**MKT- 725- Advertising and Promotion Management**

**Answer of the question n. 1**

**Differentiation advertising from promotion:**

Advertising is a one-way communication whose purpose is to inform potential customers about products and services and how to obtain them. Promotion involves disseminating information about a product, product line, brand, or company. It is one of the four key aspects of the marketing mix. Advertising may be one form of promotion.

One-way communication of a persuasive message by an identified sponsor, whose purpose is non-personal promotion of products/services to potential customers.

A Promotion usually involves an immediate incentive for a buyer (intermediate distributor or end consumer). It can also involve disseminating information about a product, product line, brand, or company.

Advertising is emotional in nature and the objective is to create an enduring brand image. Perfumes, makeup and jewelery need imaginative advertising to create the allure needed to sell these products.

Sales promotions, on the other hand, are unemotional in their approach. A cents-off coupon for cereal appeals to the consumer's rational mind and is a sales promotion. The consumer weighs the price of one cereal brand versus others.

Advertising is a technique of driving public attention towards a product or service, through paid network.

The set of activities that spread a word about the product, brand or service is known as promotion.

Promotions are time specific and may be short term while [advertising](https://www.diffen.com/difference/Advertising_vs_Marketing) may be generically long term. For example: ABS company may start a promotion of giving free drinks at a mall for a day during the festive season, while the same company may advertise much before about their drink at the start of the festive season and extend it during and beyond the season. Advertising is aimed towards the long term building of the brand while Promotion is aimed at the short term tactical goal of moving ahead in sales.

Promotion is generally divided in two parts:

Above the line promotion: Promotion in the media.

Below the line promotion: All other promotion. Much of this is intended to be subtle enough that the consumer is unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows.

Advertising can be of the following types:

Media: Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television ads, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches etc.

Covert Advertising: Covert advertising is when a product or brand is embedded in entertainment and media. For example: John Travolta wearing only "Diesel" clothing in a movie.

Television Commercials: Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops.

Internet Advertising: This is the newest form of advertising wherein web space is used and email advertising is used. On the internet, there is often an overlap of advertising and promotion on sites like [Indiegogo and Kickstarter](https://www.diffen.com/difference/Indiegogo_vs_Kickstarter), where individuals and small businesses try to raise funding for their ideas, often in exchange for promotional items or items that feature advertising of the product/company.

Typically promotions are directly linked with sales while advertising is an assumption that it may lead to sales. For example: Giving 20% discount on products may attract a customer and induce instant sale while giving a general brand creation advertisement in the newspaper may not induce immediate sale.

**The problems of global advertising with appropriate example:**

Sometimes, global advertising is too general and does not connect with everyone. For example, it's hard for food companies to advertise globally because of the wide range of tastes and preferences in different regions. The media in countries also differs, depending on culture.

Global marketing presents a variety of challenges for businesses, including cultural differences, language barriers, varying economic conditions, and regulatory compliance.

Researchers at New York University's Stern School of Business note challenges in reaching target audiences include the fact that media channels don't have the same reach in all countries. TV advertising might reach much smaller audiences in certain countries than they would in the United States.

This heightened visibility can positively impact customer perceptions, increasing trust, loyalty, and overall brand value. Furthermore, global marketing provides invaluable insights into different market dynamics, local tastes, and consumer preferences.

For example, a television commercial for a company that sells paper towels might show how their products are more effective than their competitor's products at cleaning up messes to convince customers to purchase their brand instead.

Consider a US based brand, for example. Often, the global team are based at headquarters in the US, and take a US-centric approach to their marketing strategy. They lack the insight into wider markets, meaning the brand can't communicate in an authentic and impactful way in other parts of the world.

[International Marketing Essay](https://www.ilearnlot.com/mmis-multinational-marketing-information-system/60623/) can be a tricky business. With the increase in global trade, international companies cannot afford to make costly advertising mistakes if they want to be competitive and profitable. Understanding the language and culture of target markets in foreign countries is one of the keys to successful international or global advertising.

Too many companies, however, have jumped into foreign markets with embarrassing results. Out of their blunders, a whole new industry of translation services has emerged. The Types of Faced Challenges in Global Advertising. American companies have identified huge markets internationally for their products and services. The markets are huge in terms of population, in countries such as China and India.

