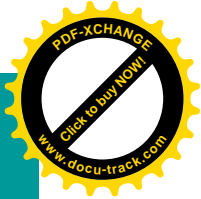


ADVERTISING and Marketing Process

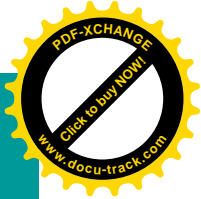
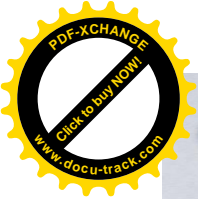
MUSTHOFA HADI, SE
cak_must@yahoo.com



ADVERTISING

Ads and The Marketing Framework

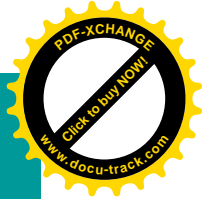




ADVERTISING

Ads on Marketing Mix -detail

<h3>PRODUCT</h3> <ul style="list-style-type: none">✿ Design and Development✿ Branding✿ Packaging✿ Maintenance	<h3>PLACE</h3> <ul style="list-style-type: none">✿ Distribution Channels✿ Market Coverage✿ Storage
<h3>PRICE</h3> <ul style="list-style-type: none">✿ Price copy✿ Psychological Pricing✿ Price Lining✿ Value Determination	<h3>PROMOTION</h3> <ul style="list-style-type: none">✿ Advertising✿ Personal Selling✿ Direct Marketing✿ Sales promotion✿ PR✿ Interactive Marketing

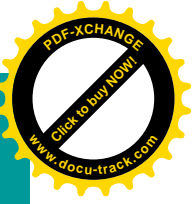


ADVERTISING

The Power of Communication

- Can build and maintain relationship
- Improving Trust - Goodwill
- Change the (-) to be (+)
- Clarity
- Investment



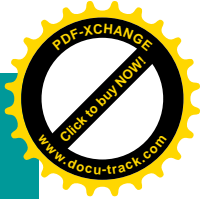
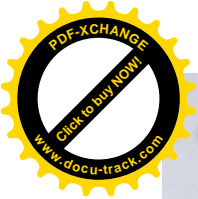


ADVERTISING

Strengths of Ads as a Marketing Technique

- Can reach a mass audience
- Introduces products
- Explains important changes
- Reminds and reinforces
- Persuades





ADVERTISING

What does Ads Close to?

- Coverage
- Positioning - Branding
- Relationship - Networking
- Value





Thank You

