

Chapter 8: Promotional Mix Strategies

Zarjina Tarana Khalil and Urooj Ahmed

Promotion holds immense importance in marketing as it serves as the bridge between businesses and their target audiences, playing a pivotal role in driving awareness, interest, and purchase intent for products and services. One of its key functions is to inform potential customers about the existence and benefits of offerings, creating a platform for interaction and engagement. Through promotion, businesses can showcase their unique value propositions, differentiate themselves from competitors, and establish a compelling brand identity in the minds of consumers. It contributes significantly to the overall marketing mix by complementing other elements such as product, price, and place. For instance, effective advertising campaigns can highlight product features and benefits, while sales promotions can incentivize immediate purchases. Public relations activities can build credibility and trust, and direct marketing efforts can target specific customer segments with personalized messages. Together, these promotional strategies work synergistically to create a comprehensive marketing approach that addresses various aspects of customer acquisition and retention. Promotion is essential for sustaining customer relationships and fostering brand loyalty. Continuous communication and engagement through promotional activities help businesses stay top-of-mind among consumers, encouraging repeat purchases and advocacy. Additionally, promotions can act as catalysts for customer engagement and participation, leading to valuable feedback, insights, and word-of-mouth referrals.

In today's era, where consumers are bombarded with a multitude of choices, effective promotion becomes even more critical. It allows businesses to cut through the noise, capture attention, and influence consumer behavior positively. Whether through traditional channels like TV commercials and print ads or modern digital platforms such as social media and email marketing, promotion empowers businesses to reach, resonate with, and convert their target audiences effectively. In essence, the importance of promotion in marketing cannot be overstated. It serves as a strategic tool for businesses to communicate their value propositions, engage with customers, drive sales, and build enduring relationships that foster long-term success. The purpose of the promotional mix is to strategically combine various promotional elements to achieve specific marketing objectives effectively. It encompasses a range of activities and tactics aimed at communicating messages, influencing perceptions, and ultimately driving desired actions from target audiences. One of the primary purposes of the promotional mix is to create awareness about a company's products or services. Through advertising, public relations, direct marketing, and other promotional tools, businesses can introduce their offerings to potential customers, ensuring they are visible in the market and on the radar of their target demographics (Sunday, A., & Bayode, B. 2011).

Another key purpose of the promotional mix is to generate interest and curiosity among consumers. By highlighting unique selling points, benefits, and features through promotional campaigns, businesses can pique the interest of potential buyers and compel them to learn more or consider making a purchase. This aspect is crucial, especially in competitive markets where capturing attention and standing out from competitors is essential for success (Maulani, T. S. 2017). The promotional mix aims to stimulate desire and purchase intent among target

audiences. Through persuasive messaging, compelling visuals, and impactful storytelling, promotions can evoke emotions, create aspirations, and build desire for the products or services being promoted. This emotional connection plays a significant role in influencing consumer behavior and driving them towards taking the desired action, whether it's making a purchase, signing up for a service, or engaging with the brand in meaningful ways. The promotional mix serves the purpose of reinforcing brand positioning and differentiation. Consistent messaging, imagery, and communication across various promotional channels help solidify the brand's identity in the minds of consumers, making it easier for them to recall and recognize the brand amidst competition. This reinforcement of brand identity contributes to brand loyalty, advocacy, and long-term customer relationships (Anyadighibe, J. A., Etuk, A., James, E. E., & Stephen, R. 2021).

Navigating the Promotional Mix with Strategic Signals



Figure 8.1 Promotional Mix

The promotional mix comprises key components that businesses integrate to communicate with their target audiences effectively. These components include advertising, sales promotion, public relations, direct marketing, and personal selling. Advertising utilizes various media platforms to deliver paid, non-personal messages to a wide audience. Sales promotion involves short-term incentives to boost sales and create customer excitement. Public relations

activities focus on building brand reputation and managing relationships with the public and media. Direct marketing enables direct communication with individuals through targeted channels. Personal selling involves personalized interactions to persuade customers and build relationships. Together, these components form a comprehensive approach to promotion (Mbogo, P. K. 2013).

Advertising is a strategic communication tool used by businesses and organizations to promote their products, services, or brands to target audiences. It involves the creation and dissemination of persuasive messages through various media channels to influence consumer behavior, generate awareness, and ultimately drive sales or achieve specific marketing objectives. Advertising contributes significantly to shaping consumer perceptions and attitudes. It can create positive associations, evoke emotions, and establish brand identities that resonate with target demographics. By crafting compelling narratives, using persuasive visuals, and employing effective messaging strategies, advertising can influence consumer preferences and purchase decisions (Qian, C., Wu, C. F., Zhang, Z., & Huang, H. Y. 2019).

Advertising plays a pivotal role in the marketing mix, complementing other promotional elements such as sales promotion, public relations, direct marketing, and personal selling. There are several types of advertising, each with its unique characteristics and purposes. Primarily, Print advertising stands as a cornerstone of traditional advertising, comprising advertisements placed in newspapers, magazines, brochures, and direct mail (Khan, M. S. 2016). These print ads often leverage captivating visuals, persuasive copy, and detailed product information to engage readers and drive desired actions. In contrast, digital advertising has emerged as a powerhouse in the modern marketing landscape, leveraging online platforms such as websites, social media

networks, search engines, and mobile applications. Digital ads offer unparalleled targeting capabilities, enabling advertisers to reach specific demographics based on user behavior, interests, demographics, and other relevant criteria. They also provide real-time analytics, allowing advertisers to monitor campaign performance, optimize strategies, and track key metrics such as impressions, clicks, conversions, and return on investment (ROI) (Alexandrescu, M. B., & Milandru, M. 2018).

Another prominent advertising category is broadcast advertising, encompassing commercials aired on television and radio channels. Television ads allow for immersive storytelling through audiovisual content, while radio ads leverage the power of sound to create memorable brand experiences. Both mediums offer wide audience reach and the ability to convey emotions, narratives, and brand messages effectively. Outdoor advertising represents another facet, including billboards, signage, transit ads, and experiential installations. Outdoor ads leverage physical spaces to capture attention in high-traffic areas, reaching audiences in public spaces such as highways, urban centers, shopping malls, and transportation hubs (ATKINSON, H. 2010).

