



Distribution is where the product will be made available to its defined public. For corporations that do not control their own distribution to sell their products, ensuring maximum availability is essential to a product's success.

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.