**Promotion Considerations for Business**

Promotion is simply communication between a business and its customers. For success, the communication should do one or more of three things. It should inform, persuade, or influence your target market. Focus on how your business can help your customers and make their lives better. Influence a purchase decision by sharing the benefits to be gained or hindrances to be avoided with the help of your product or service.

Plan your marketing communications. Create a promotional strategy that will get attention, be easily understood, and encourage your market to take action. Do you want them to buy, read, learn, etc. Ask them to perform the task or make it so enticing that they are compelled to do so on their own. Afterwards, assess the effectiveness of your strategy. Be prepared to tweak your strategy as needed to meet your goals.

Remember, your goals are to provide information about your goods or services, increase demand and create interest, differentiate yourself, and emphasize value by focusing on useful qualities while being consistent. Even as buyers, seasons, and other market factors change, adapt your product and service to remain stable and consistent.

Depending on your business, you'll need to formulate a plan to use a combination of the different forms of promotion including personal selling, advertising, publicity, and sales promotion. You can tell people about your product or service one-on-one or advertise through television, magazines, newspapers, billboards, radio, phone book, online, or through social media. Public relations with your customers, suppliers, stockholders, employees, government, and general public are as important as publicity from unpaid media advertising. Sales promotion can be done through trade show displays, coupons, raffles, contests, product/service demonstrations, and product samples.

There is a challenge in finding the right promotional mix. It is further intensified by the nature of the market, product or service, stage in the life cycle, price of the product or service, and your investment in promotion. If your market is small, your product or service is complex, or it is an industrial offering, consider focusing on meeting face-to-face with your potential buyers. Personal selling is also helpful for products and services that are expensive or early in their life cycle.

Advertising is helpful for standard products, large markets, lots of potential buyers, large geographic areas, relatively inexpensive items or services, and products and services in late growth thru early decline in their life cycle.

So, set your promotional goals and allocate available funds to achieve highest return on your investment. Evaluate the success of each promotion or promotion period, and be prepared to change your promotional mix to meet your markets' needs as they change. Happy promoting!