



**How any Entrepreneur or Marketing Professional
can promote their Brand | Product | Service
with ease and make lasting positive
impression in the minds of their clients**

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To All Who Are Into Business
(Whether Marketing Or Any Other)
Who Require A Handy Tool To Draw
And Implement Their
Promotional Strategies On Their Own.

Preface



In the 30+ years of my experience in Marketing and Advertising I have seen many clients confused on marketing, sales, advertising and promotion. I wanted to clear their confusion and put more lights on promotion of products or services. So I decided to write a book on promotion and promotional strategy which will help businesses to promote their products or services with ease. With little bit of thinking and few hours of investment they can draw a promotional strategy without hiring a professional agency. This book is written for business people and they are always busy. So I have kept this book short while giving essentials to draw a promotional strategy for their products / services. As promotion itself is an elaborate subject it is not possible to give more academic knowledge in this book. Though there are plenty of communication media to choose I have chosen only a few and if you want, you may add/delete as per your objectives and budget.

As promotion is an ongoing process, this book also is a 'work-in-progress' type. So visit my website www.webpromotionservices.net occasionally and see what's new on it. Also you may register yourself on the site so that you will get email notification when the book is get updated and when similar books/reports/white papers are available. Apart from this you may participate in discussion actively on the website on different subjects which are useful for you.

In case you are in a hurry you may send in your thoughts / suggestions to lobo@webpromotionservices.net

Happy reading,

Sebastian S. Lobo



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Promotional Strategies for the year 2018

(Focus: Pharmaceutical Industry)

Promotion is one of the 4Ps in Marketing. Prior to coming to Promotional Strategies let's discuss briefly what is Marketing? There are many definitions for Marketing. Is it Selling or Advertising or Promotion or a combination of all these? Simply put, Marketing is the process of identifying the needs and fulfilling that needs. Needs may be pertaining to product, service or idea. If you are taking a product, service or idea oriented approach then Marketing activities are mainly focused on four elements called 4Ps of marketing (7Ps in service). Since I am focusing on product, I am using here 4 basic Ps and that 4Ps are Product, Price, Promotion and Place (physical distribution). In case your approach is based on customer-centric then your activities will be focused on 4 Cs of marketing. The 4 Cs are Customer needs and wants, Cost to the user, Communication and Convenience.

Before developing or redeveloping product, service or idea it is better to do market research to see the viability of the end result. If you do this you will be avoiding frustration and saving money.

I will be covering here Promotional activities such as Advertising, Sales promotion, Public Relations & Publicity and Direct Marketing (I am not going to cover personal selling). Hope you will take care of other 3Ps. Promotion is the aspect of selling and advertising, or communicating the benefits of the product or service, to the target customers or the market segment involved in order to persuade them to purchase such products or services.

Like other elements of the marketing mix, promotion should be aimed at the target audience rather than consumers at large.

The marketing techniques used to communicate with customers and prospects are called promotion. Communication deals with sharing of information.

So you have a product and you want to promote it? But where you want to promote it or which is your target market? For that you will have to do **Market segmentation**.

Market segmentation may be done according to Geographic, Demographic, Behavioral, Psychographic, Cultural or segmentation by benefits and so on.

Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers, businesses, or countries who have common needs and priorities, and then designing and implementing strategies to target them. Market segmentation strategies may be used to identify the target customers, and provide supporting data for positioning to achieve a marketing plan objective.

Once you have an idea of the target market (prospect), you should further drill down to explore them in more detail. What are their media consumption habits? What are their expectations and aspirations? What are their priorities? How much disposable income do they have? What are their buying habits? How your products benefit them? And so on.

This information can be obtained in a variety of ways, from commissioning a specialist market research agency, by examining sales patterns or social media interactions.

Commonly used market research methods include:

- Sales analysis and buying patterns
- Questionnaires
- Desk research
- Website statistics, especially social media
- Focus groups
- Face-to-face interviews
- Specialist market research companies

Before diving into the Promotional Activities it is essential to have a good looking, well designed, easily navigable website to showcase your products / services in front of your prospects in your absence...

