

Chapter 17 Promotional Concepts and Strategies

Section 17.2 Types of Promotion

Section Outline with Content and Academic Vocabulary

Section Outline

Sales Promotion

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Loyalty Marketing Programs

Product Placement

Loyalty Marketing Programs

Online Loyalty Marketing Programs

Point-of-Purchase Displays

Content Vocabulary

sales promotion Incentive that encourages customers to buy products or services. (p. 405)

trade promotion Sales promotion designed to get support for a product from manufacturers, wholesalers, and retailers. (p. 405)

consumer promotion Sales strategies that encourage customers and prospects to buy a product or service. (p. 406)

coupon A certificate that entitles a customer to a cash discount on goods or services. (p. 406)

premium Low cost item given to consumers at a discount or for free. (p. 407)

incentive A higher-priced product, award, or gift card that is earned and given away through contests, sweepstakes, special offers, and rebates. (p. 408)

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Section Outline with Content and Academic Vocabulary *continued*

promotional tie-in Activity that involves sales promotions between one or more retailers or manufacturers; also called cross-promotion or cross-selling. (p. 409)

loyalty marketing program A marketing program that rewards customers by offering incentives for repeat purchases, such as a frequent flyer. (p. 410)

kiosk A point-of-purchase display that is a stand-alone structure. (p. 411)

Academic Vocabulary

distribution The commercial activity of transporting and selling goods from a producer to a consumer. (p. 406)

register To record in writing or enroll. (p. 408)