INTRODUCTION

Sales promotions are the set of marketing activities undertaken to boost sales of the product or service. Description, Sales promotion is one of the five aspects of the promotional mix. (The other 4 parts of the promotional mix are advertising, personal selling, direct marketing and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotions can be directed at the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions. Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

CUSTOMER SALES PROMOTION TYPES

- **Price deal**: A temporary reduction in the price, such as 50% off.
- **Loyal Reward Program**: Consumers collect points, miles, or credits for purchases and redeem them for rewards.
- **Cents-off deal**: Offers a brand at a lower price. Price reduction may be a percentage marked on the package.
- **Price-pack/Bonus packs deal**: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra). This is another type of deal “in which customers are offered more of the product for the same price”. For example, a sales company may offer their consumers a bonus pack in which they can receive two products for the price of one. In these scenarios, this bonus pack is framed as a gain because buyers believe that they are obtaining a free product. The purchase of a bonus pack, however, is not always beneficial for the customer. Sometimes customers will end up spending money on an item they would not normally buy had it not been in a bonus pack. As a result, items bought in a bonus pack are often wasted and is viewed as a “loss” for the consumer.
• **Coupons**: coupons have become a standard mechanism for sales promotions.

• **Loss leader**: the price of a popular product is temporarily reduced below cost in order to stimulate other profitable sales.

• **Free-standing insert (FSI)**: A coupon booklet is inserted into the local newspaper for delivery.

• **Checkout dispensers**: On checkout the customer is given a coupon based on products purchased.

• **Mobile couponing**: Coupons are available on a mobile phone. Customers show the offer on a mobile phone to a salesperson for redemption.

• **Online interactive promotion game**: Customers play an interactive game associated with the promoted product.

• **Rebates**: Customers are offered money back if the receipt and barcode are mailed to the producer.

• **Contests/sweepstakes/games**: The customer is automatically entered into the event by purchasing the product.

• **Point-of-sale displays**
  • **Aisle interrupter**: A sign that juts into the aisle from the shelf.
  • **Dangler**: A sign that sways when a consumer walks by it.
  • **Dump bin**: A bin full of products dumped inside.
  • **Bidding portals**: Getting prospects
  • **Glorifier**: A small stage that elevates a product above other products.
  • **Wobblers**: A sign that jiggles.
  • **Lipstick Board**: A board on which messages are written in crayon.
  • **Necker**: A coupon placed on the 'neck' of a bottle.
  • **YES unit**: "your extra salesperson" is a pull-out fact sheet.
  • **Electroluminescent**: Solar-powered, animated light in motion.
  • **Kids eat free specials**: Offers a discount on the total dining bill by offering 1 free kids meal with each regular meal purchased.

• **Sampling**: Customers get one sample for free, after their trial and then could decide whether to buy or not.
According to the American Marketing Association, a sales promotion is defined as “media and non-media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase customer demand, or improve product quality.” While this definition covers the broad details of sales promotion, the truth is that sales promotion is all about incentives. In essence, sales promotion gives potential customers an additional reason (or reasons) to consider doing business with you and your company.

MARKETING
Every organization works with certain objectives and these are to be achieved. To achieve the pre-decided objectives a number of activities are to be performed. It is not necessary that one all organizations would perform one type of activities. The activities may include production, marketing, human resource, finance, transportation, service, research, logistics, purchasing, and storage, trading, assembling, distribution and others. These activities are performed and these are related to each other so that the objectives can be fulfilled effectively. Similar way the marketing activities are performed in some of the company those are interested in marketing the products or services for use of customers. Marketing is one of the important activities of an organization. It is through marketing the products or services of the company are reaching to the customers. The company gets the money back when the products are sold out in the market. So the business cycle keeps on going further. It is required to coordinate the marketing activities without activities also. It is necessary to work in close coordination with production. Production alone is not going to serve the purpose. Production without marketing become useless for the company and marketing without production is not possible. Similarly, marketing is related to other activities like finance, research and human resource activities. So the main concerned here is with the marketing activities.

PROMOTION OR MARKETING COMMUNICATION
Generally, promotion is communicating with the public in an attempt to create awareness and persuade them toward buying products and/or services. The word promotion is also used specifically to refer to a particular activity that is intended to promote the business, product or service. A store might advertise that it's having a big promotion on certain items, for instance, or a business person may refer to an ad as a promotion. Promotion means a method is used for getting people to create awareness among people about products or services being offered by the company. Advertising, public relations, point-of-sale displays, and word-of-mouth promotion are
all traditional ways for promotion. Promotion is the method for providing the link of information between the seller and prospects of the products or services. The choice of a promotional strategy will be dependent upon objectives, type of offers, budget, and availability of said promotional vehicle. The other concept used for promotion is called marketing communication. When any communication is given in the market with the help of any media is called marketing communication. Communication is the process of sharing of messages, ideas; information between two or more parties is called communication. The communication given by the company relating to the business, products and services in the markets for customers or users directly or indirectly is called marketing communication. The communication in the market is given with the help of advertising. Those who use advertising, branding, direct marketing, packaging, promotion, publicity, sponsorship, public relations, sales, sales promotion and online marketing are termed marketing communicators or marketing communication managers. Promotion is one of the Ps in the marketing mix. Promotions have own mix of communications tools. All of these communications tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts - providing they speak consistently with one voice all the time, every time. The effectiveness of communication increased when they are integrated horizontal, vertical, internal, external and data integration. Here is how they help to strengthen integrated communications. Horizontal integration occurs when marketing mix is related with other business functions such as production, finance, distribution and communications and work together and make sure that their decisions and actions send messages to customers. While different departments such as sales, direct mail and advertising can help each other through data integration. This requires a marketing information system which collects and shares relevant data across different departments. Vertical integration means marketing and communications objectives must support the higher level corporate plan and objectives for moving towards the corporate missions.

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**MEANING OF PROMOTION**

The concept of promotion has been defined by experts as follows:

(a) Promotion is defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea. Promotion is best viewed as the communication function of marketing. In short we can say that the strategy to get hike and to create awareness.

(b) It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as "promotion".

(c) Promotional marketing is a business marketing strategy designed to stimulate a customer to take action towards a buying decision. Promotional marketing is a technique that includes various incentives to buy such as advertising, sales promotion, personal selling, publicity and packaging.

(d) Promotion, as a general term, includes all the ways available to make a product and/or service known to and purchased by customers and clients. The word promotion is also used specifically to refer to a particular activity that is intended to promote the business product or service

**PROMOTION MIX**

For selling the products or service the marketing department is using a number of methods. The objective is to create awareness, remind the customers to persuade and buy the products. The company is interested to increase the sales and profits of the company in the markets. The markets may be different for different products and service.