

MARKETING & PROMOTION

Commercial and Entrepreneurialism in
Recreation

Fall 2019

Nobody cares about your
PRODUCTS,
except you.

Create interesting
CONTENT!

David Meerman Scott

WHAT IS POSITIONING?

What you do to the mind of a potential customer



Impacts the customer's mental perception



Create a position or image in the customer's mind – when they
do not know you exist!

How is this done?

REMEMBER THE ELEMENTS OF THE PROMOTIONAL MIX?

Elements of the Promotional Mix

Integrated

Advertising

Sales

Marketing

Public
Relations and
Publicity

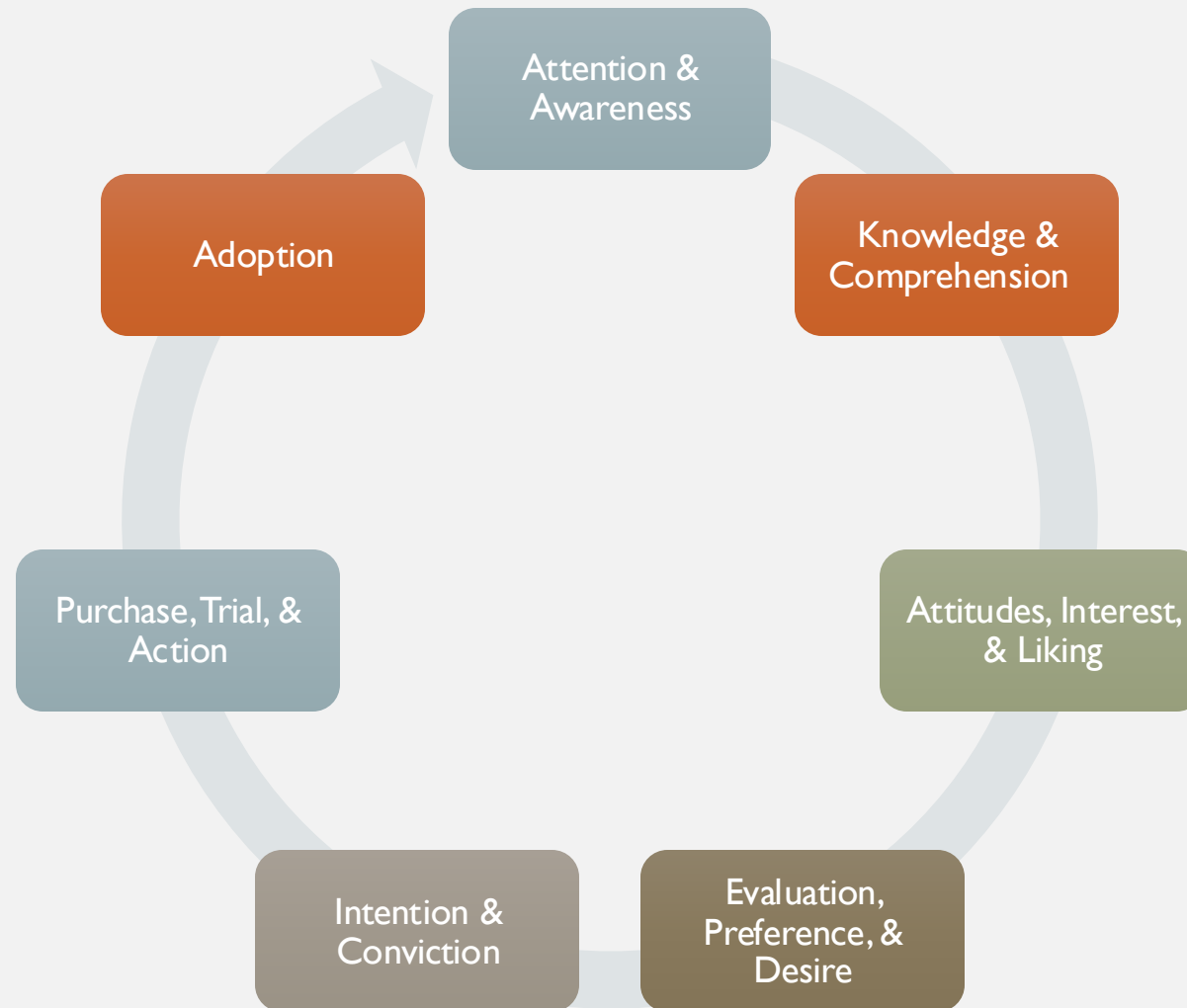
Sales
Promotion

Communications

Internet
Marketing -
Social Media –
Mobile (ICT)

