

## Sales Promotion by Internet Marketing Tools

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**Abstract:** Sales can be promoted by activities such as television advertising, internet advertising, brochures, posters, various point-of-sale promotions, social networks, promotions in public places and more. For sales promotion, it is important not only to attract new customers to your product or service, but also to retain existing customers - in the long run, they can become regular customers, attracting new customers from their environment.

**Keywords:** sales promotion, marketing, internet marketing tools

### Introduction

Tastings and presentations effectively reveal certain product features and communicate in two directions: both shoppers learn a great deal and manufacturers receive first-hand feedback. Lotteries, games and a number of other promotional activities attract attention and make a significant contribution to the customer's decision to purchase the products. The information collected at the point of sale is a valuable asset that helps you make invaluable decisions and drive sales.

### Sales Promotion Concept

**Sales Promotion-** short-term measures that facilitate the purchase of goods to increase sales. In the 21st century, sales promotion is the fastest of all promotional activities. Sales promotion, in particular because it creates special conditions for the buyer to purchase the goods. Promotions can be used for a variety of purposes. Companies use sales promotions to attract new customers, encourage loyal customers, and drive sales. There are a number of sales promotions. They are constantly emerging, especially in online marketing. The company chooses the tools according to the target group they want to target.

Table 1 present different definition sales promotion. Belch , G., E., Belch, M., A, (2003) state that sales promotions are direct incentives that offer additional value or product incentive merchants, suppliers, or end users. Kotler, P., Keller, K. L. (2006) sales promotion is a set of promotional tools to encourage consumers or merchants to run faster and larger purchases of products or services. Pajuodis, A. (2002) state that sales promotion of short-term actions directed at buyers that, once concluded facilitating the acquisition of goods. Stone A. M., Desmond, J. (2007) state that sales promotions are short-term measures that stimulate interest, willingness to try or buy product. Grubor A., Djokic N., Milicevic N., (2015) state that sales promotion significant part of a firm's marketing activities, consumers are becoming more sensitive to price changes.

Table 1. Definition of sales promotion

Author	Definition
Belch , G., E., Belch, M., A, (2003)	Sales promotions are direct incentives that offer additional value or product incentive merchants, suppliers, or end users in order to make an immediate purchase.
Kotler, P., Keller, K. L. (2006)	Sales promotion is diverse a set of promotional tools to encourage consumers or merchants to run faster and larger purchases of products or services.
Pajuodis, A. (2002)	Sales promotion is the totality of short-term actions directed at buyers that, once concluded facilitating the acquisition of goods, the aim is to increase sales.
Stone A. M., Desmond, J. (2007).	Sales promotions are short-term measures that stimulate interest, willingness to try or buy product and applies not only to end users but also to other participants in the channel. Sales promotion can be directed to end users, brokers or company employees.
Albrechtas J. (2006)	Sales promotion - there is information for consumers about what is on the market products and services to persuade them that they need to be

	purchased.
Grubor A., Djokic N., Milicevic N., (2015)	Sales promotion is a significant part of a firm's marketing activities, especially in modern economies where prices are rising fast, consumers are becoming more sensitive to price changes.
Albrechtas J. (2006)	Albrechtas (2006) identifies the following sales promotion objectives: * attract consumers; * providing them with necessary information; * create benefits; * execute the sale; * reminding about the purchase; * increase sales volume; * establishing long-term relationships with consumers; * achieve consumer acceptance of the new product as soon as possible

Sales promotion is a marketing activity that involves suppliers and is aimed at end users. Such marketing activity adds value to the product over a period of time and encourages the consumer to buy (coupons, lotteries), stimulates sellers to offer the product or service (tasting) and so on. Sales promotions are based on a discount system. Sales promotion includes actions and decisions that determine the use of specific, short-term purchasing incentives.

The main goals of sales promotion can be distinguished:

- increase purchases in the short or long term;
- increase profits;
- introducing a new product to the market;
- introduce the brand to the consumer);
- to promote brand loyalty.

The following promotional items are distinguished: e-vouchers, product samples, additional bonuses, discounts, contests, betting and programs.

