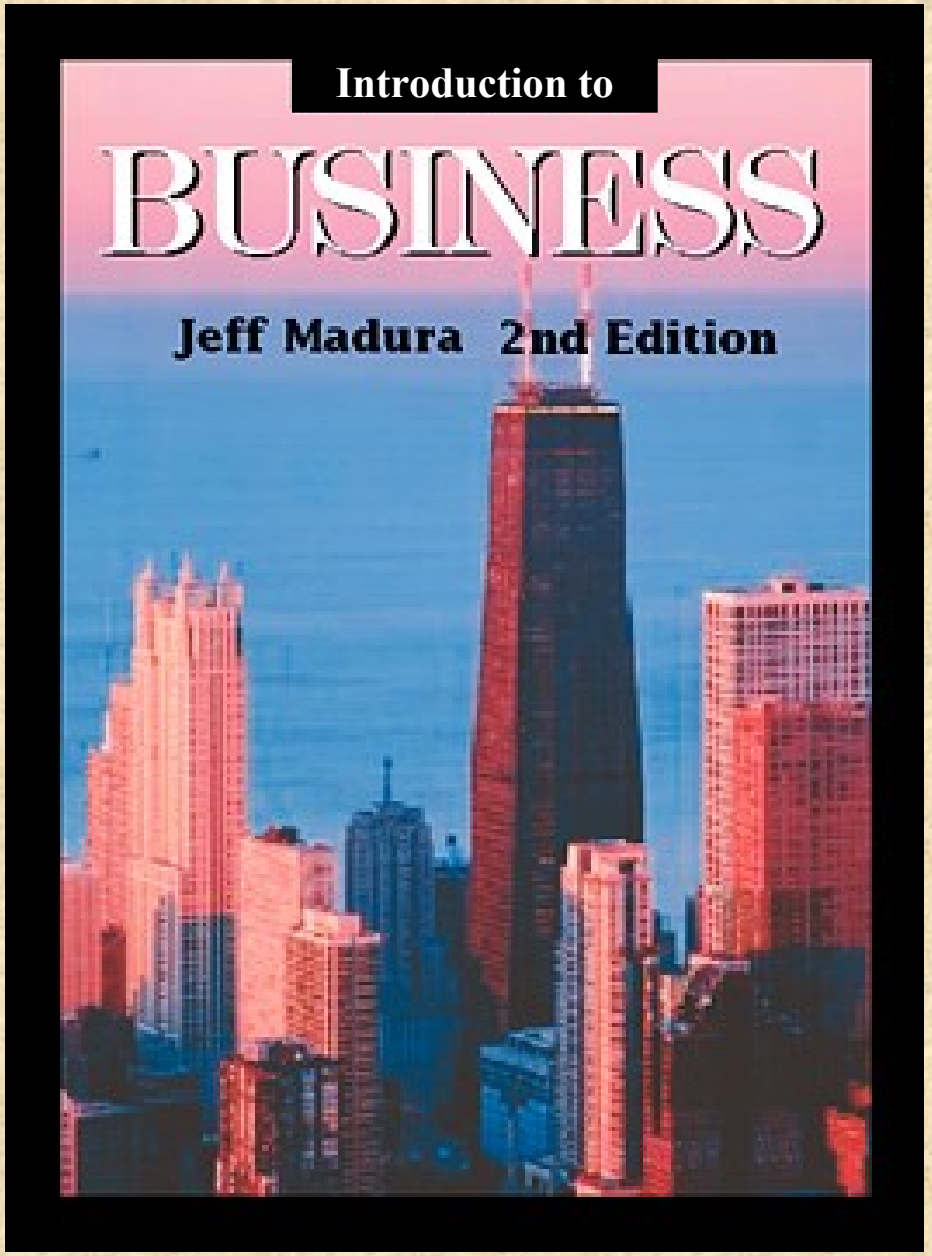

Chapter 15

Promotion Strategies

MultiMedia by Stephen M. Peters

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Sasaran Pembelajaran

❶ Menjelaskan manfaat promosi dapat memberikan manfaat perusahaan.

❷ Menguraikan bagaimana advertensi digunakan.

❸ Menguraikan langkah-langkah yang terkait dalam personal selling.

❹ Menguraikan penggunaan metode-metode sales

❺ Menguraikan bagaimana perusahaan dapat menggunakan public relations untuk mempromosikan produk.