Merchandising

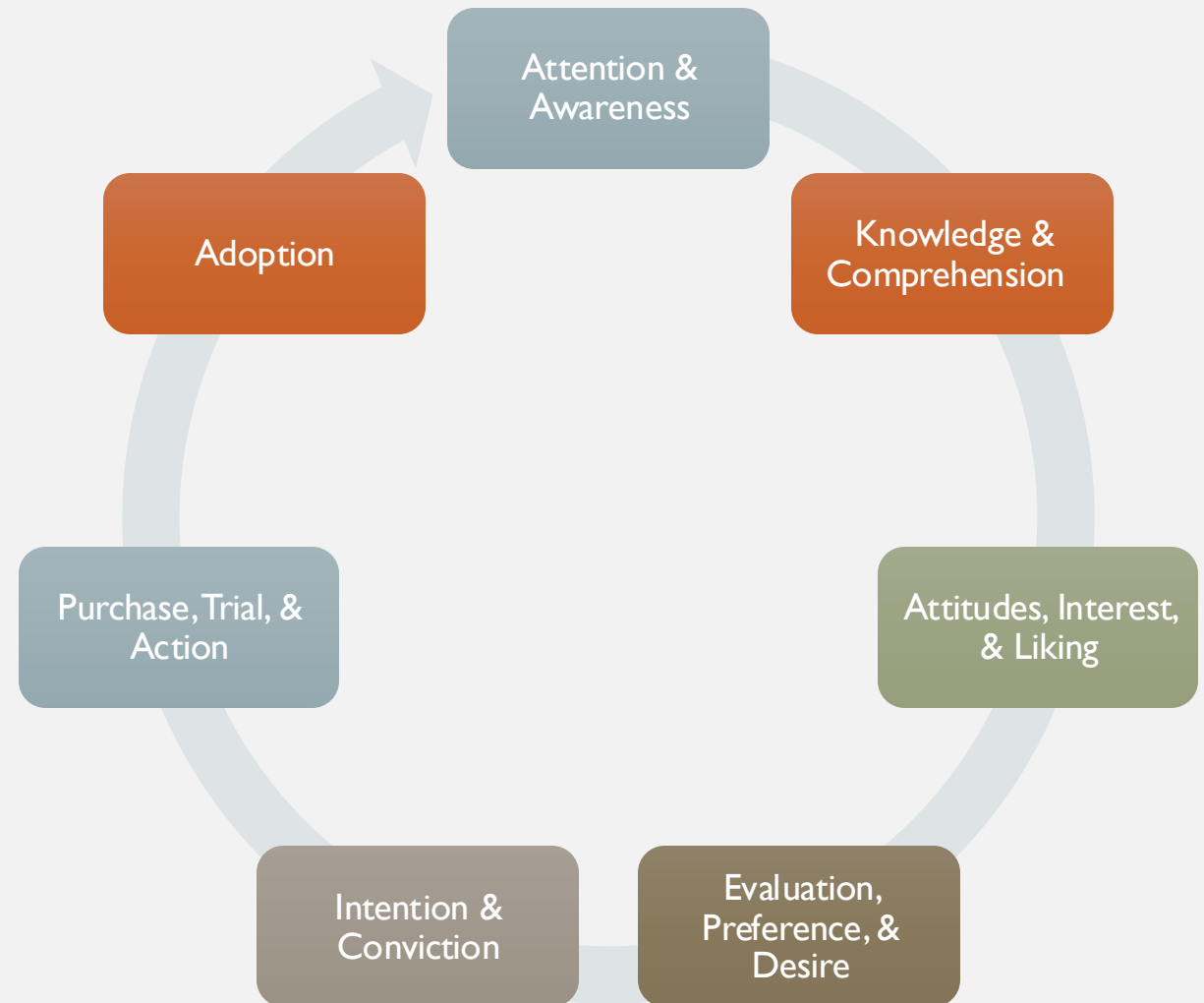
STAGES OF THE BUYING PROCESS



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What is the Buying Process?