Also, there are specialized forms of advertising such as product placement, influencer marketing, native advertising, and guerrilla marketing, each offering unique advantages and creative opportunities for brands to connect with consumers in innovative ways. The diverse landscape of advertising continually evolves with advancements in technology, consumer preferences, and market trends, providing marketers with a rich toolkit to create impactful campaigns that resonate with target audiences and drive business success (Shimp, T. A. 2000). Advertising plays a crucial role in promotion by serving as a powerful tool to reach, inform, persuade, and influence target audiences. Its primary role is to

create awareness about products, services, or brands among potential consumers. Through various media channels such as television, radio, print, digital platforms, and outdoor displays, advertising delivers messages that highlight key features, benefits, and value propositions, making products or services visible and recognizable in the market (Abdeta, O. E., & Zewdie, S. 2021).

Generally, the role of advertising in promotion is multifaceted, encompassing awareness creation, perception shaping, engagement building, and loyalty fostering. It is a strategic tool that businesses leverage to communicate with, influence, and connect with their target audiences, ultimately driving sales, brand growth, and market success. Here are some recent examples of successful advertising campaigns by companies. Lego's "Rebuild the World" campaign celebrated creativity, imagination, and the endless possibilities of play. The campaign featured captivating storytelling and playful visuals, showcasing how Lego bricks can inspire creativity and innovation across generations. By highlighting the universal appeal of Lego and its role in fostering learning and exploration, the campaign resonated with families and enthusiasts worldwide, reinforcing Lego's position as a beloved and innovative brand. On the other hand, Uber Eats launched a campaign titled "Tonight, I'll Be Eating" featuring celebrities sharing their favorite meals and ordering experiences using the Uber Eats app. The campaign highlighted convenience, choice, and the joy of indulging in delicious food from diverse cuisines, resonating with food enthusiasts and emphasizing Uber Eats' role in connecting people with their favorite dishes (Kumar, S., & Patra, S. 2017). These recent examples demonstrate how innovative and engaging advertising campaigns can effectively capture consumer attention, convey brand messages, and drive

positive associations and interactions, ultimately contributing to brand success and market impact (Kuang, K., Jiang, M., Cui, P., Luo, H., & Yang, S. 2017).

The second main component is sales promotion which refers to a set of marketing activities designed to stimulate immediate sales and encourage consumer engagement. Unlike long-term brand-building strategies, sales promotion techniques are typically short-term initiatives aimed at driving sales and creating a sense of urgency or excitement among customers. These techniques are diverse and can be deployed across various channels, both online and offline, to reach target audiences effectively (Familmaleki, M., Aghighi, A., & Hamidi, K. 2015).

One type of sales promotion technique is discounts and price reductions, where businesses offer reduced prices or special discounts on products or services. This approach appeals to price-sensitive consumers and incentivizes immediate purchases. Another technique is coupons and vouchers, which provide consumers with redeemable discounts or freebies upon purchase, encouraging repeat business and brand loyalty. Limited-time offers create urgency by imposing deadlines or offering exclusive deals for a short period, prompting consumers to act quickly to take advantage of the offer. Buy-one-get-one (BOGO) promotions and bundles combine products or services to offer added value to consumers. BOGO promotions incentivize bulk purchases or introduce new products by offering complimentary items, while bundles offer discounted prices for purchasing multiple items together (Khanfar, I. A. 2016). Contests and sweepstakes engage consumers through interactive participation, with prizes or rewards offered to winners, creating excitement and driving brand engagement. Rebates involve offering cashback or refunds on purchases, providing consumers with financial incentives to buy. Loyalty

programs reward repeat customers with points, discounts, or exclusive perks, fostering long-term relationships and encouraging customer retention. Flash sales and daily deals leverage scarcity and time sensitivity, offering steep discounts or special offers for a limited time, driving immediate sales and consumer interest. Moreover, sampling and demonstrations allow consumers to experience products firsthand before making a purchase, building trust and confidence in the product's quality. Trade promotions target retailers or distributors with incentives such as discounts, promotional displays, or co-marketing opportunities to encourage increased sales and brand visibility in stores (Wahyudi, A. E. A., & Melinda, T. 2018).

In general, sales promotion techniques are dynamic and adaptable, tailored to meet specific marketing objectives such as boosting sales, clearing inventory, introducing new products, or building customer loyalty. By leveraging these techniques strategically, businesses can create impactful promotional campaigns that drive revenue, engage consumers, and strengthen brand relationships. Sales promotion can be highly effective in driving sales by leveraging various strategies and tactics to incentivize consumer behavior and create urgency for purchase. One key aspect of its effectiveness lies in its ability to appeal to consumers' desire for value and savings (Liu, F., LeBlanc III, H. P., Kanso, A., & Nelson, R. 2023). Techniques such as discounts, coupons, and limited-time offers tap into consumers' price sensitivity, encouraging them to make immediate purchases to take advantage of the promotional benefits. Sales promotion can stimulate consumer interest and engagement by introducing novelty or exclusivity. Strategies like new product launches with introductory discounts or exclusive offers for loyal customers can generate excitement and curiosity, prompting consumers to explore and try new

offerings. This not only drives initial sales but also creates opportunities for repeat business and brand loyalty. These sales promotion techniques like contests, sweepstakes, and loyalty programs foster interactive engagement with consumers, creating positive brand experiences and strengthening relationships. By offering rewards, incentives, and personalized experiences, businesses can enhance customer satisfaction, encourage advocacy, and increase customer lifetime value (Lim, W. M., & Guzmán, F. 2022).

Besides, sales promotion plays a strategic role in inventory management and clearance. Techniques such as clearance sales, bundle offers, and seasonal promotions help businesses move excess inventory, maximize revenue, and maintain profitability. Here are a few recent case studies highlighting successful sales promotion strategies (Maina, P., & Afande, F. 2015). Target launched "Deal Days," a sales promotion event offering exclusive discounts, deals, and special offers across various product categories. The event was strategically timed to coincide with competing sales events like Amazon Prime Day, attracting shoppers with enticing promotions and driving sales both in-store and online. Also, Adidas' "Creators Club" loyalty program offers rewards, early access to product launches, and personalized offers to members. The program incentivizes brand loyalty, drives repeat purchases, and fosters a community of engaged customers (Rijal, A., & Siregar, A. R. 2021).