The purchasing power of consumers and businesses in many countries is also significant enough for American firms to want to compete in these markets. However, international marketing is not without pitfalls, and U.S. companies have made costly mistakes by not adequately researching international markets before they commit resources there.

The bigger the brand, the more links in the chain. Global HQs have historically struggled with rolling out marketing campaigns across multiple territories. Today we have better technology and communication tools, but also greater expectations for relevant, local execution. Internal coordination of complex campaigns across business units and regions remains a key challenge for global marketers.

Many campaign implementation models include an element of ‘adopt and adapt’; but there is some debate about how to achieve the best results. Some brands choose a decentralised model whereby local markets still hold a lot of autonomy. Other brands prefer a more centralised approach and give little to no leeway to local markets.

There’s no right or wrong answer – the key is to find a balance so that both global and local teams feel they’re being heard. After all, the secret to a successful global campaign is to be rooted in local reality.

**Answer of the question n. 2**

**The problems in media planning and how to develop the media plan:**

The media landscape is increasingly fragmented, making it more challenging to reach your target audience effectively. Ad Clutter: The average consumer is exposed to hundreds of advertising messages each day, making it more challenging to stand out from the competition.

One of the biggest challenges in media planning is working with a limited budget. Here has to balance objectives, audience, and media mix, while also ensuring that get the best return on investment (ROI) for campaign.

The elements of media planning include understanding marketing objectives, setting campaign goals, performing market research, managing a budget, structuring media objectives to establish a media planning strategy, creating a media plan, implementing the plan and evaluating the results of the plan.

The first thing wants to do when developing media planning process is conduct market research. Market research allows to tailor the content create and the media plan implement to target audience and customers.

Successful media planning means that the business attracts new customers, increases its market share, raises people's brand awareness, and builds a strong reputation by advertising. Planning helps determine all critical points of promotional campaigns and reach the brand's objectives smoothly and without overspending.

Unfortunately, the media strategy decision has not become a standardized task. A number of problems contribute to the difficulty of establishing the plan and reduce its effectiveness. These problems include insufficient information, inconsistent terminologies, time pressures, and difficulty [measuring effectiveness](https://www.zabanga.us/marketing-communications/reasons-not-to-measure-effectiveness.html).

Insufficient Information While a great deal of information about markets and the media exists, media planners often require more than is available. Some data are just not measured, either because they cannot be or because measuring them would be too expensive. For example, continuous measures of radio listenership exist, but only periodic listenership studies are reported due to sample size and cost constraints. There are problems with some measures of audience size in TV and print as well, as demonstrated by IMC Perspective 10-1.

The timing of measurements is also a problem; some audience measures are taken only at specific times of the year. (For example, sweeps periods in February, May, July, and November are used for measuring TV audiences and setting advertising rates.) This information is then generalized to succeeding months, so future planning decisions must be made on past data that may not reflect current behaviors. Think about planning for TV advertising for the fall season. There are no data on the audiences of new shows, and audience information taken on existing programs during the summer may not indicate how these programs will do in the fall because summer viewership is generally much lower. While the advertisers can review these programs before they air, they do not have actual audience figures.

The lack of information is even more of a problem for small advertisers, who may not be able to afford to purchase the information they require. As a result, their decisions are based on limited or out-of-date data that were provided by the media themselves, or no data at all.

Inconsistent Terminologies Problems arise because the cost bases used by different media often vary and the standards of measurement used to establish these costs are not always consistent. For example, print media may present cost data in terms of the cost to reach a thousand people (cost per thousand, or CPM), broadcast media use the cost per ratings point (CPRP), and [outdoor media](https://www.zabanga.us/marketing-communications/advantages-and-disadvantages-of-outdoor-advertising.html) use the number of showings. Audience information that is used as a basis for these costs has also been collected by different methods. Finally, terms that actually mean something different (such as reach and coverage) may be used synonymously, adding to the confusion.

Time Pressures It seems that advertisers are always in a hurry—sometimes because they need to be; other times because they think they need to be. Actions by a competitor—for example, the cutting of airfares by one carrier—require immediate response. But sometimes a false sense of urgency dictates time pressures. In either situation, [media selection](https://www.zabanga.us/marketing-communications/media-selection.html) decisions may be made without proper planning and analyses of the markets and/or media.

