**Promotion Strategies**   
**Activities**   
1. **What is the role of promotion? What does it aim to achieve?**

Promotion and selling aims to achieve money for the company or the business. It aims to produce money and finances.   
  
**2. List the four elements of the promotion mix?**

Personal selling, advertising, sales promotion and public relations.   
  
**3. What is personal selling?**

Personal selling is one on one selling   
  
**4. Why can personal selling be much more persuasive than advertising?**

It can be more persuasive because it is one on one and you have the product right in front of you and the guy is explaining it to you.   
  
**5. What is the main advantage of advertising?**

It lets you get your product out there and lets you know its availability, the price and where to purchase it.   
  
**6. List the five main forms of advertising media.**   
· mass marketing - television, radio, newspapers and magazines   
· direct marketing catalogues - catalogues mailed to individual households   
· telemarketing - the use of the telephone to make a sale   
· internet marketing - customers purchase via their personal computer   
· billboards - large signs placed at strategic locations.   
  
7. **How does advertising differ from personal selling?** Advertising is targeted to the general public, where personal selling is aimed at individuals.  
  
**8. Examine the logos above and identify the businesses they represent.**   
· St George   
· WWF   
· NRL   
· BP   
  
**9. Which form of advertising would you choose for the following products? Give reasons for your choices.**   
**(a) Nike sports shoes =**

**TV Advertising because it can show all its different features and what there made for.**   
**(b) School textbooks =**

**Billboards because they attract everyone’s eyes when you’re driving.**   
**(c) A hairdressing salon=**

**Direct marketing catalogues because you can see what they offer and also where they are located.   
(d) Toys for children = TV Advertising because kids would see the commercial and would beg and nag their parents for it.   
(e) Dell computers =**

**Personal selling because different computers have different settings and functions and to find the best for you, you need personal selling.**