Like other components of promotional mix, Public Relations (PR) is one key factor which can't be declined. It is a strategic communication practice that aims to build mutually beneficial relationships between organizations and their target audiences. It involves managing perceptions, shaping public opinion, and maintaining a positive reputation through various communication channels. PR activities focus on creating and disseminating credible, informative, and

engaging content to stakeholders, including media, customers, employees, investors, and the public. This can include press releases, media relations, crisis management, events, social media engagement, and community outreach. Public Relations plays a crucial role in enhancing brand image, credibility, and trustworthiness. It complements other promotional elements such as advertising, sales promotion, direct marketing, and personal selling by providing a context of authenticity and transparency. PR activities can generate positive publicity, garner media coverage, and influence public perceptions, which in turn, can drive brand awareness, customer loyalty, and market positioning (Naumovska, L., & Blazeska, D. 2016). Additionally, PR efforts contribute to crisis management and reputation management, mitigating negative publicity and maintaining a favorable public image during challenging times. Overall, the scope of Public Relations in the promotional mix extends beyond traditional marketing tactics, focusing on building enduring relationships and fostering positive perceptions that support long-term business success (Tege, R. I. N. 2022).

Public Relations (PR) utilizes a range of tools and tactics to manage communication, build relationships, and shape public perceptions. One common PR tool is Media Relations, which involves building relationships with journalists and media outlets to secure positive coverage and manage publicity. This includes writing press releases, pitching stories, organizing media interviews, and monitoring media mentions. Social Media Engagement is another crucial PR tactic, leveraging platforms like Facebook, Twitter, Instagram, and LinkedIn to engage with audiences, share news and updates, respond to feedback, and manage online reputation. PR professionals also use Content Creation to develop compelling narratives, articles, blog posts, videos,

and infographics that resonate with target audiences and convey key messages effectively (Melinda, T., & Ekky, A. 2019).

Events and Sponsorships are PR tactics used to create brand visibility, foster relationships, and connect with stakeholders. PR professionals organize press conferences, product launches, community events, and sponsorships to generate buzz, garner media coverage, and enhance brand reputation. Crisis Communication is a vital PR tool for managing and mitigating reputational risks during crises or challenging situations. This involves developing crisis communication plans, issuing timely statements, addressing concerns transparently, and managing stakeholder perceptions to minimize negative impacts (Manafe, J. D., Setyorini, T., & Alang, Y. A. K. 2018). Lastly, Corporate Social Responsibility (CSR) initiatives are PR tactics that demonstrate a company's commitment to social and environmental causes. This includes sustainability efforts, charitable partnerships, community engagement programs, and ethical business practices, which contribute to building a positive brand image and fostering goodwill among stakeholders (Bernard, M. 2010).

Public Relations (PR) plays a significant role in shaping brand image and reputation by strategically managing communication and fostering positive relationships with stakeholders. Effective PR initiatives can have a profound impact on how a brand is perceived by its target audience, the media, investors, employees, and the general public. One key aspect of PR's impact on brand image is Media Relations. By securing positive media coverage, managing press releases, and responding to media inquiries promptly, PR professionals can shape narratives and highlight the strengths and values of a brand. Positive

media coverage can enhance brand visibility, credibility, and trust among consumers (Papasolomou, I., Thrassou, A., Vrontis, D., & Sabova, M. 2014).

Additionally, PR activities such as Crisis Communication are instrumental in protecting and restoring brand reputation during challenging times. Transparent communication, swift response to issues, and proactive crisis management strategies can mitigate negative publicity, build resilience, and preserve stakeholder trust. Corporate Social Responsibility (CSR) initiatives, managed through PR efforts, demonstrate a brand's commitment to social causes, ethical practices, and sustainability. These initiatives not only contribute to positive societal impact but also enhance brand reputation, foster consumer loyalty, and attract like-minded stakeholders who align with the brand's values (Gulerman, N. I., & Apaydin, F. 2017).

Direct marketing is a targeted marketing strategy that involves communicating directly with individual consumers or businesses to promote products, services, or offers. Unlike mass marketing approaches that reach a broad audience, direct marketing focuses on personalized communication tailored to specific customer segments, aiming to elicit a direct response or action from recipients. This strategy relies on various methods and channels to deliver messages directly to the intended audience, bypassing intermediaries and facilitating direct interaction between the marketer and the consumer (Czinkota, M. R., Kotabe, M., Vrontis, D., Shams, S. R., Czinkota, M. R., Kotabe, M., ... & Shams, S. R. 2021).

One method of direct marketing is Direct Mail, which involves sending physical promotional materials such as postcards, catalogs, brochures, and personalized letters to targeted recipients via postal mail. Direct mail

campaigns can be highly personalized, using data-driven insights to customize content and offers based on recipients' preferences, behaviors, and demographics. This personalized approach aims to capture attention, engage recipients, and drive desired actions such as making purchases or visiting a store. Email Marketing is another prominent method of direct marketing, leveraging email communication to reach customers with promotional messages, newsletters, offers, and updates. Email marketing campaigns can be segmented based on customer data and preferences, allowing for targeted messaging and personalized content that resonates with recipients (Salari, R., & Backman, A. 2017). Effective email marketing strategies include crafting compelling subject lines, designing visually appealing layouts, incorporating clear calls-to-action, and analyzing performance metrics to optimize campaign results. Telemarketing is a direct marketing method that involves contacting potential customers via telephone to deliver sales pitches, solicit feedback, conduct surveys, or offer promotions. Telemarketing campaigns rely on trained sales representatives or automated systems to engage with prospects, address inquiries, and persuade them to take desired actions such as scheduling appointments or making purchases. Direct Response Advertising is a form of direct marketing that includes advertisements designed to elicit immediate responses from viewers or readers. These ads often include specific calls-to-action, contact information, and response mechanisms such as toll-free numbers, QR codes, or website URLs, prompting recipients to respond directly by placing orders, requesting more information, or signing up for offers. SMS Marketing utilizes text messaging to deliver promotional messages, alerts, or offers to mobile phone users. SMS campaigns are concise, timely, and

personalized, making them effective for reaching consumers on-the-go and driving immediate engagement or responses (Sharma, V., & Berad, D. N. 2019).