Marketing and advertising teams use an array of strategies and methods to promote the products or services of the organization they work for, including media plans. Devising a media plan may help these professionals foster a deeper understanding of their target audience, stay up to date with the latest developments in their field, raise brand awareness and ultimately increase profits. Knowing more about the components of an effective media plan can make it easier for to craft one that achieves your team’s marketing or advertising goals.

In this article, we discuss what a media plan is, explore its benefits and explain how to create a media plan in seven steps.

Media plans can help guide marketing toward success, but there are several other benefits to creating a media plan, including:

Boosting brand awareness: When media plan is successful, audiences may see campaigns and become more aware of your brand, which can help drive traffic to company.

Generating revenue: With more customers aware of brand, there's a higher potential for increased revenue. A media plan can focus on how to best generate revenue by considering internal and external factors.

Gaining a competitive advantage: Media plans seek to put your campaign in the best position, in front of the best potential audience. With success, your campaigns may reach a better audience than your competitors, which can give you an advantage.

Understanding your target audience: As implement media plans, can focus marketing efforts on a specific audience. The more feedback you take into consideration, the more targeted and effective your campaigns can become.

Remaining updated with market trends: The market changes consistently, so updating media plan may help business stay up to date with trends in the industry.

Adhering to budget: Developing a plan of what to spend and where to spend it can help team stay under budget with each campaign.

Making informed decisions: Media plans can help your team make informed decisions about marketing strategies. When complete a campaign, can evaluate its success to keep improving.

A successful media campaign is dependent upon 2 things - strong creative messaging and an effective media plan. Craft a clear, creative message which is relevant and meaningful for your target audience. Make sure your message aligns with your campaign objective. To translate this creative message into a good campaign, an effective media plan is required. While there are many steps involved in making a good media plan, the following steps are critical in success of any media campaign.

Media Objectives – The first and most important step is to understand the key objectives and goals of the marketing campaign and discuss who the target audience is or should be.

Research- The next step is to gather and analyze insights about the market at large, research industry trends, assess the competition, identify target audiences, and understand where those audiences are most engaged with ad content.

Media Mix –. Consumers receive and engage with content in countless ways, both traditional and digital. Therefore, it’s important to find the perfect media mix for reaching the target audience across media channels.

Targeting – It is the act of identifying the ideal audience that should receive a marketing message. It should be kept in mind that the communication TG might be different than the product TG. This means that might be wanting to communicate with youth but it’s possible that product is being used by all age groups.

Target Market – This will depend on your focus markets and geographies. It might want to advertise pan India or might want to restrict your campaign to select markets. A lot of factors should be considered to decide the target markets such as – market share, distribution, competitive intensity, cost per rating point etc.

Planning approach – There are broadly 2 types of approaches. Both are correct and one can follow either of these:

1.      SOV: SOM approach – In this approach, decide how many GRPs you need to deploy in a particular market basis SOM (share of market or market share). For example, if market share is 10% and category GRPs is around 10,000 per month, to sustain market share, should plan at least 1000 GRPs (10% of 10,000) in a month. It should deploy minimum 100 GRPs in any week for a creative to have any sort of impact. If can’t, should ideally shrink campaign to lesser weeks.

2.      Reach and Frequency approach – In this approach, decide what percentage of TG should watch ad at least how many times. Media planning agencies have developed tools like frequency estimator which tells what should be the ideal frequency for a particular category. Generally, it is between 3 and 6. Next is finding the ideal reach. This can be done by calculating how many GRPs need to deploy basis the number of units of a particular product want to sell in a given period. The conversion percentage (from total aware to trials) is found to be in the range of 2% to 3%. For example, TG universe is 100,000 people and want to sell 1000 units of product. To sell to 100 people, need to show ad to at least 33,333 people (100/3%). This translates to 33% of total TG universe. Assuming want to show ad min 4 times, the plan becomes 33% @ 4+.

Scheduling – Scheduling is indicating what time and day certain ads will be served across various media. This depends on target audience and their media consumption behavior.  For example, serving an ad for a rice brand on a food channel during afternoon might make sense while for a youth brand, it might make more sense to place it on music channels on Friday night.

**How channel or medium used to influences the communication process:**

The channel or medium used to communicate a message affects how the audience will receive the message. Communication channels can refer to the methods we use to communicate as well as the specific tools we use in the communication process.

