

Name _____

Period _____

Types of Promotion

Sales Promotion

_____ customers to buy products or services

Trade Promotions – Designed to gain manufacturers', wholesalers', and retailers'

_____ for a product

Types of Trade Promotions

- _____ – a cash payment or discounts given by manufacturers to wholesalers or retailers for performing activities to encourage sales
- _____ – A manufacturer supports the retailer by _____ for the cost of advertising its product locally.
- _____ – a cash premium paid for placing a product on a retailer's shelves
- **Sales Force Promotions** – _____ given to managers and employees who successfully _____ a sales quota
- _____ **and Conventions**

Consumer Sales Promotions – designed to _____ customers

_____ a product

Types of Consumer Promotion

- _____
- _____ – low-cost items given to consumers at a discount or for free –

Should:

- _____
- provide _____
- _____ the target audience's price issue
- effectively _____ the product from the competition

- create an _____
- **Factory packs** (in-packs) – _____ placed in product packages
- _____ – pen, calendar, key-chain given free for visiting or attending event
- **Coupon plans** – _____ program offering a premium in _____ labels, coupons or other tokens from one or more purchases.

Incentives – generally higher-priced products _____ through contests, sweepstakes, and rebates

- _____ – activities that require demonstration of a _____
- **Sweepstakes** – game of _____
- _____ – discounts offered to customers who purchase _____
- _____ – discounts offered to customers who purchase _____

Product Samples

- _____, trial-size sample
- _____ through mail, door-to-door, or at a retail or trade show
- Especially important with _____ products

Sponsorship

- The sponsoring company _____ and its products or services at or on a set location
- May negotiate the _____ on retail products

Promotional Tie-In

- Involves arrangements _____ retailers or manufacturers.
- Ex: _____

Product Placement

- Featuring a product at a _____, on _____, or in the _____

Visual Merchandising & Display

- Coordination of all _____ in a place of business so that the right image is projected to the customers

Loyalty Marketing Programs

- _____ buyer programs
- _____ customers for making multiple purchases

Point-of-Purchase Displays

- Placed in _____ and promote _____ purchases.