

Promotion in business



What is the marketing mix?



Key term: Marketing mix is a combination of factors which help businesses take into account customer needs when selling a product – this is usually summarised as the 4Ps, **product**, **price**, **place** and **promotion**





The marketing mix



No single element of the marketing mix is any more important than the others and no one mix works for all businesses all of the time

The overall marketing mix is the marketing strategy for the company

This is judged successful if it meets the objectives of the company's marketing department – e.g. increasing sales by 10%



What is promotion?



Key term: A successful product or service means nothing unless its benefit can be communicated clearly to the target market. Promotion is the means by which a company communicates its products or services to its customer base



Why is promotion important?

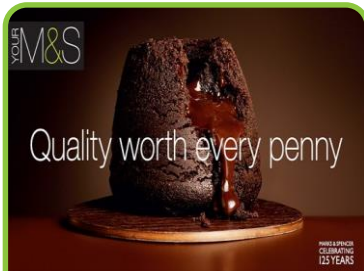
Promotional activities create awareness of a brand and increase sales and profit by informing customers about company products or services and persuading them to buy them.

Through promotion, a company is able to attract a customer's attention and give them information about the product or service to generate enough interest to encourage them to make a purchase.

The team tasked with this will begin by understanding their target audience and deciding which modes of promotion are likely to help meet targets. Once the channel is decided, information from other elements of the mix is incorporated to ensure that the message sent corresponds to the actual product features, benefits and user experience.



The promotional mix



Advertising



Personal selling



Sales promotion



PR / Publicity



Direct Marketing (DM)



Sponsorship



Guerrilla marketing



Product placement



The promotional mix



Advertising: is the paid appearance of your goods or service in a mass medium – such as radio, TV, banner ads etc



Personal selling: is face-to-face (or over the phone) selling where a sales person attempts to sell a product to a customer



Sales promotion: is the stimulation of sales through contests, discounts, point-of-sale or other limited time offers and activities



PR: is a no cost way organisations communicate with the public and media. A PR specialist communicates with a target audience directly or indirectly through media with the aim of generating media coverage and / or maintaining a positive image for the company



The promotional mix



Direct marketing: is a form of advertising in which companies provide marketing materials to consumers to communicate information about a product or service. It includes fliers, catalogues, mailers and emails



Sponsorship: a type of advertising where a company pays to be associated with a specific event e.g. a football match



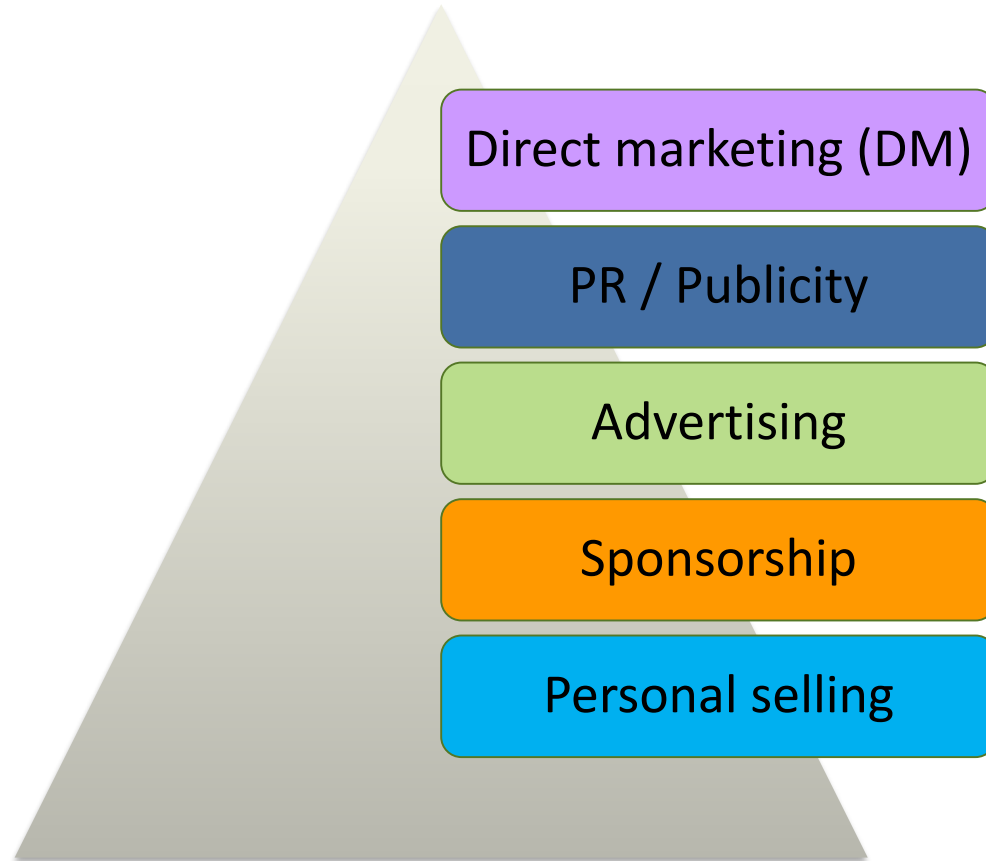
Guerrilla marketing: an unusual and attention-grabbing way of performing marketing activities with maximum impact e.g. flash mobs