- It is the decision-making process
 - a customer goes through to reach the point of purchase.
- As the marketing agent, it is “your goal to understand your customers and how they make buying decisions.”
 - ~ Professor Christina Wallace – Harvard Business School.



PROMOTIONAL POWER

Three types of promotion

- Informative – earlier buying process stage
- Persuasive – intermediate buying process stages
- Reminder – after the first visit

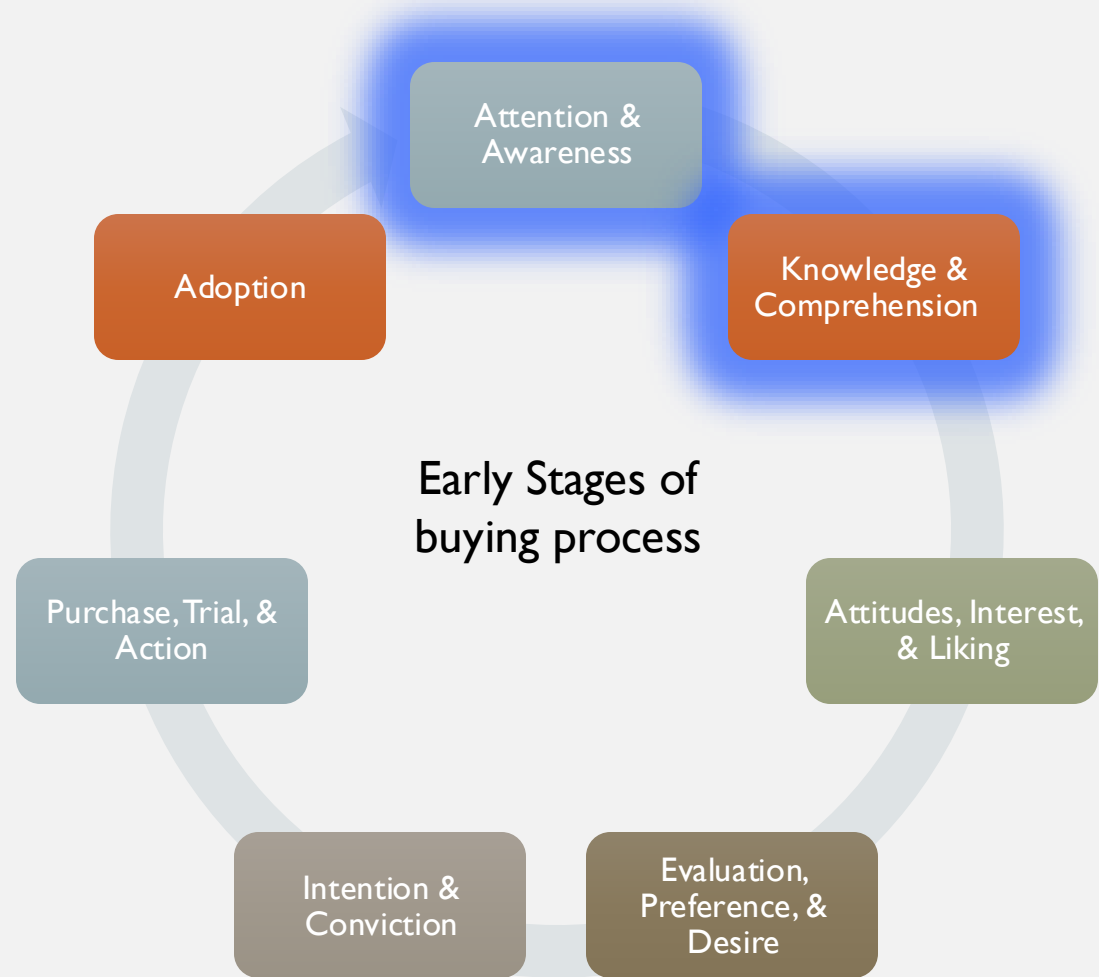
Achieved best when the types of promotion are matched with the stages of the buying process