Key Sales Promotion Tools:

- organization of competitions between sellers, brokers and buyers;
- awarding of prizes;
- display of goods on websites;
- sending samples for free.
- the use of coupons guaranteeing a discount on the purchase of the item;
- gifts for other goods of the same company;
- discounts for wholesalers;
- cumulative discount.

Sales promotion tolls are:

**The loyalty program** is a program for regular customers that entitles you to special offers and discounts when you visit your company. The loyalty program is only for individuals. The customer's status as a member of the loyalty program is confirmed by the card, which gives him / her access to special loyalty program discounts. Customers can purchase the cards in-house. The card is issued free of charge. In order to receive the Card, the Client must fill in a special form. If the customer refuses to provide the requested data in the form, the Card may not be issued. By signing up for the Card, the Loyalty Program Participant agrees to the Loyalty Program Terms and undertakes to abide by them.

**Contests, lotteries** are very popular forms of information and offer to consumers. They are attractive. The competition requires participants to demonstrate some knowledge, and the lottery is dominated by randomness. However, one way or another is to showcase or promote goods, sometimes to promote them. This remedy can be organized as a television show featuring potential buyers.

**Examples of goods.** Small size packages of popular supplements are a great way to test a product to determine if it is right for you before buying a standard size pack. So if you're having a hard time deciding which product to choose, try their smaller versions and definitely pick your favorite.

**Event marketing** is the act of marketing a product, service, news or business name by specifically creating or modifying an event, celebration, or other event (sporting, musical, exhibitions, etc.)

**Uniform coupon** means a coupon with which the place of supply of the related goods or services and the VAT payable on those goods or services are known at the time of issue of the coupon. (such as a specific service, product, or set of services).

**Multiple coupon** - A coupon that is not a single coupon, i.e. y. the place of supply of the goods or services related to it and / or the VAT payable on those goods or services at the time of issue of the coupon are not known. (eg Acropolis, Maxima gift certificates).

**Price - off deal** a sales promotion strategy where the consumer receives a discount.

### **Internet Marketing Tools**

Internet marketing is an integral part of an ever-changing environment. Social networking is constantly concerned with updating their platforms, so it is extremely important for anyone working in online marketing to keep up with innovation.

Email is a way to create, send and receive messages via electronic communication systems.

Email is created using the traditional mail metaphor - messages are called letters, letters are sent to inboxes from where they can be retrieved at any time for reading.

**Online Forum** - Also known as a discussion forum, is a virtual place for exchanging thoughts and experiences online. Communication takes place asynchronously, i.e. y. not in real time.

Mostly an Internet forum has a specific topic or is divided into several topics with separate subforums. They allow you to create discussion topics that interested users can read and respond to.

**BLOGas.lt** - website, which allows to create a free Lithuanian blog. The user can select one of 29 ready-made themes for his blog or create his own. Unlimited text - you can write as much as you like, but pictures can only be uploaded at 2 MB. The blog owner can set the latest posts to be uploaded in RSS format.

Social media is online content created by internet users using readily available technologies that make it easy to create, host and distribute information. Blogs, microblogs, social networks, discussion forums all fall under this type of content.

Larger social networks and chat and messaging gadgets provide the number of monthly active users, but the number of daily active users joining at least once a day is increasing. Other niche networks and gadgets provide only unique visitors or sign-ups, simply because they don't have many.

Social networks

Facebook, a network with more than \$ 2.2 billion users who log in at least once a month.

YouTube - Google's network of companies with over 1.9 billion visits users per month.

Instagram - Facebook's network of companies with more than \$ 1 billion active users, of which 500 million logs in daily.

Twitter, a network of over 300 million people active users, of which 135 million logs in daily.

Vkontakte is a network of more than 100 million people. monthly login users.

Pinterest - A network with over 200 million users logging in at least once a month.

LinkedIn - Microsoft's 100 million professional network active users (logging in at least once a month).

Website . Always has a home page accessible via the Internet via the website's web address and / or IP address. The website is usually hosted on a single server, prepared and maintained by an individual, group, or organization as a collection of information.