[\(Click Here to read more\)](#)

Once you have built up an accurate picture of your customer, it's time to get their attention... and it's time to do **Promotional Activities**.

After covering **Promotional Planning and Strategy**, I will show you how one can draw a Promotional strategy for a product. I have taken here 'Blister Packaging Machine' as a product. You may replace your product or service with 'Blister Packaging Machine'.

Promotional activities consist of various means of communicating persuasively with the target audience. The important promotional methods are: Advertising, Personal selling, Sales promotion, Public Relations & Publicity and Direct Marketing.

Stages In Promotional Planning and Strategy

It comprises (1) situation analysis (2) setting up of objectives (3) allocation of funds (4) selection and Implementation of Promotion Elements (5) coordination and integration (6) measurement of effectiveness (7) evaluation and follow up. A brief explanation of each is given below:

All the 4Ps of Marketing should be in harmony. Promotional strategy should not take off in a different direction than the product, price and packaging strategies.

1) Situation Analysis

The Promotion Planning begins, as it must, along with an analysis of promotion environment. The analysis extends to both external and internal environment. Among the major external environment variables, attention is focused on market demand; market competition and legal constraints on promotional activities. As for internal environment, the focus will be on how the employees and publics within an organisation consider its capability, goodwill and resources for carrying out its marketing and promotional assignments.

2) Setting up of Objectives

Objectives are expressions of where a firm would like to be in the future. The promotional objectives are derivative of corporate mission and situation analysis.

3) Allocation of Funds

How much should be spent depends upon the Promotional objectives set, Geographic and Product Life Cycle consideration. Even if a suitable technique has been identified, it may become necessary for a firm to further fine tune it for fund allocation/reallocation.

4) Selection and Implementation of Promotional Elements

4-1) Advertising

4-1-1) Media vehicle

To carry your message plenty of Media vehicles are available such as:

Print Medium (newspapers, magazines, Directory, hand bills, Time Table, etc;)

Electronic Medium (Internet, Mobile phone, Television, Radio, Cable T.V. etc;)

Cinema

Outdoor (posters, hoardings, neon signs, Aerial advertising, Banners, etc;),

Direct mail

Writing on walls, Painting on buses, trains, etc;

Search engine promotion

Social Media Marketing

Promotion via email (e-newsletters/e-zine/direct e-mail)

Pay per click advertising

News groups discussion

Chatting

Bulletin boards

Instant message

Banner exchanges

Cross promotion

Link exchanges and much more.

4-1-2) Selection of Advertising Media

While selecting the Advertising media, media characteristics such as reach, credibility, and suitability to company's product/copy strategy; media availability; media cost; and competitors' media-mix, should be considered.

4-1-3) Message creation

The design of your message needs to appeal to your target market, so use graphics, headlines and copy that grab attention and compel the reader to take action.

4-1-4) Message Implementation

Knowing your target market and its buying habits helps you decide on the best time to implement your sales promotion.

4-2) Personal Selling

4-3) Sales Promotion

Sales promotion are short term incentives to encourage purchase or sale of a product or service. Of all the methods of promotion that constitute the promotion mix, sales promotion is the only method that makes use of incentives to complete the 'push-pull' promotional strategy of motivating the sales-force, the dealer and the consumer in transacting a sale. Examples include Coupons, Discounts, Competitions, Loyalty incentives, etc.

4-4) Public Relations & Publicity

Public Relations is the function that helps to establish and maintain good relations with the Public such as customers, employees, investors, suppliers, Governments, etc.). Publicity is non-personal stimulation of demand for a product, service or business unit by placing commercially significant news about it in a published medium or obtaining favourable presentation of it upon radio, television, or stage that is not paid for by the sponsor. The crucial aspect of publicity is that it should emanate from a neutral and impartial source such as editorial material and is not paid for by the sponsor.

4-5) Direct Marketing

The Direct Marketing Association, (U.S. A.) defines Direct Marketing as "an interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any location." Direct Marketing may take place by phone, at a kiosk, by print media, by mail, by personal visit, by broadcast media or electronic media.