The medium used for communication plays a vital role delivering the message. In fact, it does more than just portray a message. It adds context, emotion, urgency and more. How communicate with employees and customers is something we often neglect to consider.

Knowing the right channel to express your message to individuals or groups can help communicate more effectively. Using the right medium to convey message allows to contact the right people and in the way that best serves goals.

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Video Calls are obviously less rich, but will still allow to see gestures and other non-verbal communication.

Voice Calls, e.g. on you mobile phone, strip of all non-verbal information and such are already far less rich. But still, they offer the opportunity for instant feedback.

The first asynchronous medium on the list is Instant Messaging, also SMS would be part of this group of communication channels. Not only can’t hear the voice anymore, but also there’s no instant feedback anymore.

Social Media is usually even more asynchronous than instant messaging.

E-mail, being the most popular tool in business communication, is a rather lean medium and shouldn’t be used to communicate complex or ambiguous information.

On the end of the scale, a standardized report consisting mainly of numbers would be the leanest medium.

Generally speaking, when it comes to choosing the right medium for communicating with team, task as a CEO or entrepreneur is to balance two effects that choice of communication medium will have on business.

On the one hand, if use an overly rich medium for a rather dull message, are likely wasting time and resources — for example, if one of team members calls a meeting (super-high media richness) to tell the team he will be off 30 minutes early to see the dentist (super unambiguous message).

That kind of waste is unnecessary and will fuddle with the medium’s long-term credibility. When have to attend 10 meetings a week that “could have been an email,” appreciation for that format will decrease.

On the other hand, using a lean medium for an ambiguous, nonroutine message will cause problems — for example, if use e-mail to communicate a restructuring of organization.

For you as a sender, this bears a high risk that your team will not decipher the full message because can’t ensure they receive every part of it. There’s no immediate feedback.

Also, if an email doesn’t make sense, your team can’t easily obtain any missing information. What do you think happens when information is missing? Your team will find it somewhere else. Yup, the grapevine.

There’s nothing wrong with the grapevine itself; it is a vital nonformal communication instrument. But, if you want to get message across as intended, want to control it as much as possible — and not want to leave it to the grapevine.

Incomplete communication will cause decreased acceptance of message, a delay in implementation or compliance, and so on.

Consider the social acceptance of a medium on a cultural, organizational, team, and individual level.

Text messages are considered too impersonal for breaking up with partner. How could email be sufficiently rich to tell someone that letting them go?

Things discussed in a meeting in one company or team will be sent around as a report in another company.

One of your employees might like receiving new tasks by email, while another one appreciates a personal briefing.

On an individual level, your relationship to the receiver is important — you might use text messaging to scheduling a drink with best friend, but might tackle the same task in person with new employee.

While 20 years ago people were still communicating in the classic print media, or via radio and television, #mass communication has shifted more and more to the Internet and especially to social media such as #Facebook, Instagram, Twitter, LinkedIn or similar.

It is perhaps understandable that it can make a difference in our statements whether one spreads a message in a newspaper or television program or on the Internet. In the former media, one acts under one's personal name. If the recipient is also a broad, quasi unknown audience, one certainly thinks very carefully about what is written or said, because statements are closely linked to the public personality.

On the Internet, on the other hand, which, for example, offers the possibility of not revealing one's own name, people sometimes communicate much more uninhibitedly because it is impossible to recognize who is really behind a message. This refers both to the contents of the news, and partly also to style and form.

In any case, this represents the risks of online communication, that people are often no longer seen as such, statements are taken out of context, emotionality can take place less.

One can actually speak here of an almost disinhibition in #communication. In this case it would be absolutely necessary to think about what one really wants to convey as a message to the masses.

Even if, for example, Facebook & Co messages are spread under one's own name, many people do not think about the fact that everything they write or communicate reaches a broad, unknown mass and that above all these messages remain permanently stored. The Internet forgets nothing.

This is especially true for young people, who sometimes express themselves more freely on the Internet, without considering that they will later look for apprenticeships or jobs and that all this information will then be available to potential employers.

Thus, any communication (written as well as in pictures or videos) should be well considered in all #media.

Media literacy, which enables young people to deal with media in a responsible, critical and socially responsible way, should therefore be taught at school.