Product placement: an exercise in which a company pays for their product or service to be featured in a film or TV programme in order to increase exposure



Thames Water and the promotional mix



Thames Water brand marketing

Thames Water brand marketing team

It's the role of the Thames Water brand marketing team to deliver improved brand perceptions through campaigns and deliver marketing services to deepen customer relationships.

The team make sure that all communications seen by customers are refreshingly clear, relevant and effective.

The team is made up of as follows:





Brand

Every interaction Thames Water has with its customers - from what they read in the paper, to what they're sent in the post, has an impact on how its brand is perceived. It is really important that the brand is strong and well thought of, as this influences a customer's overall satisfaction.

Content marketing

Thames Water manages the customer experience for all written, printed and spoken communications. It produces content across all channels, from bills and letters to billboards and posters. It also helps drive consistency across the business by providing guidelines and training.



Design

Thames Water has a small design team to support with the production of customer and internal literature.

Thames Water marketing campaigns

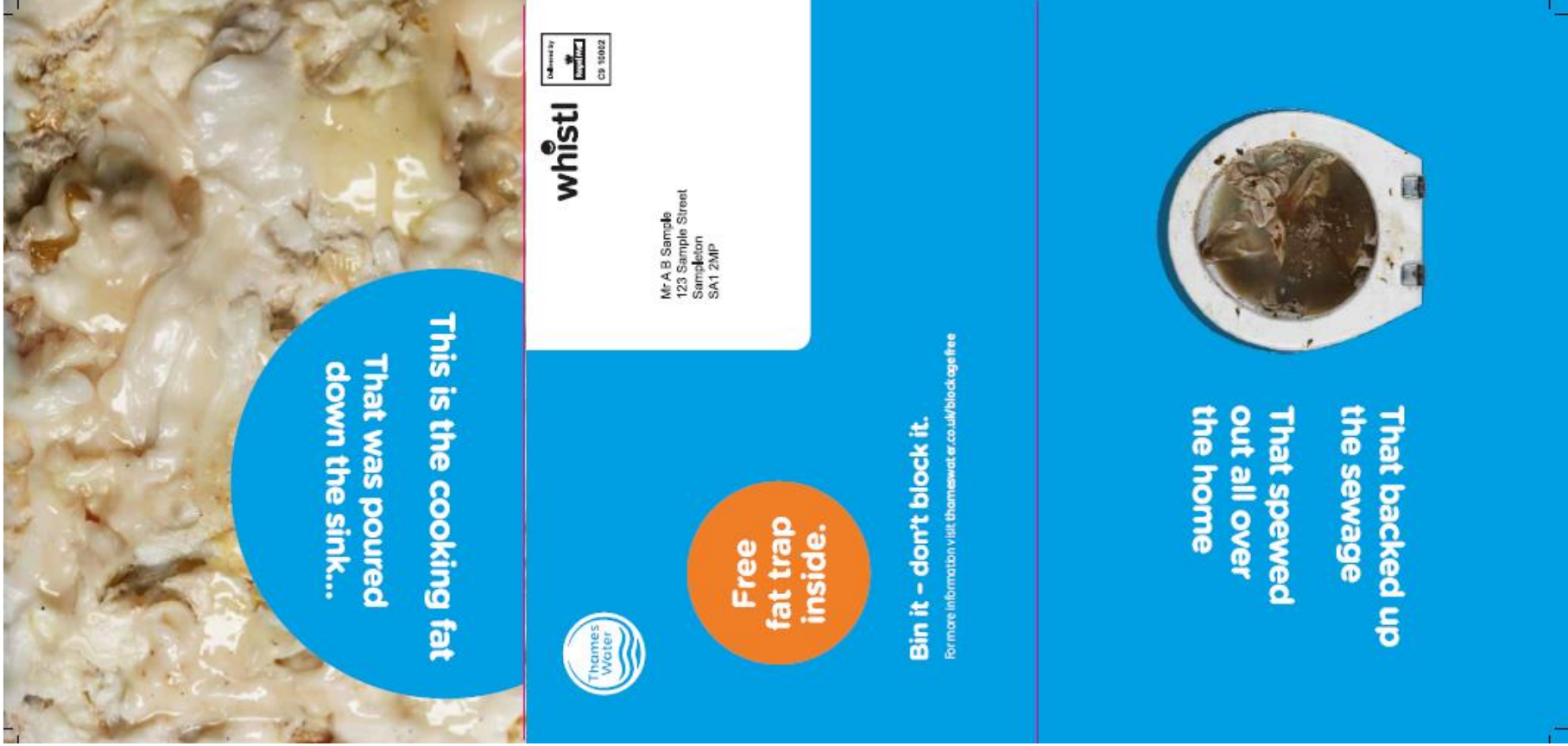
Marketing campaigns

Thames Water has three large customer campaigns. These are 'Bin it – don't block it', 'Save water – save money' and 'progressive metering'.

It carefully targets activity for each campaign by local area in order to ensure it receives the biggest return for its investment. For example, you'll find billboard ads for the 'Bin it – don't block it' campaign in the postcode areas where drain blockage numbers are at their worst.

It also cross-promotes campaigns where possible, including using its campaigns to market other initiatives such as its support of the charity, WaterAid, its online account management and HomeServe.

DM: Bin it – don't block it



This is the cooking fat
That was poured
down the sink...

Thames Water

Free
fat trap
inside.

Bin it – don't block it.
For more information visit thameswater.co.uk/blockagefree

whistl

Mr A B Sample
123 Sample Street
Sampleton
SA1 2MP

Collected by
whistl
C9 10062

That backed up
the sewage
out all over
the home

Advertising: Bin it – don't block it



**The cooking fat
that caused
a stink.**

Pouring cooking fat down the sink clogs pipes
which can force raw sewage back up into your home.

Bin it – don't block it.



Advertising: Bin it – don't block it



This is the wet wipe
That was flushed down the loo
