

## THE ROLE OF PROMOTIONAL ACTIVITIES IN COMMUNICATING MARKETING STRATEGIES

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**ABSTRACT:** The availability of precise and timely information influences the thoughts and sentiments of customers regarding the acquisition of commodities, thereby fostering a more responsible spending culture and a greater demand for goods. The primary objective of the producer is to generate revenue; however, they may indirectly achieve this objective by augmenting the supply of their products. Business communication is a significant component of advertisements. Promotional sales, advertisements, public relations, and direct one-on-one interactions between consumers and businesses comprise the promotional blend. The strategy encompasses the following objectives: increasing revenue, educating consumers, and enhancing brand recognition.

**Keywords:** *Promotional Strategies, Business Communication, Consumer Behavior, Advertising, Public Relations, Promotional Mix, Brand Recognition.*

### 1. INTRODUCTION

The operations and future plans of the group rely on its members being able to talk to each other. Delozier (1976, p. 32) says that communication, along with all the other tasks of a business, is the marketing paradigm. According to a narrow definition, marketing communication includes activities like public relations, advertising, and sales promotion that help with both one-time and ongoing sales (McCarthy & Perreault, 1994, p. 13).

Dr. Kotler says that the choice of communication channels and the amount of investment are the two most important parts of a company's communication plan. The promotional mix is a marketing communications strategy that includes the specific mix of advertising tools, direct marketing, sales deals, and public relations that are used to reach advertising and marketing goals. This is the main way that people in this group talk to each other.

To get prospective data, companies must give potential buyers the information they need to understand the benefits of their goods or services and ask for feedback, taking into account the complex nature of bids and offers, the structure of the market, and the volume of demand. One of the best ways to make a mark that lasts is to let people know about their services, reputation, and involvement in the community. People often need to do certain things to reach their goals. The campaign's main goal was to bring in new customers. Right now, it's just as important, if not more important, to explain how your goods are better than those of your competitors.

In this way, current advertising will help customers decide what they want. Product promotion is very important in today's business world. This is clear from the marketing mix, which puts more weight on advertising than the other three traditional parts. Even though there is a lot of advertising, being more innovative and flexible will help them stand out. Any effort to boost sales is called a promotion, and the terms "business dynamics" and "promotion" mean the same thing. There are four things that make up marketing: "place," "price," "product," and "promotion." Anglo-Saxon people clearly understand what the word "promotion" means.

## 2. PROMOTION – MEANS OF INFORMING AND ATTRACTING POTENTIAL CUSTOMERS

Promotion, on the other hand, uses different methods than ads. Here are some of the ways that the two are alike. Promotion needs a business plan, events, and ways to talk to people.

The goal is to keep potential customers interested in the product and the company that makes it. Because of this, the number of potential customers is growing thanks to knowledge, persuasion, training, and sales platforms. Promoting something needs to be short, clear, and specific. It must also have an extra benefit, only last for a short time, be different from other forms of advertising, be related to a specific product, come from a specific source (manufacturer, distributor, professional organization), engage a lot of people, and be fully part of the marketing mix. "Promotional activities," according to Castagnol in 1972, are "a marketing practice involving the temporary enhancement of a product or service, which delivers a distinct benefit aimed at buyers with a clear and measurable objective." Some of the most important parts of these traits are summed up below.

The following theories are about the irrational parts of marketing: There are five clear ways that this is different from regular advertising: Customers, including those who buy from others, feel the direct or indirect effects of a promotion. Point-of-sale (POS) promotions, which are like direct promotions, and media promotions, which include commercials, are the two most popular ways to advertise.

There are two ways to start a marketing campaign: passive marketing, in which the distributor works as a go-between, and active promotion, in which the manufacturer talks directly to end users to make the product more enjoyable. Even though marketing covers a lot of different areas, its main goal is to change people's behavior in order to boost sales. At the moment, marketing is very important. The fact that this helps both the business and society shows how important marketing is. The main goal is to increase demand, but there are also other tasks, such as training buyers and sellers, negotiating with other businesses, shaping public opinion, and making sure prices are fair. It also protects competitors, keeps demand high (especially for seasonal goods), draws attention to products (especially names), and makes loyal customers think the products are worth more.

