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SEPARATE STEPS IN ADVERTISING AND SALES PROMOTION STRATEGY IN BUSINESS MARKETING

Promotion in business marketing refers to the use of the promotional tools of advertising, publicity and sales promotion. Business promotional tools generally serve to strengthen the personal selling effort and can be very effective in paving the way for sales representatives, in introducing new products and product lines to both established and prospective customers, and creating a good-will between the selling and purchasing firms.

Creating a successful business promotion campaign is not an easy thing to do, and one of the most important steps in this process is estimating how effective the future promotion campaign will be. Two of the most commonly methods of measuring the effectiveness are pretesting and posttesting, and responses to advertisements.

Pretesting measures the subjects' awareness of the product or service at issue through a series of questions about it, or a number of situations to which respondents react, thereby indicating their current knowledge about the product or service. In posttesting those who have been exposed to advertisement, publicity pieces, or sales promotion devices are questioned as to their aided recall, unaided recall, recognition, comprehension, believability and brand awareness in regard to the promotion. Traditionally, one more popular model of measuring the effectiveness of business advertising has been through the response that the company received to print and broadcast advertisements and to direct marketing efforts. Advertisers generally assume that if a particular advertisement or direct marketing effort receives a large mail-in or phone-in response, it is an effective promotional piece. Likewise, if an advertisement using a broadcast medium receives a considerable number of inquiries, it is also felt to be successful.

In fact, no matter how high the effectiveness of your promotional campaign is, any process currently being used should be periodically reviewed and modified, if necessary. In order for business marketing managers to evaluate the promotional campaign properly, they must return to the objectives that were initially established

for the campaign. If the campaign has not met the intended objectives, then each specific segment must be analyzed to determine which stage or stages require further analyses and modification.

If the campaign has met or exceeded the stated objectives, it is generally helpful to identify the stage, or stages, in the campaign that were most or least successful in that regard. Even in a successful promotion campaign, some parts of the system might need rethinking and perhaps some modification.

The promotion of business goods and services is also an important part of the marketing mix for international markets. As with domestic markets, the purposes of the international business promotion are to inform, persuade and remind customers in overseas markets of the availability of certain goods and services.

The three primary components of international business promotion are the same as those for the domestic market: advertising, publicity and sales promotion. Some guidelines to use in developing an international promotional program are the definition of the advertising goals, preparation of the campaign plan, review and approval of the plan, copy development and testing, media planning, budget approval, campaign implementation, and measurement of advertising effectiveness.

An important decision for international advertisers to make is the advertising campaign should be standardized worldwide or localized. Standardized advertising has advantages in that a successful campaign in one country is often effective in another as well. Also, standardized advertising is cost-efficient. Many set out on the path to international advertising in the belief that running the same campaign everywhere will slash costs. The advantage of multinational advertising, where it is relevant, is that campaigns that have proved effective somewhere will probably – unless they are unusually parochial – be effective elsewhere.

On the other hand, localized advertising recognizes cultural differences among nations. In the final analysis, the choice between standard and local advertising should be based on such considerations as levels of education, experience and competence of personnel in either the foreign advertising agency or the affiliate of the domestic agency, degree of nationalism and rate of economic growth in targeted country, customers of the country, attitude toward authority, and independence of media from governmental control. In today's world, global communications technology has emerged as a new and powerful force for shaping

advertising. Future success in global advertising campaigns will entail a clear understanding of the distinct patterns of communication in target countries.

References:

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