❻ Menjelaskan bagaimana perusahaan memilih pengoptimalan penggunaan bauran promosi.

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Defenisi Promosi

- Aktifitas penginformasian atau pemahaman pelanggan tentang produk dan jasa perusahaan.

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Tujuan Promosi

- Penciptaan perkenalan.
- Mendorong pelanggan untuk mencoba produk baru.
- Penyediaan promosi.
- Menahan konsumen untuk pindah merek.
- Mendorong pelanggan untuk lebih banyak menggunakan produk dan menggunakan sesering mungkin.

Business Online: Star Kist Tuna

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Bauran Promosi

Empat Elemen

- *Metode kombinasi promosi yang sebuah perusahaan gunakan untuk meningkatkan pengakuan terhadap produk.*
- *Pengoptimalan bauran promosi bergantung pada kharakteristik target market.*

① Advertising
② Personal selling
③ Sales promotion
④ Public relations

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Lima jenis IKLAN (Advertising)

① Product/Brand: Gambaran atas sebuah produk atas jasa.

② Comparative: Perbandingan produk yg dijual dengan produk pesaing.

③ Reminder: Menanamkan nama sebuah produk ke dalam benak pelanggan.

④ Institutional: Penciptaan sebuah gambaran posiitif ttg institusi.

⑤ Industry: Gambaran sebuah industri tertentu.

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Bentuk Media Utama

Medium	Advantages	Disadvantages
Newspapers	Good coverage of local markets; ads can be placed quickly; high consumer acceptance; ads can be clipped and saved.	Ads compete with other features in paper; poor color; ads get thrown away with paper (short life span).
Television	Uses sight, sound, and motion; reaches all audiences; high attention with no competition from other material.	High cost; short exposure time; takes time to prepare ads.
Radio	Low cost; can target specific audiences; very flexible; good for local marketing.	People may not listen to ad; depends on one sense (hearing); short exposure time; audience can't keep ad.
Magazines	Can target specific audiences; good use of color; long life of ad; ads can be clipped and saved.	Inflexible; ads often must be placed weeks before publication; cost is relatively high.

Nontraditional Consideration

Internet	Inexpensive global coverage; available at any time; interactive.	Relatively low readership.

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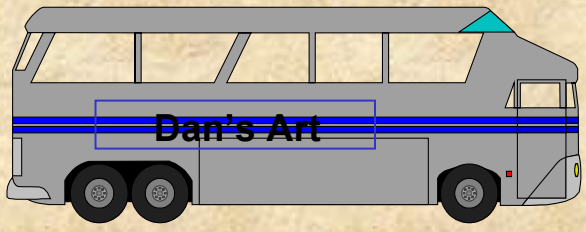
Bentul Media Tambahan

Outdoor	High visibility and repeat exposures; low cost; local market focus.	Limited message; low selectivity of audience.
Direct mail	Best for targeting specific markets; very flexible; ad can be saved.	High cost; consumers may reject ad as "junk mail"; must conform to Post Office regulations.
Yellow Pages advertising	Great coverage of local markets; widely used by consumers; available at point of purchase.	Competition with other ads; cost may be too high for very small businesses.



Transportation ads:
Good visual effect
"Moving" ad
Example: local ads

Specialty ads:
T-shirts, hats, balloons
Example: Coke, beer companies

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Penjualan Personal
(Personal Selling)

Personal Selling : *Penyajian penualan personal digunakan untuk mempengaruhi seseorang atau lebih pelanggan.*

Personal Selling :

- Mahal.
- Mensyaratkan latihan yang tinggi

Business Online: Just Sell .Com

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Lima Langkah Penjualan Personal

① Identifikasi pasar (Identify target market)

② Kontrak pengguna potensial (Contract potential customers).

③ Membuat presentasi penjualan (Make sales presentation).

④ Menjawab pertanyaan (Answer questions).

⑤ Tutup dengan pejualan (Close the sale).

⑥ Tindak lanjut (Follow up).

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Promosi Penjualan

(Sales Promotion)

Strategi yang lazim:

- Potongan (Rebates)
- Kupon (Coupons)
- Contoh (Sampling)
- Penataan (Displays)
- Hadiah (Premiums)

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Hubungan Masyarakat
(Public Relations)

Tindakan-tindakan yang bertujuan untuk menciptakan atau memelihara sebuah imej/gambaran yang menguntungkan

PRality.com What's Your PRality?
Business Online

Hubungan Masyarakat :

- Mendapatkan Publisitas.
- Meneguhkan Citra.

