

## The Communications Mix

### **Advertising**

It includes TV, radio, newspaper, magazine, outdoor (billboards) and transit. Advertising is where the majority of corporate communications dollars are spent.

### **Sales Promotion**

More and more companies are utilising sales promotion to assist in meeting their sales objectives. It is a value added feature of their product. Sales promotion involves providing the consumer and the trade (stores) with some additional benefit other than the product's normal benefits. Types of sales promotion include contests, sweepstakes (a chance to win something), buy-1-get-1-free, premiums (giveaways), and self-liquidating offers (pay \$5 and get a T-shirt with 3 proofs of purchase).

### **Public Relations**

Public Relations can include increasing media coverage (i.e., getting a corporate name into the media) or obtaining positive media coverage.

### **Business-to-Business Marketing**

It involves business utilising various communications tools for business to impact upon other business clients.

### **Direct Mail**

Direct mail is the sending of information by mail directly to a person/household. Corporations develop profiles on preferred clients or prospects and develop a mailing list to send information to these people. Credit card companies use direct mail frequently.

### **Event Marketing**

Event marketing is the use of special events to communicate with defined markets. It will be discussed in the next section.

With a brief overview of marketing and marketing strategies, the event manager can apply this to the role that events play in a corporate marketing scheme.