**Promotional Mix**

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PROMOTIONAL MIX

The promotional mix refers to the incorporation of different types of promotional tools/elements by an organization that enables it spread the news about its products to potential customers. Such elements include advertising, sales promotion, personal selling, and public relations, and direct marketing. Firms utilize the strategy of promotional mix to allow effective and successful marketing (Išoraitė, 2020). Every promotional element has its cons and pros. This means the marketing process will remain firm if all promotional elements are integrated. An appropriate promotional mix enables the business to have numerous approaches in place that allow easier customer access.

Promotional mix promotes marketing processes through various ways such as improved client communication. Organizations build a promotional mix in the efforts of attempting to speak with their customers. A suitable promotional mix links businesses with their clients through communication especially when direct marketing is employed. Direct marketing enables direct communication with clients consequently resulting in the development of trust and confidence towards the brand (Tairova, Giyazova & Dustova, 2020). This plays a vital role in customer retention.

Although all promotional elements are essential, I can prefer to utilize direct marketing to market different Samsung mobile models. Direct marketing is one of the most effective elements in the promotional mix. It enables direct communication with a certain group of likely customers through emails, telephone marketing, brochures, and catalog. In a new market segment, I would utilize brochures as a way of introducing the product in a new market where the customers are not familiar with the item. This would form the basis of the marketing process. Direct marketing provides a predictable as well as a cost-effective method of reaching the target market (Joshua Zhufernandes, 2020).

**REFERENCE**

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