

FIGURE 15-2 The five elements of the promotional mix

PROMOTIONAL ELEMENT	MASS OR CUSTOMIZED	PAYMENT	STRENGTHS	WEAKNESSES
Advertising	Mass	Fees paid for space or time	<ul style="list-style-type: none"> • Efficient means for reaching large numbers of people 	<ul style="list-style-type: none"> • High absolute costs • Difficult to receive good feedback
Personal selling	Customized	Fees paid to salespeople as either salaries or commissions	<ul style="list-style-type: none"> • Immediate feedback • Very persuasive • Can select audience • Can give complex information 	<ul style="list-style-type: none"> • Extremely expensive per exposure • Messages may differ between salespeople
Public relations	Mass	No direct payment to media	<ul style="list-style-type: none"> • Often most credible source in the consumer's mind 	<ul style="list-style-type: none"> • Difficult to get media cooperation
Sales promotion	Mass	Wide range of fees paid, depending on promotion selected	<ul style="list-style-type: none"> • Effective at changing behavior in short run • Very flexible 	<ul style="list-style-type: none"> • Easily abused • Can lead to promotion wars • Easily duplicated
Direct marketing	Customized	Cost of communication through mail, telephone, or computer	<ul style="list-style-type: none"> • Messages can be prepared quickly • Facilitates relationship with customer 	<ul style="list-style-type: none"> • Declining customer response • Database management is expensive