**Answer of the question n. 3**

**Advantages and disadvantages of direct marketing and public relation:**

Most direct marketing will be more cost effective for SMEs than mass media advertising campaigns. Measurable: If marketing messages ask the recipient to take a particular action or use a specific voucher code, can easily track the success of campaigns. This can help plan future campaigns.

Public relations (PR) can help raise business' profile and improve reputation. If done well, it can be a cost-effective way to get message to a large audience. However, it can be tricky to guarantee success.

While public relations is a cost-effective way to potentially reach a large audience, it does come with its own set of challenges, including no direct control, lack of guaranteed results, and a difficulty in evaluating effectiveness.

Further, PR can add value through increasing visibility of products and services, personalise your brand, raise profile, build strong relationships, manage reputation, assist with sales process and add value to own clients through case studies. Overall, it is a win-win scenario.

Targeting: Someone can send specific messages to particular groups of customers and potential customers based on demographics and buying behaviour. The more targeted campaigns, the more successful they are likely to be.

Personalisation: Reach audience with a personal touch. Direct mail or email can be addressed to a specific person, and even include details like past orders. A phone call can engage a customer in conversation to start building a relationship with business.

Affordable: Tactics like email marketing or leafleting can be very cost effective. Most direct marketing will be more cost effective for SMEs than mass media advertising campaigns.

Measurable: If your marketing messages ask the recipient to take a particular action or use a specific voucher code, you can easily track the success of campaigns. This can help you plan future campaigns.

Informative: You can deliver detailed information on your products, services and prices unlike other forms of advertising.

Intrusive: Many people find direct marketing annoying and intrusive. This is especially true of telemarketing and door-to-door sales. Some people dislike marketing mail and consider it to be 'junk mail'.  If consumers find marketing tactics annoying it can create a negative brand association and make them less likely to buy. This is more likely with less targeted campaigns.

Environment: Using leafleting or paper-heavy direct mail campaigns can be bad for the environment. To avoid this, and any negative impact on brand image, use recycled materials or try email campaigns.

Low response rates: direct marketing response rates tend to be around 1-3 per cent. When you reach a consumer who isn't interested in your products of services, it wastes money and they are likely to find it irritating. Use more targeted lists as opposed to sending out mass messages to minimise this.

Competition: It can be hard to make messages stand out when the recipient receives high number of marketing emails or direct mail.

Cost: Tactics like telemarketing and direct mail may have high financial and resource costs.

Legal issues: There are laws relating to [privacy and data protection in direct marketing](https://www.nibusinessinfo.co.uk/content/privacy-and-data-protection-direct-marketing). Must ensure that mailing list only contains individuals who have consented to receive marketing messages from.

Direct Marketing involves communicating directly with buyers about their products via different channels. The individual buyer is the target in direct marketing and not the masses. Examples: direct mail, e-mail, apps, telephone calls (telemarketing), catalogues, fliers, promotional letters, etc.The goal is to generate sales or leads for sales representatives to pursue. If the customer is interested, he/ she can directly contact the concerned department or person on the telephone number of address given with the message. Direct marketing allows a business to engage in one-way communication with its customers. It helps organisations inform the prospective buyers about product announcements, special promotions, etc.

People in today’s times prefer at-home shopping rather than travelling to different outlets. Marketers take this opportunity to reach out to the customer directly with all the information about the product, special promotions, etc. in order to generate sales. The marketer’s ensure that customers have easy access to them via toll-free numbers, chat tools, email, etc. at any time of day or night throughout the week to justify their credibility and commitment towards customers.

It is also considered as an interactive mode. The messages to the buyers can be altered as per the requirements and response from the customers.

Organisations used to reach the buyers through catalogue, direct mailers, and telemarketing. The telephone numbers were kept in the data base and tele callers called potential buyers. Recently, the marketing media has evolved immensely through the increased use of internet, data base technologies, electronic media (fax, mobile phones, and email), etc. This has given opportunity for the marketers to tap on these tools for reaching the customers. If we say that the marketers don’t have a choice and need to reach the buyers through these new age direct marketing tools to survive and stay ahead of competition in the target market. Direct marketing is considered by some experts as combination of the Distribution function (Direct distribution to buyers) as well as the communication function (reaching the customers directly).