Overall, direct marketing methods are diverse and adaptable, allowing marketers to tailor communication strategies, target specific audiences, measure campaign effectiveness, and achieve direct and measurable results in terms of customer acquisition, engagement, and conversions. Direct marketing offers several distinct benefits that contribute to its effectiveness in promotion and marketing strategies. One of the primary advantages is Targeted Reach, where direct marketing allows businesses to precisely target specific customer segments based on demographics, behavior, interests, and purchasing history. This targeted approach ensures that promotional messages are delivered to individuals most likely to be interested in the products or services offered, increasing the likelihood of response and conversion (Gunasekharan, T., Basha, S. S., & Lakshmana, B. C. 2016).

Additional benefit of direct marketing is Personalization. Direct marketing campaigns can be highly personalized, incorporating recipients' names, preferences, past purchases, and relevant offers to create a tailored and engaging experience. Personalization enhances the relevance and impact of promotional messages, fostering a sense of connection and rapport with customers and increasing the chances of a positive response. Direct marketing also offers Measurable Results. Unlike traditional marketing methods that may be challenging to track and measure, direct marketing campaigns can be quantitatively evaluated using metrics such as response rates, conversion rates, click-through rates, and ROI (Return on Investment). This allows businesses to assess the effectiveness of their promotional efforts, identify areas for improvement, and optimize future campaigns for better outcomes. It also

facilitates Immediate Action and Response. By directly communicating with consumers through channels like email, direct mail, or SMS, direct marketing prompts recipients to take immediate actions such as making purchases, requesting more information, signing up for offers, or visiting a website. This immediate response capability can lead to faster conversions and accelerated sales cycles, contributing to revenue growth and business success (Kurniawan, R., & Suhermin, S. 2023).

Similarly, direct marketing fosters Customer Relationship Building. Through personalized communication, timely follow-ups, and ongoing engagement, direct marketing helps businesses nurture relationships with customers, build trust, and increase brand loyalty. Repeat purchases, referrals, and positive word-of-mouth generated from satisfied customers contribute to long-term business growth and sustainability. Some suitable examples of direct marketing includes Netflix and Spotify. Netflix uses direct marketing by sending personalized email recommendations based on viewers' watch history and preferences, prompting users to discover new shows or movies they might enjoy. Spotify utilizes direct marketing by sending customized playlist emails to users, curating music based on their listening habits and preferences, encouraging engagement and subscription retention (Todorova, G., & Zhelyazkov, G. 2021).

Personal selling is a strategic communication process in which sales representatives or agents engage directly with potential customers to understand their needs, educate them about products or services, and persuade them to make purchase decisions. Unlike mass marketing approaches, personal selling involves one-on-one interactions, allowing sales professionals to build rapport, address objections, provide tailored solutions,



and guide prospects through the sales process. Personal selling plays an essential role in the sales process by establishing direct, personalized interactions between sales representatives and potential customers. One of its key roles is Building Relationships. Personal selling allows sales professionals to develop rapport, trust, and credibility with prospects through meaningful conversations, active listening, and understanding their specific needs and preferences. This relationship-building aspect is crucial, especially in industries where trust and long-term partnerships are essential, such as B2B sales or high-value consumer purchases (Hamdan, Y., Ratnasari, A., Sofyan, A., & Yuniati, Y. 2020).

Another vital role of personal selling is educating and persuading. Sales representatives have the opportunity to educate prospects about the features, benefits, and value propositions of products or services, addressing any doubts or objections and providing tailored solutions. This personalized approach enables sales professionals to overcome barriers, alleviate concerns, and guide prospects towards making informed purchase decisions (Olariu, I. 2016). On top of that, personal selling contributes significantly to Customization and Adaptation. Sales representatives can customize their approach based on individual customer needs, preferences, buying motivations, and decision-making processes. This adaptability allows for more effective communication, solution presentation, and negotiation, leading to higher chances of closing sales and achieving customer satisfaction (KESTANE, S. Ü. 2020). It also plays a vital part in Market Feedback and Insights. Sales professionals act as valuable sources of feedback, gathering insights into customer preferences, competitive landscape, market trends, and potential opportunities or challenges. This feedback loop enables businesses to refine their marketing strategies, improve

product offerings, address customer pain points, and stay competitive in the market (Matviiets, O., & Kipen, V. 2021).

Personal selling contributes to Customer Retention and Loyalty. Building strong relationships and providing exceptional service during and after the sales process fosters customer loyalty, encourages repeat business, and generates positive word-of-mouth referrals. Satisfied customers who have positive experiences with sales representatives are more likely to become brand advocates and recommend the company to others, enhancing overall brand reputation and market presence (Firmansyah, F., Margono, S., Rohman, F., & Khusniyah, N. 2019). Effective personal selling relies on a combination of techniques and skills that enable sales professionals to engage, persuade, and build relationships with potential customers. One crucial technique is Active Listening, which involves fully understanding customers' needs, concerns, and preferences by attentively listening to their feedback, questions, and responses. This allows sales representatives to tailor their approach and offer relevant solutions that address customers' specific requirements. Another important technique is Questioning and Probing, where sales professionals ask open-ended questions to uncover customers' pain points, motivations, and buying criteria. This technique helps in gathering valuable information, identifying opportunities, and customizing sales pitches or presentations accordingly. Additionally, Product Knowledge is essential for effective personal selling. Sales representatives must have a deep understanding of their products or services, including features, benefits, pricing, competitive advantages, and use cases. This knowledge allows them to showcase value, answer technical queries, and demonstrate how the offering meets customers' needs (Adrian, C. M., Phelps, L. D., & Totten, J. W. 2017).



Sales professionals need to articulate their messages clearly, persuasively, and confidently, using compelling storytelling, visuals, and demonstrations to engage prospects and convey key messages effectively. Also, Negotiation and Closing Skills are necessary for successfully navigating the sales process. Sales representatives must be adept at handling objections, negotiating terms, addressing concerns, and ultimately closing deals in a mutually beneficial manner. Understanding customers' emotions, empathizing with their challenges, and building rapport based on trust and respect are essential for building long-lasting relationships and fostering customer loyalty (Adesoga, A. 2016). Mary Kay, a cosmetics company, implements successful personal selling strategies through personalized beauty consultations. Their independent beauty consultants offer one-on-one sessions where they analyze customers' skin types, preferences, and beauty goals. By recommending customized skincare and makeup products, Mary Kay creates a personalized experience that resonates with customers. This approach leads to higher customer satisfaction, repeat purchases, and positive word-of-mouth referrals, demonstrating the effectiveness of personalized consultations in building strong customer relationships and driving sales in the beauty industry.