Strategi yang lazim:

- Peristiwa khusus.
- Rilis berita.
- Konperensi press

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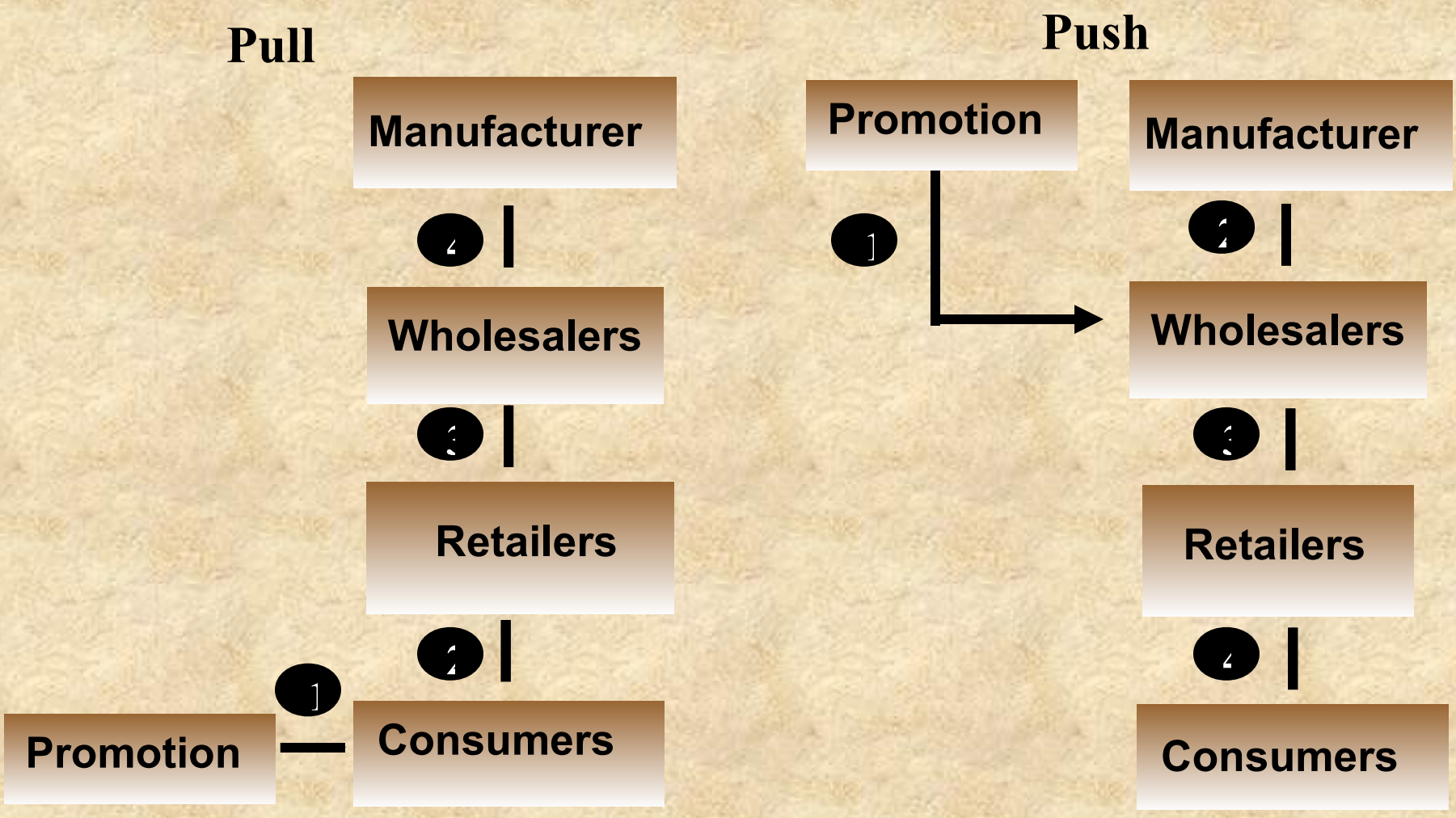
Strategi Tarik dan Dorong

(Pull vs Push Strategy)



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Anggaran Promosi dipengaruhi Oleh :

