

# • The Promotional "P"

Caroline West; Alchemedia Consulting



## 2 major differences

#### **Business-2-Business**

- Product is sold to another company not a consumer
- Promotion should appeal to different people within the organisation eg technical, buyer, finance director
- Price will be compared to other products with similar specification
- Continuity of supply may be key
- May be purchased through agent or distributor

#### Consumer

- Product is designed to appeal to end user
- Packaging and design will influence buying decision more – fashionable?
- Promotion linked to consumer media TV, websites, sales promotion
- E-commerce often most popular purchase method
- Price is linked with perceived rather than actual value





## Just advertising...

- Advertising
- PR
- Websites
- Blogs
- Whitepapers
- Above/below the line
- (Technical) Copy writingNetworking events

- **Exhibitions**
- E-commerce
- Digital marketing
- Search engine optimisation
- **Brochures**
- Sales



# Cost of advertising... then and now..

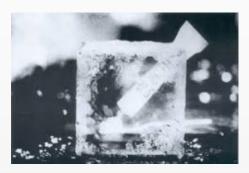


- In 1980s above the line advertising accounted for 60% of marketing budgets – for 30 second ad
- Superbowl 1967 \$37,500
  Superbowl 2000 \$2.2 million
  Superbowl 2015 \$4.5 million
- In 2016
- Coronation Street £50,000
- X Factor Final £200,000





# How things have changed













### The Sales Funnel

#### **SALES FUNNEL**







## Multiple roles

- Educational
- White papers
- Designed to keep people interested and learning whilst they build knowledge about the company
- You can capture people's data but not hard sell to them
- You are purely preparing them so that when they are ready, you are their first choice to contact

- Lead Generation
- Use website to offer segmented targeted info to different target markets
- Use SEO to ensure you are high up on search rankings
- Find out what keywords your prospective customers use
- Ensure all exhibition contacts are followed up
- Leads can be generated from existing customers for new products too
- Use PR to raise general awareness
- Always a multi-faceted approach





#### **Exhibitions & Events**

- Culmination of lots of aspects of the promotional mix
- Promotion via web/email/PR
- Brochure
- Direct contact with customers/prospects to organise meetings
- May offer sales promotion linked to show
- Advertising
- Stand space, graphics and logistics
- Key to set targets for each event and measure ROI





#### Conclusion

- Promotion is an important part of mix but not the MOST important
- Digital marketing has revolutionised the promotional P and you can specialise in this area solely now
- Education and lead generation are key outputs of promotion
- All promotional activity is a cost and therefore calculating ROI and setting metrics for activities is essential
- The ability to take technical information and turn it into punchy, targeted copy is a valuable skill that is essential in many companies