5) Coordination and Integration of Efforts

Past research has brought out what separates a successful strategy from a non- successful one. The major factor is effective coordination and integration of various efforts. The same is true for promotional strategy.

A promotion coordinator thus, has to ensure that unless otherwise required, advertising should not over-shadow personal selling for a given product or vice-versa. Similarly, a careful decision has to be taken for involving outsiders like advertisement agency, market research and media buying services in your promotional efforts. A proper balance is to be arrived at between management and outside experts thinking.

6) Measurement of Effectiveness

The promotional strategy, being so costly and resource-consuming, has to show tangible results. In other words, effectiveness measurement is a must. Doing it, however, is a different proposition than recommending it because both 'measurement' and 'effectiveness' have been subjected to a variety of interpretations. It has become virtually impossible to satisfy all effectiveness criteria.

7) Evaluation and Follow up

At this stage, marketers have to evaluate implementation and efforts of the promotional strategy; identify the gaps between its objectives and results; and plan action for its follow up. This way, chances of making the same mistakes again and again, are reduced considerably. It also ensures that lessons are learnt from deficiencies. Finally, notwithstanding the presence of subjective perceptions in evaluation, accountability needs to be fixed for doing both right and wrong things in the promotion strategy. For this reason alone, the evaluation and follow up of promotional strategy is inescapable.

8) Rinse and repeat

After evaluation you will find whether your strategy worked or not. If worked, ask yourself, is there any chance for improvement? If yes, improve it; if your strategy did not work as you wished, find out the reason, rectify it and implement again. Remember like marketing strategy, promotion strategy also is an ongoing process. **Repeat only that strategy which works.**

Conclusion:

An important point that you should remember here is that promotional planning, like any other planning process, is an iterative process and has to be done on a continuity basis. In other words, what is needed is constant monitoring, redefinition, adaptation, and re-evaluation of objectives and strategy, its implementation and control in an effort to obtain maximum payoff from ever-changing market situation.

In our promotion strategy we use outbound marketing techniques as well as inbound marketing techniques along with publicity techniques. The most effective strategy will be positioning your company as an industry expert and maintaining that position today and everyday. How you will implement that strategy will define your success or failure.

In case you require our help in formulating or implementing your Promotional Strategy kindly put a mail to lobo@webpromotionservices.net and we will put our 30+ years of experience and expertise to see that your goal is achieved. Though we are working with all kinds of businesses currently we are more focusing on Pharmaceutical industry; we have access to a database of more than 60,000 pharmaceutical professionals.

Thanks for reading.

Promotional strategy for 'Blister Packaging Machine'

Now let us see how one can draw a promotional strategy for his/her business. We assume that you have already drawn Product | Price | Packaging strategies and your product is 'Blister Packaging Machine'. We will follow the already written promotion methodology. We will complete it with just 7 steps.

1) Situation analysis

From the situation analysis we know that blister packaging machine is used to produce blister packaging which are widely used in Pharmaceutical, Food, Electrical & Electronics and various other industries. Pharmaceutical industry constitutes manufacturers such as drug, APIs, Process machines & equipments, Lab instruments and so on. After market segmentation we have decided to target drug manufacturers in the Pharmaceutical industry.

2) Setting up of Objectives

We have set following 3 objectives. We believe that if we attain these objectives sales will happen automatically.

- a) To increase Brand Awareness
- b) To increase Product Knowledge
- c) To increase Brand Trial Purchase

3) Allocation of Funds

You may allocate funds as a fixed amount, a percentage of previous year's sales turnover, according to the competitors spending or any plan suitable to you. While preparing Promotional budget bear in mind that amount should be allocated judiciously to all elements in the Promotional mix.

4) Selection and Implementation of Promotional Elements

4-1) Advertising

4-1-1) Media vehicle and Selection of Advertising Media

A) Print Media – Pharmaceutical magazines

- a) Express Pharma – Leading Fortnightly.
- b) The Pharma Review – Leading Bimonthly.
- c) Chronicle PharmaBiz – Leading weekly.