Elevating Brands with Tactical Promotions

Promotional strategies and tactics are essential elements of a comprehensive marketing plan aimed at promoting products or services to target audiences effectively. Strategies involve overarching plans and approaches designed to achieve specific marketing objectives, such as increasing brand awareness, driving sales, or building customer loyalty. These strategies often encompass the selection of promotional mix elements, including advertising, sales promotions, public relations, direct marketing, and personal selling, tailored to

the needs of the target market and the overall marketing goals (Kuang, K., Jiang, M., Cui, P., Luo, H., & Yang, S. 2017).

Tactics, on the other hand, are the specific actions, techniques, and tools employed within the chosen promotional strategies to execute the marketing plan effectively. These tactics can vary widely based on the chosen promotional mix elements and may include creating compelling advertising campaigns, offering discounts or incentives through sales promotions, managing media relations and publicity in public relations efforts, executing targeted email or direct mail campaigns in direct marketing, and engaging in personalized sales interactions in personal selling (Tuten, T. L., & Ashley, C. 2011).

Successful promotional strategies and tactics require careful planning, coordination, and alignment with the overall marketing objectives and brand positioning. They should also consider factors such as the target audience's preferences, market trends, competitive landscape, budget constraints, and the desired outcomes of the promotional efforts. By leveraging the right mix of strategies and tactics, businesses can enhance brand visibility, engage customers effectively, drive conversions, and ultimately achieve their marketing goals (Ngugi, S. W. 2013).

The Art of Blended Communication

Integrated Marketing Communications (IMC) is a strategic approach that aims to align and integrate various marketing communication channels to deliver a consistent and unified message to target audiences. It involves coordinating different elements of the promotional mix, such as advertising, public relations, sales promotion, direct marketing, personal selling, digital marketing, and social media, into a cohesive and synchronized campaign. The key concept of



IMC is to ensure that all communication efforts work together harmoniously to reinforce brand messaging, enhance brand visibility, and create a seamless customer experience across multiple touchpoints (Porcu, L., del Barrio-García, S., & Kitchen, P. J. 2012).

The importance of Integrated Marketing Communications lies in its ability to create a unified brand image and message, thereby increasing brand recognition, credibility, and customer trust. By coordinating communication efforts across different channels, IMC helps in amplifying the impact of marketing campaigns, reaching diverse audience segments effectively, and maximizing the return on investment (ROI). It also facilitates better customer engagement and interaction by providing consistent and relevant messaging at every stage of the customer journey. Moreover, IMC enables businesses to build stronger relationships with customers, improve brand loyalty, and differentiate themselves from competitors in a cluttered marketplace (Kushwaha, B. P., Singh, R. K., Varghese, N., & Singh, V. N. 2020).

Integrated Marketing Communications (IMC) combines various promotional elements by aligning and synchronizing different communication channels to deliver a cohesive and unified message to target audiences. This integration involves coordinating advertising, public relations, sales promotion, direct marketing, personal selling, digital marketing, and social media efforts to ensure consistency and synergy in brand communication (Kitchen, P. J., & Burgmann, I. 2010). For example, a company may launch an advertising campaign that highlights a new product, complemented by public relations activities such as press releases or media interviews to generate buzz and enhance credibility. Simultaneously, sales promotion tactics like discounts or special offers may be implemented to encourage immediate purchase

decisions. Digital marketing channels such as email marketing or social media advertising can further amplify the message and engage customers. By combining these promotional elements strategically, IMC creates a comprehensive and impactful marketing campaign that resonates with target audiences and drives desired outcomes (Keller, K. L. 2016).

Tesla's IMC campaign integrates digital advertising, social media engagement, public relations, and product launches to promote sustainable energy solutions. The campaign highlights Tesla's electric vehicles, solar products, and energy storage systems through interactive content, testimonials, and educational resources. Tesla's cohesive messaging across platforms reinforces its commitment to sustainability, attracts environmentally-conscious consumers, and drives sales. The example demonstrates how effective IMC campaigns leverage multiple channels and strategies to deliver cohesive messaging, engage audiences, and achieve marketing objectives successfully (Kliatchko, J. 2005).

Audience Spectrum Exploration

Target audience segmentation is a marketing strategy that involves dividing a larger market into smaller, distinct groups of individuals or organizations who share similar characteristics, needs, preferences, or behaviors. The purpose of segmentation is to identify specific segments within the market that are most likely to respond positively to a company's products or services. This allows businesses to tailor their marketing efforts, messages, and offerings to resonate with the unique needs and preferences of each segment, ultimately increasing the effectiveness of marketing campaigns and driving customer engagement and loyalty (D. Newton, J., J. Newton, F., Turk, T., & T. Ewing, M. 2013).



There are various criteria used for target audience segmentation, including demographic factors (such as age, gender, income, education, occupation), geographic factors (such as location, region, climate), psychographic factors (such as lifestyle, values, beliefs, interests), and behavioral factors (such as purchasing behavior, brand loyalty, usage patterns). By analyzing these criteria and identifying segments with distinct characteristics and preferences, businesses can create targeted marketing strategies, develop relevant products or services, allocate resources efficiently, and maximize the impact of their marketing efforts. Target audience segmentation is a fundamental aspect of market research and strategic planning, enabling businesses to connect with their ideal customers and achieve business objectives effectively (Smith, R. A. 2017). Understanding the target audience is crucial for businesses as it allows them to tailor their products, services, and marketing strategies to meet the specific needs, preferences, and expectations of their ideal customers. By gaining insights into the demographics, behaviors, motivations, and pain points of the target audience, businesses can create more relevant and compelling messaging, develop products that resonate with customer needs, allocate resources effectively, improve customer satisfaction, and drive engagement and loyalty.

