

PRODUCT PROMOTION METHODS IN THE ACTIVITY OF MODEL AGENCY LA PRIMA

The policy of communications provides a company with such methods of product promotion, as advertising, sales encouraging, developing of prestige image of producer and personal sale, which together create the so-called communication mix and application of which has complex character.

The communication mix includes such basic components as advertising, sales promotion, public relations and personal sale. Some foreign specialists on marketing's communications add to these mix the next items: direct marketing, exhibitions and fairs, point-of-sale advertising, commodity packing.

But for the effective advertising it is important to find out the features of commodity, which must be advertised, and the same to define a place which commodity occupies at the market among commodities-substitutes and commodities-competitors.

La PRIMA model agency is a large and prospective company. Serving mainly the foreign market, it had time to conquer the trust of the consumers and create the positive among the foreign partners on business. It is needed to say, that success in promotion of its services depends on creation of the correct system of distributing, careful choice of distribution channels and use of special techniques.

The agency uses the following methods:

1. Advertising is a form of the unpersonal paid form of presentation and promotion of products, services and ideas, on behalf of their producer or proprietor. As a rule, it is advertising in the specialized fashion-magazines, catalogues, and on television.

2. Sales of promotion is short-term methods for encouragement of participants of marketing's communications for the purchase or further resale of these commodities (services).

3. Public relations is creation of demand for the political, state or business individuals or corporations through presentations of important information which have prestige character, in mass medias or from the stage (arena, podium). The given model agency this holds participates different events and contests.

4. The direct marketing is a form establishing of personal relations between commodity suppliers and the users, actual or potential. The agency of LA PRIMA establishes personal contacts with every client by the internet.

5. Exhibitions and fairs are a form of setting of intercommunications between producers and users (by buyers) in the process of demonstration of commodities. These events, as a rule, are not permanent. They are held at definite time and place. It is necessary to add that using these promotion methods advancements the given a model agency achieved success. The growing income of agency and stable position which it occupies at the market of model services testifies to it.