

Star Digital: Assessing the Effectivness of Display Advertising



The four P's of the marketing mix

Marketing mix is a collective term that includes the key elements that ensure the successful marketing of a product. These elements are referred to as the four "P's" of the marketing mix; product, price, place and promotion.



"The use of advertising, sales promotion, personal selling, direct mail, trade fairs, sponsorship and public relations to inform consumers and persuade them to buy."

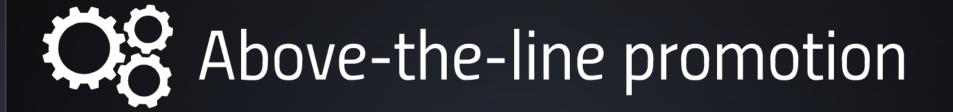


- The communication methods used to attract the consumer to buy the product are very important here.
- A firm may use above-the-line promotion such as television advertising or below-the-line promotion such as sales promotion, in order to convince consumers to buy the product.



Promotional Objectives

- Creating awareness or informing consumers of a new or improved product in the market.
- Convincing or persuading consumers to purchase a firm's products instead of its competitors' product.
- Reminding consumers of the existence of a product in order to retain existing consumers or gain new customers for a product.
- Enhancing the brand image of the product as well as the corporate image of the business.



'A form of promotion that is undertaken by a business by paying for communication with consumers, eg advertising."

It includes advertising through the television, radio, or newspapers so as to reach a wide target audience.



Advertising can be categorized as follows:

- 1. Informative advertising
- 2. Persuasive advertising
- 3. Reassuring advertising

In order to ensure a successful promotional campaign the right media for advertising should be chosen.



Informative advertising

- The focus here is to provide information about a product's features, price or other specifications to consumers
- It increases consumers' awareness of a firm's product.
- Useful when businesses want to introduce a new product to the market.