

## **BELOW THE LINE (BTL) PROMOTIONS**

There are three types of advertising techniques that exist in organizational business and marketing communications nowadays: above the line (ATL), below the line (BTL), and through the Line (TTL).

Below the line (BTL) promotions, also known as direct sales stimulating, have a direct focus on a certain customer. It has a direct influence on a customer giving him/her the opportunity to actually estimate a product or service not only by visual perception but also to taste it, to check it in work, to sniff it, etc.

BTL promotions are more efficient when launching a new brand into the market, relaunching a brand, expanding a range line and changing package. BTL promotions raise the level of product's/service's ability to be recognized, make a customer prefer your brand instead of a competitive one, considerably increase sales volume not only for the period of promotion but after it due to the brand's image strengthening and emotional bind between a customer and a brand. BTL promotion efficiency is determined by a direct focus on a certain customer. It is held in the certain shops and all those points where a customer finally decides if he/she needs this product or service. To make a customer acquire a product or use a service, BTL promotions purposely lay stress on the advantages and distinctive features of this product or service.

Such technique as giving a present to the customer, who acquired the promoted product or service has recommended itself as the most efficient. It is called in-store promotion. The effect of such promotion holding results the sales volume increase up to two hundred and more percent.

The second place occupies the technique called consumer promotion. In this case the customer is offered to receive some present in exchange for product's logos sent by mail or something else.

Leaflet distribution is also widely used due to its low price and simple organization. The efficiency is quite high because promoters hand the leaflets to the people, who relate to the target audience of the product or service.

Degustation is applied for a customer to taste and form its opinion on the product. Such BTL promotions are used for the products that relate to a large

market segment and focused on a wide range of customers, available for private repeated sales to the same persons and have a low net price.

Degustation is very often held to promote a new unknown product. Degustation helps to win the customer over the competitor. The same can be told about sampling.

Sampling is a free distribution of product's samples. This is a small portion of the product for testing. Sampling has its own advantages over degustation because it does not bind promo staff to the certain selling points and allows to change positions. Questioning of the potential customers is very often held.

Exhibitions give a possibility for potential clients to study more in details an exhibited product or service by means of promoter or company's representative. Promoters, in their turn, are fully informed about the product or service. They consult all the interested potential customers on all the questions they ask. As in case of leaflet distribution promoters very often wear T-shirts with manufacturer's logo to be more attractive and recognisable.

Namely due to their wide possibilities BTL techniques are used more often. Recently almost all the big companies use these techniques and contribute their funds, which will be allocated for BTL techniques in the advertising company budget. If to think the name BTL (below the line) is not actual any more.