The promotion (communication) mix is composed of advertising, personal selling, public relations, sales promotion, and direct marketing.

The Marketing Communications Mix is the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing a company uses to pursue its advertising and marketing objectives.

Consists of communication tools, including advertising, personal selling, sales promotion, public relation, and direct marketing. The combination of one or more of these tools is called the promotional mix.

The fourth element in the marketing mix. The promotional element consists of five communication tools. What are the 5 communication tools? advertising, personal selling, sales promotion, public relations, and direct marketing.

These four elements are also knows as the 4 Ps. One P is called the promotional mix and it contains advertising, public relations, personal selling and sales promotion. They are used as tools to communicate to the target market and produce organizational sales goals and profits.

To keep it simple, marketing is focused on driving sales and doing so by promoting products, services, or ideas on channels like social media. Public relations (PR) is more focused on the maintenance of a positive reputation of a company, brand, or person through the media.

Unlike paid marketing programs such as advertising your business, public relations is focused on earned media and can take advantage of unpaid communication channels. Public relations is about managing perceptions – how people think about business. It aims to: increase awareness. improve business reputation.

There is no doubt that direct marketing is an extremely effective way to reach out to customers and promote products or services. Unlike other forms of advertising, direct marketing allows to communicate one-on-one with customers and potential customers, which can result in more sales for business.

**Answer of the question n. 4**

1. **Word of mouth:**

Word-of-mouth marketing (or WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues. Essentially, it is free advertising triggered by customer experiences—and usually, something that goes beyond what they expected.

Word-of-mouth [marketing](https://www.investopedia.com/terms/m/marketing.asp) can be encouraged through different publicity activities set up by companies or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. Also referred to as "word-of-mouth advertising," WOM marketing includes buzz, viral, blog, emotional, and [social media marketing](https://www.investopedia.com/terms/s/social-media-marketing-smm.asp).

Word-of-mouth marketing (WOM marketing) happens when consumers talk about a company's product or service to their friends, family, and to others with whom they have close relationships.

WOM marketing is one of the most powerful forms of advertising as 88% of consumers trust their friends' recommendations over traditional media.

Companies can encourage WOM marketing by exceeding expectations on a product, providing good customer service, and giving exclusive information to consumers.

The Word of Mouth Marketing Association (WOMMA) cites the best word-of-mouth marketing strategies as being honest, credible, social, repeatable, measurable, and respectful.

WOM marketing includes various marketing techniques, such as buzz, blogs, and social media marketing.

Word-of-mouth marketing differs from natural word-of-mouth references to a company's products and services in how it may come as the result of a promotion, encouragement, or other influence by a company, otherwise known as "seeding."

When a diner has a wonderful time at a restaurant because their expectations were exceeded and later tweets about it, or when someone had a great experience using a product in a new way and tells everyone they know about it, those are examples of word-of-mouth marketing. Also, word-of-mouth marketing does not stop at the first interaction; it tends to lead to a cascade of follow-on interactions.

The encouragement on the part of a company may take one of [several forms](https://www.investopedia.com/terms/m/marketing-plan.asp). The best way is to give them a reason to talk, such as exceeding expectations or providing insider skills or information about a product.

Other strategies include offering consumers new ways to share information about a company's products and services, and engaging and interacting with the consumer, such as through exemplary customer service. This is especially valuable with social media-based [customer service](https://www.investopedia.com/terms/c/customer-service.asp), which provides for seamless sharing and promotion.

Eighty-eight percent of people around the world said they trust recommendations from friends and family (earned media) above all other forms of [advertising](https://www.investopedia.com/terms/f/four-ps.asp). This shows just how effective word-of-mouth marketing can be.

Consumers are more [emotionally bonded](https://www.investopedia.com/terms/b/brand-loyalty.asp) to a company when they feel they are listened to by the company. That is why many companies will have sales representatives discuss their products and services with consumers personally or through a feedback phone line. This kind of interaction, as well as promotional events, can stimulate conversations about a company's product.

There is a significant temptation to fabricate word-of-mouth marketing. Accordingly, the Word of Mouth Marketing Association (WOMMA) crafted a code of ethics checklist for the industry, advising that the best word-of-mouth marketing strategies are credible, social, repeatable, measurable, and respectful, and there is no excuse for dishonesty.