Ultimately, understanding the target audience enables businesses to make informed decisions, improve competitiveness, and achieve sustainable growth in a competitive marketplace. Target audience segmentation involves dividing a larger market into smaller, distinct groups based on specific criteria and techniques to better understand and reach potential customers. Segmentation criteria commonly used in marketing involve a systematic approach to dividing a broad consumer base into distinct groups based on shared characteristics,

behaviors, needs, or preferences. One commonly utilized criterion is demographic segmentation, which categorizes consumers based on demographic variables such as age, gender, income, education, occupation, marital status, and family size (Kitunen, A., Rundle-Thiele, S., Kadir, M., Badejo, A., Zdanowicz, G., & Price, M. 2019). This segmentation strategy acknowledges that different demographic groups may have varying needs, preferences, and purchasing behaviors. Then, Psychographic segmentation delves deeper into consumer psychology by grouping individuals based on their lifestyles, values, beliefs, attitudes, interests, personality traits, and behavioral patterns. This criterion aims to understand consumers' motivations, aspirations, and decision-making processes, allowing marketers to tailor messages, products, and experiences to resonate with specific psychographic segments. Moreover, geographic segmentation divides consumers based on their geographic location, including factors such as region, country, city size, climate, population density, and cultural differences. This segmentation approach recognizes that consumers in different locations may have unique cultural, social, economic, and environmental factors influencing their needs and preferences (Klöckner, C. A., & Klöckner, C. A. 2015).

Behavioral segmentation focuses on consumers' behaviors, purchase habits, usage patterns, brand loyalty, product preferences, benefits sought, and responses to marketing stimuli. By analyzing these behaviors, marketers can identify distinct segments such as loyal customers, occasional buyers, price-sensitive shoppers, brand enthusiasts, and early adopters, among others. Finally, firmographic segmentation is commonly used in business-to-business (B2B) marketing, categorizing organizations based on industry type, company size, revenue, geographical location, customer base, and purchasing behavior.

This segmentation criterion helps B2B marketers tailor their offerings, solutions, and marketing strategies to meet the specific needs and priorities of different businesses and industries (Hochbaum, D., Lyu, C., & Bertelli, E. 2013).

Overall, using a combination of segmentation criteria and techniques allows businesses to gain a deeper understanding of their target audience, tailor their marketing efforts, and deliver personalized experiences that resonate with customers, ultimately driving business growth and success. Tailoring promotional strategies based on audience segments is crucial for effective marketing. By understanding the unique needs, preferences, behaviors, and characteristics of different audience segments, businesses can create targeted and personalized promotional campaigns. This involves crafting messages, offers, and content that resonate with each segment, using appropriate channels and communication styles. For example, a luxury brand may target affluent segments with exclusive offers and high-end imagery, while a budget-friendly brand may focus on value propositions and affordability for price-sensitive segments. Tailored promotional strategies enhance relevance, engagement, and conversion rates, leading to more successful marketing outcomes and customer relationships (Gensler, A., & Sick, B. 2014).

The Evolution of Brand Equity

Brand equity building is the process of nurturing and enhancing the overall value and perception of a brand among consumers, which in turn leads to increased customer loyalty, trust, and competitive advantage. Brand equity comprises several key components that collectively contribute to the overall value and strength of a brand in the eyes of consumers. One essential component is brand awareness, which represents the level of recognition and familiarity that



consumers have with a brand (Keller, K. L. 2013). A strong brand awareness ensures that consumers can easily recall and recognize the brand, leading to increased consideration and preference during purchase decisions. Another crucial component is brand associations, which encompass the attributes, values, emotions, and perceptions linked to a brand. Positive brand associations help create a unique brand identity and differentiate the brand from competitors, fostering consumer loyalty and trust (King, C., & Grace, D. 2010).

Additionally, brand loyalty is a fundamental component of brand equity, reflecting the degree of commitment, repeat purchases, and advocacy that consumers exhibit towards a brand. Loyal customers not only contribute to recurring revenue but also serve as brand ambassadors, spreading positive word-of-mouth and enhancing brand reputation. Perceived quality is another significant component, representing consumers' perceptions of a brand's product or service quality. Consistently delivering high-quality products or services establishes credibility, builds trust, and strengthens brand equity over time (Charanah, J., & Njuguna, R. K. 2015).

Effective brand equity building involves strategic marketing efforts, consistent brand messaging, quality products or services, exceptional customer experiences, and ongoing brand management to ensure that the brand remains relevant, competitive, and valued by consumers. Promotional strategies for building and enhancing brand equity involve a combination of tactics aimed at increasing brand awareness, fostering positive brand associations, and cultivating brand loyalty among consumers. These strategies may include advertising campaigns that highlight the brand's unique value propositions and benefits, public relations initiatives to generate positive media coverage and



enhance brand reputation, sponsorships and partnerships with relevant events or organizations to reach target audiences, social media engagement to interact with customers and build brand community, and customer loyalty programs to reward repeat purchases and encourage brand advocacy (Karunanithy, M., Sivesan, S., & Lanka, S. 2013).

Consistent messaging, high-quality products or services, and positive customer experiences are key elements in strengthening brand equity through promotional strategies. Like, TikTok has transformed into a global phenomenon by focusing on user-generated content, creativity, and community engagement. The platform's promotional strategies, such as hashtag challenges, branded content campaigns, and partnerships. In the end, the promotional mix is a strategic toolkit comprising advertising, sales promotion, public relations, direct marketing, and personal selling. Its purpose is to engage with target audiences, raise awareness, generate interest, and ultimately drive sales and business success. Effective promotional strategies are tailored to marketing objectives, target audience preferences, and market dynamics, ensuring message clarity, relevance, and consistency across channels. Measurement of key performance indicators such as brand awareness, customer engagement, and ROI is essential for evaluating campaign effectiveness and refining promotional efforts. Overall, a well-crafted promotional mix is integral to building brand equity, fostering customer relationships, and achieving marketing goals (Fasana, S. F., & Haseena, A. G. 2017).

Table 8.1 Essential Elements of Brand Building

Component	Definition	Strategies	Examples
Brand Awareness	Familiarity with the brand	Campaigns, sponsorships	Nike's "Just Do It", Coca-Cola's iconic logo

Brand Associations	Values and qualities linked to the brand	Messaging, storytelling	Apple's innovation, Nike's athleticism
Brand Loyalty	Customer commitment to the brand	Loyalty programs, rewards	Starbucks' Rewards, Amazon Prime's benefits
Perceived Quality	Consumer perception of product/service quality	Innovation, quality control	Tesla's reputation, Apple's reliability
Brand Identity	Visual and verbal representation of the brand	Identity guidelines, storytelling	McDonald's arches, Nike's swoosh
Brand Trust	Consumer confidence in the brand	Transparency, ethics	Patagonia's sustainability, Dove's Real Beauty

This advanced-level table provides a comprehensive overview of brand equity building, breaking down the components of brand equity along with their definitions, strategies, tactics, and examples. It illustrates how each component contributes to strengthening brand equity and fostering positive consumer perceptions (Llopis-Amorós, M. P., Gil-Saura, I., & Molina, M. E. R. 2018).

