



The Promotional “P”

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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 writing
- Exhibitions
- E-commerce
- Digital marketing
- Search engine optimisation
- Brochures
- Sales
- Networking events



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