The management is in charge of setting the specific advertising goals and choosing the best sales methods to use. The goals must be met by the marketing and advertising plan, and the two plans must work well together. Advertising can either entice people to buy something or force them to buy something. People think of the push strategy's marketing channels as a way

to force the merchant to make better use of their sales channels. This company's main job is to help manufacturers come up with targeted marketing efforts for their industrial goods. The intermediary is in charge of selling and promoting sales, while the producer is in charge of marketing their business and completing individual deals.

The goal of the attraction strategy is to find and interest the end consumer, which will then lead to them making a purchase. The main goal is to draw attention to consumer things that get a lot of attention. If the product is liked by customers, they will probably ask the company that makes it to make more of it. This means that consumer desire is what makes the product get into distribution channels.

### **3. THE PROMOTIONAL MIX**

The advertising mix is a set of strategies that are used with event planning and promotion to reach marketing goals.

E. Hill and T. O'Sullivan are in charge of these advertising projects with the help of a public relations company and a top salesman. When it comes to marketing, they are both conceptually and literally the same.

### **4. PROMOTION SALES**

Promo sales often try to make people feel strong emotions in order to get more people to buy. To do this, businesses give customers clear and correct information in an effort to get their attention, affect them mentally or intellectually, and finally sell them things like cigarettes that can't be sold any other way.

In the past few years, there has been a greater need for sales deals. They help with many things, like having loyal customers, getting new ones, rewarding current ones, and keeping committed ones. There are, however, some bad things and unpredictable things that might come with promotion deals.

Even though picking the most cutting-edge sales tools is important, the process is made much harder by the fact that there are so many options. Prizes, contests, loyalty awards, sweepstakes, lotteries, discounts, and low-cost bonuses are some of the most common types of promotions. The marketing expert's job is to come up with ideas for the whole business. Their final goal is to make a program that uses cutting edge technology to connect people in real time.

### **5. PUBLIC RELATIONS**

The goal of a group's PR work should be to make, keep, and have an effect on a good outcome. Hill and O'Sullivan (1998) from the UK Institute of Public Relations state that it is "a purposeful, organized, and continuous effort to establish and maintain a sense of rapport between the organization and its audience."

People usually trust this type of advertising because it sends a personalized message that not only gives important information but also knowledge. It gets things like money, news conferences, keynote speakers, promotional materials, and funded events together to help get the word out.

There are some things that public relations can't do, like make sure that information doesn't get passed around by word of mouth.

There isn't much of a secondary link between advertising income and public relations. That help could come in the form of giving, helping, sponsorships, PR work, ads, and other things.

## **6. PERSONAL SALES**

Many businesses give the seller a big part of the marketing mix so that they can be rewarded for making sales by getting involved and getting feedback.

Unlike other types of ads, personal salespeople give people specific reasons to buy. It makes ads better, but how well they work rests on the products and how people use them.

Most of the time, human sales are the most expensive way to get new customers. But salespeople make a lot of money by getting to know their customers and giving them useful knowledge. Customers can immediately feel how good the product is for them.

Sales forces help hire company agents, train them, pay them, keep them motivated, and keep track of how much work they do. In this case, the duties are about the same as those in human resource management, taking everything into account.

When you use numbers in your ads, direct sales work really well.

## **7. PUBLICITY**

The study found that public relations (PR) is the best way to get people to do something, even though it doesn't get as much attention as other types of marketing, advertising, and communication. The word "publicity" refers to planned efforts to get more people to know about something. It could be an idea, a plan, a theory, a product, or a service.

According to the American Marketing Association (AMA), a paid form that is not personal and is used to show and promote ideas, goods, and services by a known sponsor. Because of this, marketing is basically a business deal. Advertising doesn't try to reach a single person; instead, it tries to reach a lot of people on all platforms.