Effective promotion plays a crucial role in achieving marketing objectives by increasing brand visibility, attracting target audiences, and driving desired actions. It helps create awareness about products or services, communicates key messages, differentiates offerings from competitors, and influences consumer perceptions. Through strategic promotion, businesses can generate interest, stimulate demand, and ultimately increase sales and revenue. Effective promotion also builds brand credibility, fosters customer relationships, and enhances market competitiveness. By aligning promotional efforts with marketing goals, businesses can maximize reach, engagement, and ROI, contributing to overall business success and growth in today's dynamic and competitive marketplace (Zailskaite-Jakste, L., & Kuvykaitė, R. 2013).

Future trends in promotional strategies are likely to revolve around digitalization, data-driven insights, personalized experiences, sustainability, and ethical

marketing practices. Businesses will increasingly leverage advanced technologies such as AI, machine learning, and big data analytics to gather valuable consumer insights and deliver targeted, personalized promotions. Sustainability will play a significant role, with consumers prioritizing eco-friendly brands and practices. Additionally, ethical considerations such as transparency, authenticity, and social responsibility will be crucial in shaping promotional strategies. Omni-channel approaches, influencer partnerships, and interactive experiences will continue to gain traction, providing engaging and impactful promotional opportunities.



References:

1. Abdeta, O. E., & Zewdie, S. (2021). The Effects of Promotional Mix Strategies on Organizational Performance: Evidence from Systematic Review of Literature. *International Journal of Business and Economics Research*, 10(6), 236-245.
2. Adesoga, A. (2016). Examination of the relevance of personal selling in marketing activities: A descriptive method. *Journal of accounting and management*, 6(2), 103-116.
3. Adrian, C. M., Phelps, L. D., & Totten, J. W. (2017). Using Personal Selling Techniques to Influence Student Evaluation of Faculty Instruction. *Journal of Learning in Higher Education*, 13(2), 45-50.
4. Alexandrescu, M. B., & Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*, 23(4), 268-274.
5. Anyadighibe, J. A., Etuk, A., James, E. E., & Stephen, R. (2021). Effect of promotional mix on the marketing of insurance services. *Journal of Business and Management Studies*, 3(2), 125-134..
6. ATKINSON, H. (2010). Promotional mix.
7. Bernard, M. (2010). Public relations: The integration of social media tools with traditional PR strategies.
8. Charanah, J., & Njuguna, R. K. (2015). The effects of promotional mix tools on brand equity among hospitals in Nairobi County. *International Journal of Sales, Retailing and Marketing*, 4(6), 45-51.
9. Czinkota, M. R., Kotabe, M., Vrontis, D., Shams, S. R., Czinkota, M. R., Kotabe, M., ... & Shams, S. R. (2021). Direct Marketing, Sales Promotion,

- and Public Relations. *Marketing Management: Past, Present and Future*, 607-647.
10. D. Newton, J., J. Newton, F., Turk, T., & T. Ewing, M. (2013). Ethical evaluation of audience segmentation in social marketing. *European Journal of Marketing*, 47(9), 1421-1438.
 11. Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing the impact of promotion mix on consumer's purchase decision. *Advanced Social Humanities and Management*, 2(1), 71-81.
 12. Fasana, S. F., & Haseena, A. G. (2017). Promotional mix as the strategic tool for improving brand equity (A case in franchise fast food restaurants in Sri Lanka). *International Journal of Engineering and Management Research (IJEMR)*, 7(6), 6-11.
 13. Firmansyah, F., Margono, S., Rohman, F., & Khusniyah, N. (2019, October). The concept and steps of personal selling. In *2018 International Conference on Islamic Economics and Business (ICONIES 2018)* (pp. 225-232). Atlantis Press.
 14. Gensler, A., & Sick, B. (2014, September). Novel Criteria to Measure Performance of Time Series Segmentation Techniques. In *LWA* (pp. 193-204).
 15. Gulerman, N. I., & Apaydin, F. (2017). Effectiveness of digital public relations tools on various customer segments. *Journal of Management Marketing and Logistics*, 4(3), 259-270.
 16. Gunasekharan, T., Basha, S. S., & Lakshmanan, B. C. (2016). A Study on impact of Promotion Mix elements-Sales promotion & Direct Marketing of DTH manufactures on Customer Behaviour. *ITI HAS The Journal of Indian Management*, 6(1), 67-72.

17. Hamdan, Y., Ratnasari, A., Sofyan, A., & Yuniati, Y. (2020, March). Personal Selling Skill in Building Interaction with Consumers. In *2nd Social and Humaniora Research Symposium (SoRes 2019)* (pp. 262-266). Atlantis Press.
18. Hochbaum, D., Lyu, C., & Bertelli, E. (2013). Evaluating performance of image segmentation criteria and techniques. *EURO Journal on Computational Optimization*, 1(1-2), 155-180.
19. Karunanithy, M., Sivesan, S., & Lanka, S. (2013). An empirical study on the promotional mix and brand equity: Mobile service providers. *Industrial engineering letters*, 3(3), 1-9.
20. Keller, K. L. (2013). Brand equity and integrated communication. In *Integrated Communication* (pp. 103-132). Psychology Press.
21. Keller, K. L. (2016). Unlocking the power of integrated marketing communications: How integrated is your IMC program?. *Journal of Advertising*, 45(3), 286-301.
22. KESTANE, S. Ü. (2020). Dynamics of personal selling and changing sales skills in the digital age. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 13(2), 285-304.
23. Khan, M. S. (2016). Impact of promotional mix elements on tourist's satisfaction: A case study of Mussoorie. *International Journal of Research in Commerce and Management*, 7(4), 4-8.
24. Khanfar, I. A. (2016). The effect of promotion mix elements on consumers buying decisions of mobile service: the case of Umniah telecommunication company at Zarqa city-Jordan. *European Journal of Business and Management*, 8(5), 94-100.