WOM marketing expert Andy Sernovitz has boiled down WOMMA's code of ethics into three key rules to avoid issues:

Say who you are representing (always disclose a relationship)

Say only what you believe (be honest with an opinion)

Never lie about who you are (be honest about your identity)

Word-of-mouth marketing includes the marketing tactics companies use to prompt their consumers to talk about their levels of satisfaction with the company's service or product. These strategies include brand loyalty programs, which reward customers for repeated business and provide them platforms to provide user feedback; giveaways, contests, and sponsored influencers.

**(b) Humor appeals of advertising:**

Creating good advertising message is very important segment in the promotion of a company. Companies use different advertising appeals to encourage consumers to buy products and services. Humor is one of those advertising appeals. The first task of humor is to attract the consumers’ attention through an interesting, entertaining, provocative, unexpected, sudden and memorable message. Humor aims to help consumers in decision-buying process. However, humor can cause negative side effects if it insults, is used in inappropriate manner or is too excessive. Recent studies show that companies are successful if they use “intelligent” humor that is related to the products’ nature and function. The purpose of this paper is to present the attitude of consumers towards the humorous advertisements and to explore the concept and usage of humor in advertising to find out its impact on consumer’s purchase decision. Everyone loves to laugh. Everyone wants to be happy. There is no one in the Earth who doesn’t like humor. In our lives, full of problems, risks, uncertainties and constant race for career, money, health, a warm housing, everyone wants to feel relaxed and happy. Companies use this natural human characteristic in their favor, to sell more of their products and services. As Pavlovian model claims, companies use unconditioned and conditioned (neutral) stimulus (humor paired with company’s products) to sell their products and services.

Companies are trying in various ways, including humor, to sell their products and make profit. They do not do anything for altruistic reasons, but for high profits. Since there are many companies, and even more products and services, it is very difficult to approach consumers. There are a number of companies, products and services that people do not notice. This is mainly due to the limited mental capacity of consumers.

The real struggle among companies is to attract the attention of consumers. This is the most difficult task of any company. Today companies are faced with so-called “attention deficit” of consumers. Attention deficit means that consumers notice less and less information, products, services, companies, promotions, campaigns. They are overwhelmed with information coming from different sources: TV, radio, newspapers, magazines, the Internet, billboards, friends, brochures, leaflets, word-of-mouth, social networks, supermarkets, etc. The overall level of advertising is very high. Shimp (2010) claims that people in general are exposed to over 6,000 advertisements on an average day and over 25.000 new products in any given year. Advertisements are all around us.

Besides fear appeal, humor appeal is widely used in advertising. This paper tries to shed some light on why humor appeal is very popular and when it is more effective. lt will discuss elements of humor appeal such as getting attention, creating exposure, and audience having fun. Successful humor appeal advertisements need to have certain properlies to be effeclive. This paper will outline necessary characteristics for humor appeal advertisements. For example, making sure that advertisement is not just entertaining, along the way, it communicates the value proposition, and intended message. lt will discuss conditions under which it will work the best or not work at all. The humor appeal supposed to be not targeting specific group(s) negatively; it must be culturally sensitive to the targeted audience.

**(c) Media mix:**

A media mix is the blend of paid communication channels that an organization uses to get its messaging and brand across to potential customers. A media mix typically includes social media, traditional print ads, TV ads and direct email.

The goal of the media mix is to establish the right communication channels a company can use that might improve their customer base and sales. The goals of a promotional mix can vary depending on the larger marketing goals.

A media mix encompasses all the possible ways a product reaches its chosen audience(s)—or people—through avenues like traditional advertising, grassroots marketing, digital advertising, social media, email, and landing pages. Those methods are the third element in the marketing mix: place.

By combining multiple marketing channels into a media mix, your business can access new markets, improve brand recognition, and increase marketing ROI. Explore the benefits of a media mix and learn how you can use this method to improve your company's marketing strategy.

In visual art, mixed media describes artwork in which more than one medium or material has been employed. Assemblages, collages, and sculpture are three common examples of art using different media. Materials used to create mixed media art include, but are not limited to, paint, cloth, paper, wood and found objects.

Mixed media is a type of visual art that mixes (hence the word 'mixed') various mediums in one piece of artwork. If your artwork uses more than one creative medium (think: ink, watercolors, alcohol markers, acrylic ink, oil, colored pencils, crayons, etc.

