

Chapter 17 Promotional Concepts and Strategies

Promotional Mix

Directions Use this graphic organizer to evaluate a residential ad, an Internet ad, and a television ad.

	Product or Service	Availability	Seller	Target Audience
Residential Ad	Tires for all types of vehicles	Sale July 7–14	Roll-In Tires	People with vehicles
Internet Ad	Cars	Check local dealer	Name-brand car	Internet savvy people who drive
Television Ad	Ab exerciser	While supplies last	Flab-Free Zone	People who want to get into shape

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Social Media

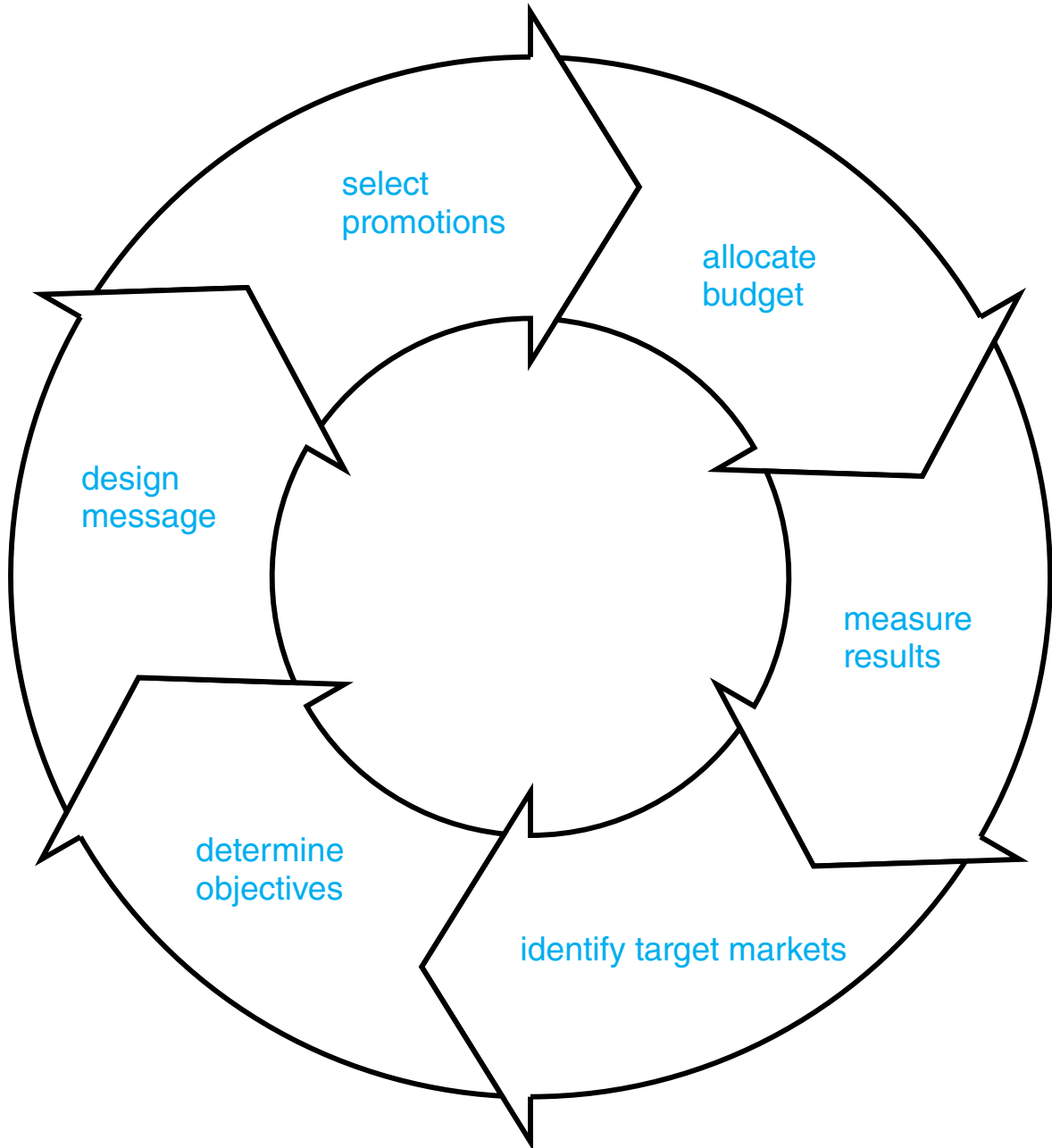
Directions Use this graphic organizer to relate student's social media usage to corporate advertising on those sites.

Social Network	Use	Do Not Use
Facebook®		
MySpace®		
LinkedIn®		
YouTube®		
Twitter®		

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Six Steps for Developing a Promotional Mix

Directions Use this graphic organizer to discuss the six steps that go into developing a promotional mix.



