

Nakhmetova K.
T.B. Reshetilova, research supervisor
National Mining University

PROMOTION STRATEGY

An effective promotion strategy will get you sales by ensuring that customers are aware of you and what you can offer. Get it right and you will become a strong, competitive business.

To promote your business successfully, you have to understand who you need to reach and what you are trying to achieve.

Promotional strategies should focus first and foremost on your existing customers. Make sure they are aware of the full range of your products and services and create opportunities to generate repeat and higher value purchases. You should also be getting your existing customers to spread the word about your business - perhaps by trying out new products and services and offering rewards for introducing new customers.

When focusing your promotional activities on potential customers, aim to create brand awareness and credibility. Ensure they understand your offer and how you differ from your competitors. Once you really get into detail, you might even find yourself promoting individual products differently to different groups of customers.

If you use intermediaries to reach your market, you will also have to encourage them to promote your offer to their customers.

Make sure your promotion strategy has specific and measurable marketing objectives. These will help you decide what your marketing messages should be and what marketing techniques you should use.

Customer care may well be the most important element of your promotional mix. Ensuring that your existing customers are happy with what you offer not only secures repeat business but also generates positive word-of-mouth recommendation. You might be one of the many business that rely on references, work you've done on high profile projects or a prestige client list to attract new customers.

You should also be promoting your business in person - for example, by pitching directly to target customers or getting introductions and developing relationships through networking. You can use a range of different promotional

techniques to reach larger audiences, such as advertising, direct mail, exhibiting your business, PR and online marketing.

Timing is an important element of any promotional strategy and you should ensure that your marketing messages reach your target customers when they are most receptive. Your marketing campaign may well combine short-term activities such as special offers with longer-term brand-building activities. An effective promotional strategy can bring all your marketing activities together and ensure that different promotions support each other.

Crucially, your strategy should include a way to measure the effectiveness of what you're doing. This might be as straightforward as simply asking new customers how they heard of you. But you should also monitor your website traffic and use surveys before and after a campaign to tell you how your promotional activities have influenced customer awareness and attitudes. Evidence like this helps you understand what parts of your promotional strategy are - or are not - working, and how you can improve it for the future.