- Tahap siklus hidup produk.
- Persaingan.
- Kondisi Ekonomi

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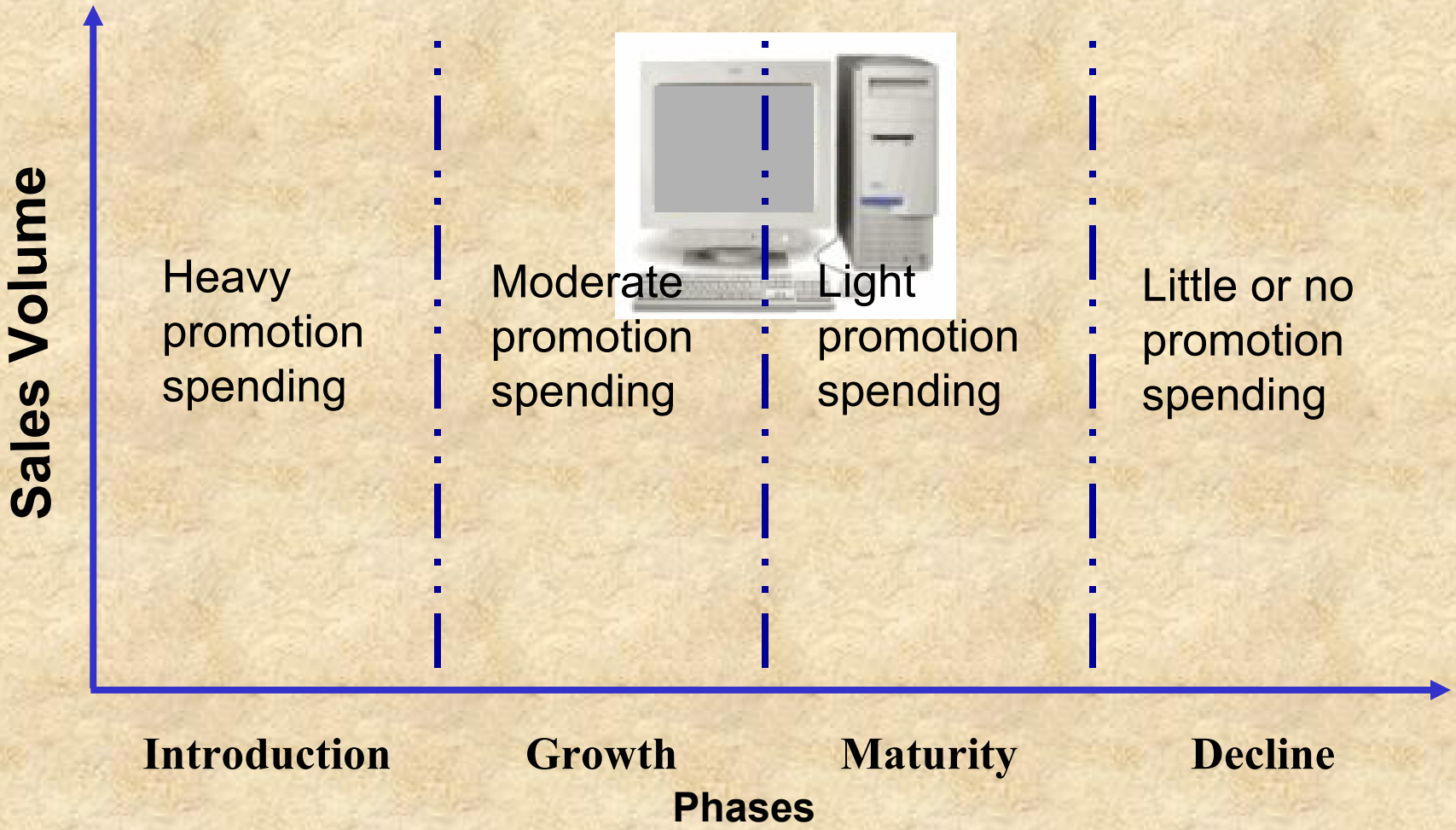
Promosi dan Siklus Hidup Produk



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Evaluasi Pengaruh Promosi

- Menetapkan sasaran yang terukur.
- Menentukan apakah tujuan tercapai.
- Mengakui bahwa kondisi-kondisi ekonomi memiliki dampak terhadap seluruh kesuksesan.

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