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Chapter 17 Promotional Concepts and Strategies**Evaluating Promotional Mix**

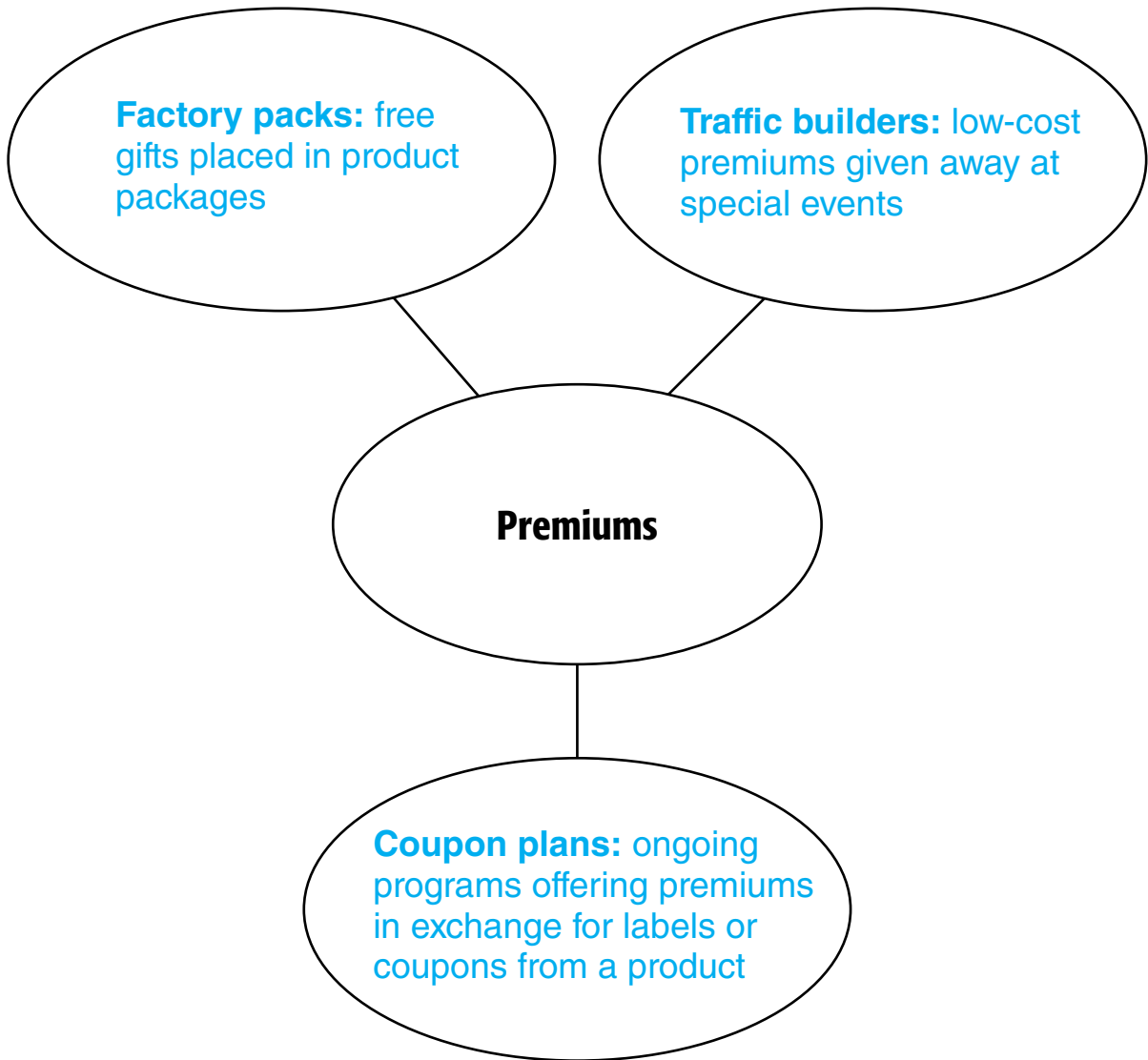
Directions Use this graphic organizer to evaluate three different ads for the same product or service.

	Ad #1	Ad #2	Ad #3
Realistic			
Coordinated			
Complement each other			
Build awareness			
Reach the target market			
Create sales			
Measured for results			

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Premiums

Directions Use this graphic organizer to evaluate three different types of premiums



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Consumer Promotions

Directions Use this graphic organizer to list examples of each type of consumer promotion.

Coupons	Premiums	Deals	Incentives
Magazine Online	Discounted Traffic builders	Short-term price reduction	Contests Sweepstakes
Product Samples	Sponsorship	Tie-Ins, Cross- Promotion, Cross-Selling	Product Placement
Toothpaste Shampoo Deodorant	Concert Car racing team Basketball player	Jack in the Box [®] teamed with Dr. Pepper [®]	Television series Movie Sporting event
Loyalty Programs	Online Loyalty Programs	Point-of- Purchase Displays	
Frequent buyer Reward Frequent shopper	Yahoo awards points to buyers	High-traffic areas Promote impulse purchases	

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