That mixed with the rest
That didn't break down
That blocked the pipe
That needed a plumber
That broke the bank
That wiped out the holiday.

Bin it – don't block it.

Wet wipes clog pipes and calling out a plumber could drain your wallet.
To find out more visit thameswater.co.uk/dontblockit



Thames Water: PR



Thames Water puts the green back into the Greenway

- Thames Water and Newham council join forces for litter pick event
- More than 20 bags of rubbish collected from small section of the Greenway
- Litter picks set to become twice yearly event

A team from Thames Water channelled their inner Womble when they spent a day picking up litter from a recently reopened section of the Greenway.

Thirty people from the iconic Abbey Mills pumping station volunteered to walk the Greenway between Stratford High Road and Canning Road, collecting everything from beer cans and glass bottles to takeaway packaging along the way.

They were joined by local councillor John Whitworth and staff from Newham Council's Stratford and West Ham Community Neighbourhood Team. In total more than 20 bags of litter were gathered with some of the more unusual finds including a suitcase and parts of a bicycle.

Cont...

Thames Water: PR



Abbey Mills team manager Gerry Sullivan, who took on the role of Great Uncle Bulgaria for the day, said: "We expected to pick up a lot of rubbish but we were shocked to see exactly how much we did collect. Working for Thames Water we all feel we have a duty of care to the environment that surrounds us so it's sad to see this particular part of the Greenway being used as a tip.

"Our day spent litter picking was a great way for us to help improve the community we work in and bond more as a team. It was good to have people from Newham Council join in too so a big thank you goes to them for their support and arranging for the rubbish to be disposed of responsibly at the end of the day."

Councillor Ken Clark, cabinet member for building communities, public affairs, regeneration and planning, said: "We are committed to keeping our borough as clean and green as possible.

"I am delighted to see Thames Water playing its part in helping us achieve this ambition. I hope others follow their lead by helping to tackle the blight to our borough caused by people thoughtlessly throwing their litter on the ground."

Thames Water and Newham Council have now agreed to make the litter pick a twice yearly event and hope other businesses and groups will also volunteer their time to help in the future.

ENDS



Attention

What is that?



Interest

That looks
really interesting



Desire

I really want to
have this



Action

I think I'll buy this

