to say, "taste" the product and decide whether to buy it or not, and whether it is a good investment. Direct contact between the customer and the product is the main advantage of tryvertising as compared to all other forms of advertising. Through direct contact with the product impacts greatly the customers' minds as testing before purchasing is the most efficient way of advertising products. Try it, hold it, take pictures, have fun, love it and buy it - tryvertising is a simple way to the consumer's heart.

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ADVERTISING SOUVENIRS EFFICIENCY

Key words: marketing communications, sales promotion, Advertising souvenirs

Souvenirs are often used for advertising as they are good means of promoting companies producers. Respectability of companies, their thought of the business