

# MARKETING & PROMOTION

Commercial and Entrepreneurialism in  
Recreation

Fall 2019

Nobody cares about your  
**PRODUCTS**,  
except you.

Create interesting  
**CONTENT!**

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# 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

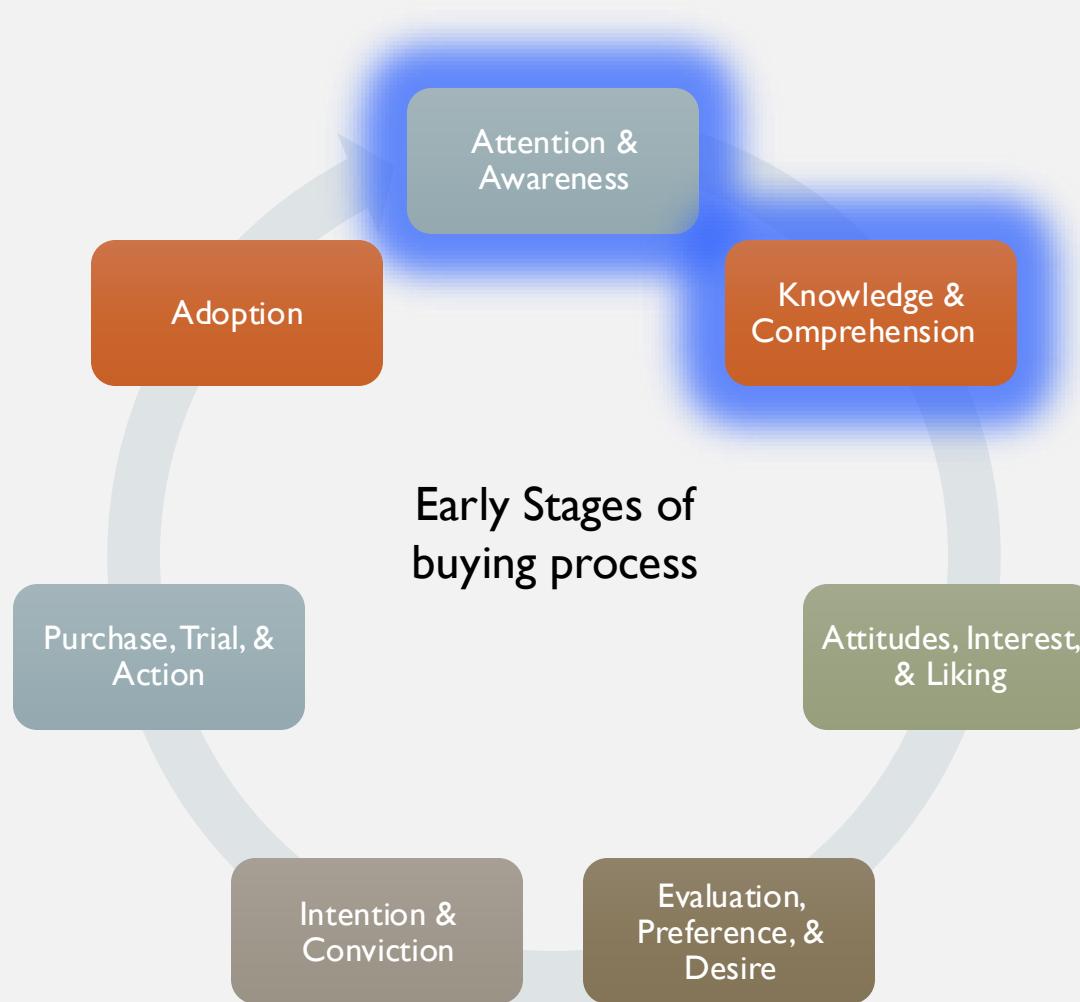
Achieved best when the types of promotion are matched with the stages of the buying process

# 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

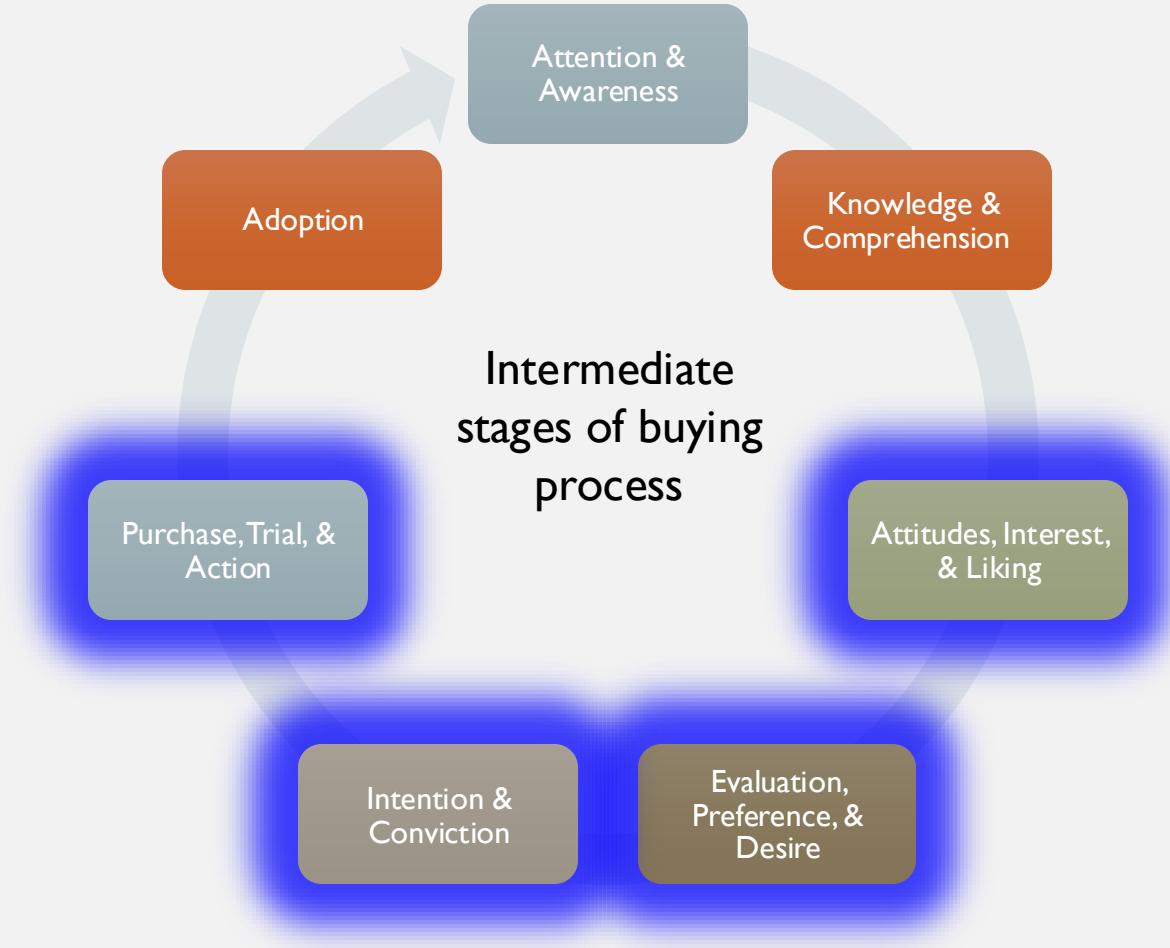


# Three types of Promotions

## 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