In contrast to more traditional forms of advertising, press coverage tries to change how people think about the company in new and interesting ways, which should eventually lead to more sales.

Because of this, advertising doesn't play much of a role in trade and conversation.

Even though advertising only makes up a small part of the population, it is clearly the best when it comes to organization, frequency, and quality.

So, public knowledge is made up of different parts, and advertising is one of them. Papers, posters, conference materials, and other forms of advertising help build trust in both the product and the business.

Some of the most common words used in ads come from Latin and Anglo-Saxon. Because of this, we are aware of the times when people can tell the difference between publicity and advertising. This is because these differences are important.

One way to group the different ways advertising is used is by what it's meant to do: • These are some examples of useful goals: letting people know about a new product, coming up with unique ways to use it, telling them when prices change, talking about the product and the

services it provides, answering questions, calming customers down, and making the company look better.

Whether you're trying to get someone to buy something or agree to a business visit, the point is to get them to think again about their tastes, priorities, and choice of product.

Customers can remember the sale, the things, or even a need that's coming up with the help of reminders.

Some of the tools that were once used to put publicity plans into action are now used as part of advertising strategy and methods. You can find them in newspapers, magazines, TV, radio, museums, events, signs, packaging, and catalogs, among other places.

Advertising pushes a product or service by using impersonal language and financial rewards.

"Paid publicity, a conventional method of endorsing products, consists primarily of a sponsor-funded message that is typically disseminated through mass communication channels with the intention of persuading a specific target audience," as per Moldoveanu and Miron (1995, pages 17–18).

This ad's main goals are to get people's attention, change their minds, get them to buy something, and then change what they do next.

It does a lot of important things, but the most important ones are teaching people about the product or service, giving them correct information, getting their attention, changing their tastes so they become loyal customers, and finally persuading them to buy it.

The commercial has been shown many times because it works so well to introduce new goods. With the intended goal of getting people to care more, be more interested, and stay loyal, By showing empathy and loyalty, the product changed how people saw it, the focus moved to other qualities, and it got better.

There are a lot of different types of ads, and each one is unique. The most noticeable parts of commercials make them easy to spot. networks of technical actions and information flow paths The receptor sense organ can tell the difference between radio, pictures, brochures, newspapers, floats, displays, panels, and packaging, among other types of media. Location can change the level of classification: local, regional, national, and worldwide. It is possible for sponsors to find ads that get money from makers, middlemen, and other groups. Making images can be done in a lot of different ways. Printing, lighting effects, live radio, combined TV, movies, product demos, displays, services, and customer awards are all examples.

Advertising style is based on many things, such as the goods being sold and the cultural background of the people who will be seeing the ads. Stores, markets, performances, buildings, construction sites, sports centers, movie theaters, newspapers, magazines, radio, and TV stations are just a few examples. How successful or unsuccessful an ad is will depend on how strong the message is and how it is communicated.

You can tell how effective an ad is by how well it grabs and keeps people's attention for a long time, how convincing it is, how new the structure and content are, and how much of an answer it provides.

We know this to be true because our past efforts have shown that putting ads in visible places gets the best results.

## 8. CONCLUSION

Marketing messages try to get people to know about and be interested in a company's goods so that the company can make more sales.

Promotion is a part of marketing that aims to boost the economic efficiency of the production unit by bringing customers to places of sale, meeting their needs and wants, and using other business channels to do so.

A person or company's good work, service, image, or community action can be promoted to teach, persuade, or bring attention to a cause. This part is important to many business marketing plans.

Public relations, personal sales, advertising, and promotion sales make up the promotional mix. Each support is used in a way that depends on what the company does. It is better to mix things that give you the most for your money, even if you don't need them all at the same time.

There are four main ways to sell a good or service: direct sales, sales promotions, public relations, and advertising. There have been many more positive changes to the advertising mix, but these three are the most important ones.

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