Three types of Promotions

Informative

Communicate key features of the product or service:

- Must grab the attention of the potential customer
- Imagery matters! Simple messages
- Provide just enough details to make them WANT to learn more

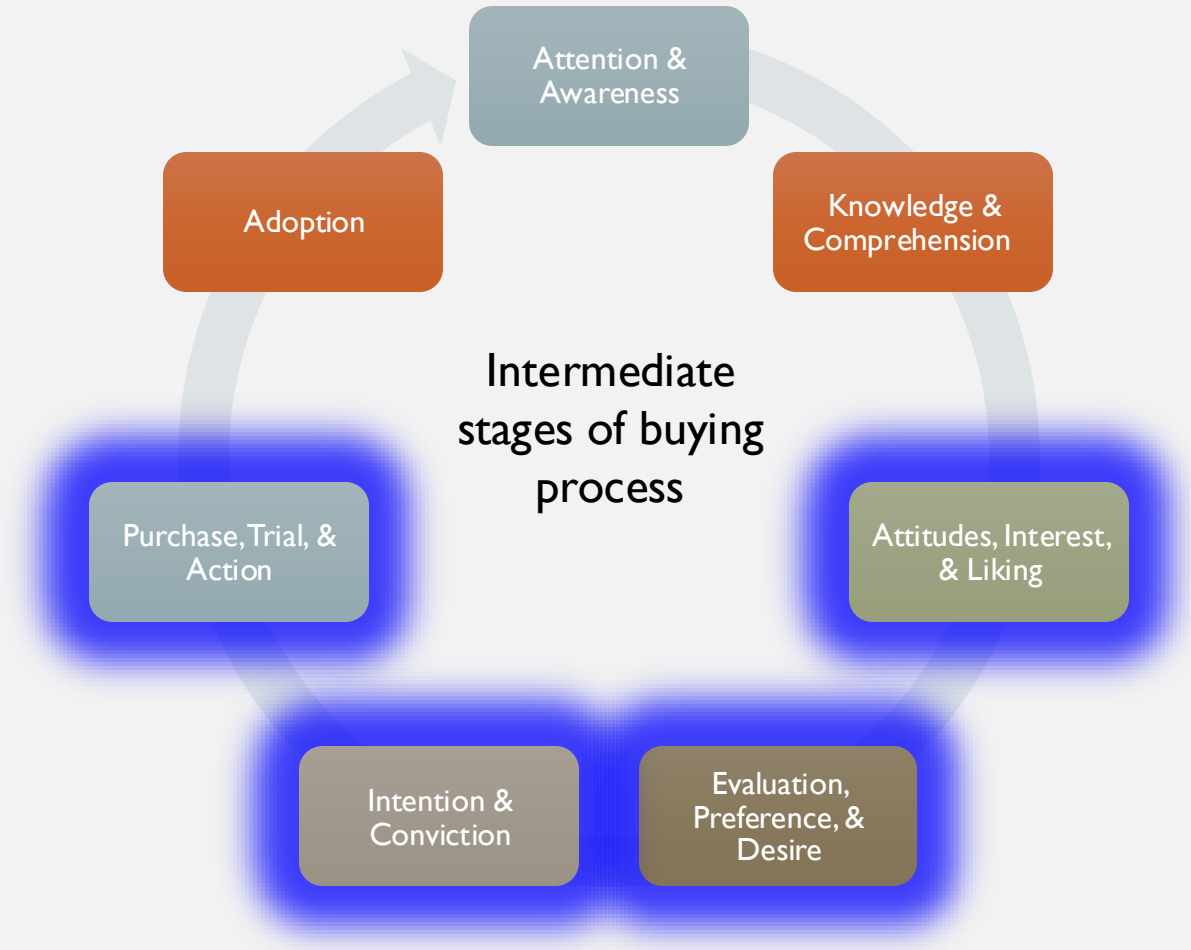


Three types of Promotions

Persuasive

Aim to get customers to select your product or service.

- Used to change attitudes, develop intentions, buy, and initiate purchases
- Use testimonials from happy customers



Three types of Promotions

Reminder

Help keep the product and service in the eyes of customers.

- Stimulate repeat purchases
- Newsletters
- Discounts

