促銷(Sales Promotion)
Features (Blattberg and Neslin, 1989)
- Action-focused
- Marketing events
- Having a direct impact on behavior
- Influencing consumers or marketing intermediaries

促銷的類型(Types of Sales Promotions)
Manufacturer.....................................>Trade
|                                                  |
|                                                  |
|                                                  |
|-------------------> Consumer<------------------------|
|                                 Consumer promotion |
|                                  Retailer Promotions |

零售商促銷(Retailer Promotions)
- Price cuts
- Displays
- Feature Advertising
- Retailer coupons

對中間商促銷(Trade Promotions)
- Price-Off
- Advertising allowances
- Display allowances
- Free Goods
- Push money
- Contests

對消費者促銷(Consumer Promotions)
- Coupons
- Samples
- Price packs
- Rebates
- Patronage Awards
- Premiums
- Contests, Sweepstakes

Key Decisions for Sales Promotion
• Size of the incentive
• Conditions for participation
• Promotion and distribution of the actual sales promotion program
• Length of the promotional program
• Evaluation
  Surveys and experiments can be used
How does Promotion Affect Sales?
- 品牌轉換 Brand switching
- 重複購買 Repeat purchasing
- 加速購買 Purchase acceleration
- 總市場擴充 Category expansion

Theories of Price Promotion
- Inventory Cost Transference
- Demand Uncertainty
- Price Discrimination
- Competitive Strategy
- Prisoner’s Dilemma
- Prospect Theory

Limitations of Sales Promotion
- Decreasing brand loyalty
- Increasing price sensitivity
- Forward buying and Diversion
- Detracting from quality image
- Short-term orientation

Push or Pull?
Push and Pull Promotion Vehicles

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Push versus Pull promotions over the product life cycle

Joint Sales Promotion
- Use complementary relationship
- New uses by creating complementarity
- Use time complementarity
- Image complementarity
- Process complementarity

Joint Sales Promotion
- Common target market
- Seasonal Demand
- Common Distribution
- Access to new customers
- Access to the image of established brands