

PROMOTION.

How to attract, win and retain customers?

January, 9th
Start at 08:00-12:00PM
Western University

Speaker:



Ms. Juli Onyshchenko
International Marketing Expert
former Head of Marketing in Retail

Moderator:



Mr. Phoung Vuthy,
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“Without promotion something terrible happens... Nothing!” © (P. T. Barnum)

Only \$9 and 4 hours for your own Promotion plan

Objectives:

- ✓ Understand how to set goals and objectives of the of promotions
- ✓ Learn how to plan and carry out various promotions
- ✓ Choose the best set of tools for campaigns, depending on different factors
- ✓ Explore the features and capabilities of different types of promotions

Content:

- ❑ Why promotion - from the perspective of the company and the buyer?
- ❑ The difference between advertising and promotions.
- ❑ What to promote to reach the best result?
- ❑ Your best promoters – reputation, stuff and clients
- ❑ Promotion planning: When? What? Where? Why?
- ❑ What promotions can and cannot do?.
- ❑ Two main types of promotions – “trade” (working with merchants) and “the consumer” (the work for customer). Their goals and strategies.
- ❑ Main stages of successful promotion. Development and preparation of promotions.
- ❑ Typical mistakes of promotions. Audit of promotions.
- ❑ The calculation of the effectiveness of promotions - Calculation of Incremental volume.
- ❑ Loyalty Program: How to make it work.
- ❑ Methods of promotion depending on the purposes and the geography.
- ❑ Promotion in tight or zero budget.

Join to the brand new MRTS seminar to consider the reasons why you should refer to the promotions, the problem that it can solve. We will look at Trade and Consumer promotion like at two parts of one whole. Also we will discuss development, preparation, embodiment and the result of promotions, typical mistakes and how to avoid them. All material will be supported with case studies of various types of promotions.