25. King, C., & Grace, D. (2010). Building and measuring employee-based brand equity. *European Journal of marketing*, 44(7/8), 938-971.
26. Kitchen, P. J., & Burgmann, I. (2010). Integrated marketing communication. *Wiley international encyclopedia of marketing*.
27. Kitunen, A., Rundle-Thiele, S., Kadir, M., Badejo, A., Zdanowicz, G., & Price, M. (2019). Learning what our target audiences think and do: Extending segmentation to all four bases. *BMC public health*, 19, 1-10.
28. Kliatchko, J. (2005). Towards a new definition of integrated marketing communications (IMC). *International Journal of Advertising*, 24(1), 7-34.
29. Klöckner, C. A., & Klöckner, C. A. (2015). Target group segmentation—Why knowing your audience is important. *The psychology of pro-environmental communication: Beyond standard information strategies*, 146-160.
30. Kuang, K., Jiang, M., Cui, P., Luo, H., & Yang, S. (2017). Effective promotional strategies selection in social media: A data-driven approach. *IEEE transactions on big data*, 4(4), 487-501.
31. Kumar, S., & Patra, S. (2017). Does promotion mix really help to enhance brand equity: A literature review. *Indian Journal of Commerce and Management Studies*, 8(2), 80-86.
32. Kurniawan, R., & Suhermin, S. (2023, December). Influence of sales promotion, direct marketing, and personal selling on consumer purchase intention. In *International Conference of Business and Social Sciences* (Vol. 3, No. 1, pp. 186-195).
33. Kushwaha, B. P., Singh, R. K., Varghese, N., & Singh, V. N. (2020). Integrating social media and digital media as new elements of integrated

- marketing communication for creating brand equity. *Journal of Content, Community & Communication*, 11(6), 52-64.
34. Lim, W. M., & Guzmán, F. (2022). How does promotion mix affect brand equity? Insights from a mixed-methods study of low involvement products. *Journal of Business Research*, 141, 175-190.
 35. Liu, F., LeBlanc III, H. P., Kanso, A., & Nelson, R. (2023). Improving the media mix: how promotional products enhance advertising impact. *Journal of Marketing Communications*, 29(6), 577-596.
 36. Llopis-Amorós, M. P., Gil-Saura, I., & Molina, M. E. R. (2018). The role of marketing communications in generating brand equity for an event. *Event Management*, 22(5), 825-848.
 37. Maina, P., & Afande, F. (2015). Effect of promotional mix elements on sales volume of financial institutions in Kenya: Case study of Kenya post office savings bank. *Journal of Marketing and Consumer Research*, 11(1), 64-91.
 38. Manafe, J. D., Setyorini, T., & Alang, Y. A. K. (2018). Influence of implementation on mix promotion model strategy towards tourist visitation in Indonesia. *International research journal of management, IT and social sciences*, 5(6), 26-39.
 39. Matviiets, O., & Kipen, V. (2021). The features of direct marketing and personal selling as a form of marketing communications. *VUZF review*, 6(2), 139.
 40. Maulani, T. S. (2017). The effectiveness of promotional mix toward image of the thematic day in bandung. *International Journal of Business, Economics and Law*, 12(2), 26-34.

41. Mbogo, P. K. (2013). Influence of promotion mix strategies on the growth of customers of pathologists Lancet Kenya (Doctoral dissertation, University of Nairobi).
42. Melinda, T., & Ekky, A. (2019). THE EFFECTS OF PROMOTION MIX ON CUSTOMERS'BUYING DECISION.
43. Naumovska, L., & Blazeska, D. (2016). Public relation based model of integrated marketing communications. *UTMS Journal of Economics*, 7(2), 175-186.
44. Ngugi, S. W. (2013). Promotional strategies applied to drive competitiveness at Essar Telecom Kenya (Doctoral dissertation, University Of Nairobi).
45. Olariu, I. (2016). Personal selling in marketing. Studies and scientific researches. Economics edition.
46. Papasolomou, I., Thrassou, A., Vrontis, D., & Sabova, M. (2014). Marketing public relations: A consumer-focused strategic perspective. *Journal of Customer Behaviour*, 13(1), 5-24.
47. Porcu, L., del Barrio-García, S., & Kitchen, P. J. (2012). How Integrated Marketing Communications (IMC) works? A theoretical review and an analysis of its main drivers and effects. *Communication & Society*, 25(1), 313-348.
48. Qian, C., Wu, C. F., Zhang, Z., & Huang, H. Y. (2019). A study on the promotional mix of pre-service in the view of service design. *Industrial Management & Data Systems*, 119(8), 1669-1690.
49. Raj, R. V. (2016). Direct marketing and international promotion. *International Journal of Engineering and Management Research (IJEMR)*, 6(1), 208-212.

50. Rijal, A., & Siregar, A. R. (2021). The Effect Of Promotion Mix Costs On Sales Volume And Its Impact On The Benefits Of Agribusiness Medium Enterprises In Maros District. *International Journal of Science, Technology & Management*, 2(1), 1-12.
51. Salari, R., & Backman, A. (2017). Direct marketing of parenting programs: Comparing a promotion-focused and a prevention-focused strategy. *The European Journal of Public Health*, 27(3), 489-494.
52. Sharma, V., & Berad, D. N. (2019). To Study the Role of Mobile Marketing Technique as Direct Marketing Tool Under Promotion Mix in Business Schools.
53. Shimp, T. A. (2000). Advertising promotion. *Supplemental Aspects of Integrated*, 4, 245-273.
54. Smith, R. A. (2017). Audience segmentation techniques. In *Oxford Research Encyclopedia of Communication*.
55. Sunday, A., & Bayode, B. (2011). Strategic influence of promotional mix on organisation sale turnover in the face of strong competitors. *Management & Marketing Journal*, 9(1).
56. Tege, R. I. N. (2022). The Influence of Promotion Mix on Consumer Purchase Decision of Indihome Product at PT. Telkom Tondano Region. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(2), 748-758.
57. Todorova, G., & Zhelyazkov, G. (2021). Impact of marketing communication mix on business results of SMEs. In *SHS Web of Conferences* (Vol. 120, p. 02016). EDP Sciences.

58. Tuten, T. L., & Ashley, C. (2011). Promotional strategies for small businesses: group buying deals. *Small Business Institute Journal*, 7(2), 15-29.
59. Wahyudi, A. E. A., & Melinda, T. (2018). THE EFFECTS OF PROMOTION MIX ON CUSTOMERS'BUYING DECISION. *Jurnal Entrepreneur Dan Entrepreneurship*, 7(2), 63-70.
60. Zailskaite-Jakste, L., & Kuvykaitė, R. (2013). Communication in social media for brand equity building. *Economics and Management*, 18(1), 142-153.