B) Digital Media – Pharmaceutical Websites – Email Marketing

- a) Express Pharma
- b) The Pharma Review
- c) Chronicle PharmaBiz

C) Digital Media – Pharmaceutical Websites – Banner ads

- a) Express Pharma
- b) The Pharma Review
- c) Chronicle PharmaBiz

D) Social Media

- a) LinkedIn
- b) Facebook

E) Pay per click advertising

- a) Google Adwords
- b) Relevant Pharmaceutical websites

F) Relevant Pharmaceutical Directory advertising

If you are not doing a campaign in a particular period, it is advisable to increase the frequency of ads in pharmaceutical magazines when they are taking part in related exhibitions/events.

When they participate in related exhibitions/events, they will distribute copies with your ads freely to the business visitors of that exhibition/event. This will give your message extra exposure to the right audience apart from the regular subscribers.

4-1-2) Selection of Advertising Media (Please refer to 4-1-1)

4-1-3) Message creation

Create message according to your Marketing | Promotional objectives. Create message yourselves or take help of an outside agency. Get approval from higher authority if necessary.

4-2) Personal Selling

4-3) Sales Promotion

Here we will be using the promotional strategy of motivating the sales-force, the dealer and the purchaser in transacting a sale.

- a) Motivating Sales-force – Using sales incentives
- b) Motivating the dealer – Discount on sales volume if crossed certain amount
- c) Motivating the purchaser – Free training for their operator and replacement warranty for one year for manufacturing defects.

4-4) Public Relations & Publicity

Get editorial coverage for products and company in pharma related magazines and websites.

- a) Express Pharma
- b) The Pharma Review
- c) Chronicle PharmaBiz
- d) Pharma Bio World
- e) Pharmatech

4-5) Direct Marketing

Using your website

5) Coordination and Integration of Efforts

Do at your end

6) Measurement of Effectiveness

There are many ways to measure the effectiveness of a campaign. Always measure performance against objectives set. While measuring it should be kept in mind that when a promotion campaign is undertaken the result may be tangible and / or intangible. Consider both.

There are simple as well as complex methods to measure the effectiveness. The simplest method is to see how many responses generated due to the campaign and how many responses converted into real sale.

7) Evaluation and Follow up

Do it yourself.

8) Rinse and repeat

After evaluation you will find whether your strategy worked or not. If worked, ask yourself, is there any chance to improve it? If yes, do it; if your strategy did not work as you wished, find out the reason, rectify it and implement again. Remember, like marketing process, promotion strategy also is an ongoing process. **Repeat only that strategy which works.**

Why you want a website?

WEBSITE is an integral part of business promotion and is a **great promotional tool**. It's the online identity of your business and acts as your business ambassador 24/7. Your website will be the first impression (sometimes last impression) of your business for those who search web for relevant information on products or services which you offer. Your website gives your prospects an idea of what the business is about, what you are offering and the people behind it.

Nearly 100% business people are using internet. So it is essential to have a good looking, well designed, easily navigable website to showcase your products / services in front of them in your absence. A website will make your business appear more professional and will give an edge over your competitors. You can interact with your prospects through surveys, questionnaires, feedback forms and allow them to comment on your website so that you can start communicate with them later and nurture a good relationship with your prospects and turn that relation into a paying customer. By using these techniques you can save money and time if you engage people to do these things. You can inform your customers about new launch, discounts, and related things very easily and effectively. In this age of internet we are living in a Global village. Even if your brick and mortar business is stationed locally you may target prospects far and wide. You can showcase your product using images and videos. No need for you to travel long distance to make a presentation or your prospects to visit your factory to see the working of the machinery.

In case you require a result oriented website or redevelop your existing website to a market oriented website kindly put a mail to lobo@webpromotionservices.net and we will put our 30+ years of experience and expertise to see that your goal is achieved.

P. S. How to Attract, Convert and Retain website visitors into perpetual clients using Business Designing & Promoting System (BDPS)?

To know more, click here.