Every digital media strategy rests on three pillars: owned, earned and paid media. Understanding these three concepts, the role of each and where they intersect is crucial for lead generation and lead nurturing success.

It is a powerful media to help advertise the goods and services of a particular business entity so that its sales revenue and profit can grow at a rapid rate.  The importance of the media mix can be stated from the fact that if it is used in the right manner, the companies are able to deliver exactly the same kind of message that they want to.

It prospects lower cost and minimum waste. it holds importance as it lets the company reach to even those parts of the locations which are quite separated from the rest of the world.

No to reach for a particular ours which includes all kinds of decisions makers, the technical analyst then it is possible for the media mix to consist of business magazines and even a few of the exhibition which is entirely aimed at those directors. Also, it helps in reaching a small segment of the population which can be done by contacting the customers via personalized email and even an executive session in the media mix.

Also, a well-planned media mix helps in strengthening the media channel so that more and more people can get influenced.  The media mix helps in coordinating creativity with the right kind of timing and an apt frequency.

This creates a powerful impact on the demographic and encourages them to purchase the goods or the services that are being advertised. The media mix is also important because it does not remain fixed with time.

It is majorly used in the marketing industry. It is considered to be one of the masters marketing strategies and should be inculcated by all the businesses that are planning to grow at a rapid rate and survive in the industry for the longest time.  The media mix is used by all kinds of companies be it a new startup or a small company to any really big and well-established company.

Media mixing is a selling strategy which is compulsory for all. it is used by these companies to select the right kind of advertising channels that will help them advertise their products o as many people as possible.

Thus there is plenty of usage of the media mixing and when it is used with the right kind of approach will help the companies to generate a lot so sales revenue and profit.

Its take into account various external factors which makes it an effective tool for planning of the budget.

It helps the marketers in understanding the latest marketing trend that is going on in the market.

Media mix also helps in formulating a better strategy so that more and more people can get encouraged to buy the product.

**(d) Personal selling:**

Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.

One of the common examples of personal selling is door-to-door sales. The salespeople knock on the doors of potential customers to advertise and sell the products/services. They try to convince the customers to buy from them with their strong interpersonal skills.

Personal selling is direct communication between a salesperson and potential customers, which can happen in person, via email, phone, or video. Salespeople commonly use it for B2B and retail and trade selling. The goal is to build strong camaraderie with buyers and deeply understand their needs.

Personal selling allows sales reps to: Tailor communications to specific customers based on their needs and expectations. Ask questions, discover a customer's actual problems, and adjust their selling strategies accordingly.

Most often companies use personal selling when their products or services are highly technical, specialized, or costly—such as complex software systems, business consulting services, homes, and automobiles.

Personal selling is a process of promoting and selling products or services to customers through personal and direct interaction. It is a face-to-face process that allows businesses to form a relationship with potential customers and build trust.

Once upon a time, sales was 100% personal selling. But now, thanks to globalization, advances in technology, and the rising cost of travel, personal selling is just one of many techniques available to salespeople to warm up a lead and close a deal.

Personal selling should be part of a wider sales mix, alongside telesales, email marketing, sales promotion, advertising, and public relations. But personal selling must not be overlooked: it remains an extremely important part of a salesperson’s arsenal and is a skill every good salesperson must master.

Personal selling is when a salesperson meets a potential buyer or buyers face-to-face with the aim of selling a product or service. The most traditional form of sales, many salespeople are lured to the industry by the adrenaline rush of high-stakes personal selling; picture those whisky-swilling Mad Men, or the ultra-driven salesmen of Glengarry Glen Ross.

An example of the importance of genuinely making your customer feel like you’re on their side and building trust comes from Andrew Peterson, CEO of Signal Sciences. While at college he worked at The North Face, and says his favorite [customer interactions](https://www.cloudtalk.io/blog/8-ideas-to-improve-your-interactions-with-customers) were always those where he’d recommend the customer go to another brand to find the product they needed.

Personal selling, a main tool in marketing communications, is used by retail associates, telemarketers and outside sales managers. According to David Jobber, co-author of "Selling and Sales Management", there are three types of personal sellers: order-takers, order-creators, and order-getters.