**Internet Marketing Tools Advantages and Disadvantages**

Table. Internet marketing tools advantages and disadvantages (based on [https://foxiad.lt/internetine\\_rinkodara-vienas\\_populiariausiu\\_budu\\_reklamuoti\\_savo\\_versla/](https://foxiad.lt/internetine_rinkodara-vienas_populiariausiu_budu_reklamuoti_savo_versla/))

Advantages	Disadvantages
<p>Awareness. Through social networking, a company can communicate directly not only with a group of customers, but also with an individual user. Close contact with consumers enhances brand awareness and creates a positive corporate image.</p> <p>Social networks are also increasingly being used to raise brand awareness. The great advantage is that they provide one-way communication (when the sender transmits the message to the user / recipient), which allows the user to react to the incoming message, communicate with the sender and thus exchange information.</p>	<p>Consumer activity. Real success depends to a large extent on customer engagement online.</p>
<p>Equivalence. Every business has the ability to compete with anyone else, no matter how big the business and its size. On the Internet, small business online can be more flexible and communicate better with their consumers.</p>	<p>Time-sensitive. It takes time - content must be created, edited, approved and released; comments must be answered and the site must be regularly maintained and updated.</p>
<p>Speed. The Internet is by far the most efficient and fast way to reach and convey a multimedia message of various formats to the user. With the Internet, you can reach customers in just seconds and the cost of such communication is low.</p>	<p>An abundance of social channels. Forums, blogs (blogs), social networks, etc. the abundance of channels you use to communicate your business can cause problems with the consistency and freshness of the information.</p>
<p>Price. Businesses can develop an online marketing strategy at a very low cost and thus successfully replace expensive advertising channels such as print, television and radio.</p>	<p>Lack of computer literacy. Older people may lack computer literacy, so they can choose leaflets to read at leisure. Think again about your segment.</p>
<p>Advertising. With social sharing buttons, email and social networks, you can share your message incredibly quickly.</p>	<p>Updating of information. The field of online marketing is very dynamic and constantly changing, so it constantly requires updating of knowledge according to Google guideline.</p>
<p>Availability. Your business can be seen anywhere in the world, even with a simple marketing campaign and for a relatively small amount of money.</p>	<p>Professional online marketing requires investment.</p>

**Conclusions**

Sales promotion is a marketing activity, involving suppliers and targeting end users. Such marketing activity adds value to the product over a period of time and encourages the consumer to buy (coupons, lotteries), stimulates sellers to offer the product or service (tasting) and so on. Sales promotions are based on a discount system, while advertising is aimed at branding, and SEO services can effectively contribute to this. Sales promotion includes actions and decisions that determine the use of specific, short-term purchasing incentives. The main goals of sales promotion can be distinguished, which can be used to select appropriate incentives:

- increase purchases in the short or long term;
- increase benefits (number of buyers, profit of the institution);
- introducing a new product to the market;
- introduce the brand to the consumer (create recognition);
- encourage loyalty to the institution concerned, its brand and its goods and / or services.

The following promotional items can be distinguished: e-vouchers, examples, bonuses, discounts, contests, betting and programs. Sales Exchanges in Sales Promotion are focused on brokerage between retailers and wholesalers through a distribution channel. The sales distribution chain also includes price trades.

**Key Sales Promotion Tools:**

- organization of competitions between sellers, brokers and buyers;
- awarding of prizes;

display of goods on websites;

sending samples for free. These are the most popular game demos in Lithuania that do not have all the features of a game. It is hoped that this will encourage the aspiring user to purchase (buy) the full version of the game. In addition, [www.amazon.com](http://www.amazon.com) is a widespread book sale, with initially only one section on the website. If you are interested you will buy the whole book in the e - shop.

the use of coupons guaranteeing a discount on the purchase of the item;

gifts for other goods of the same company;

discounts for wholesalers;

cumulative discount. After implementing the cumulative discount solution, buyers receive a discount - a percentage of their purchase amount. Merchants have the option of setting up different schemes whereby shoppers earn a percentage of discount that increases based on their total purchases at that store. With more and more frequent purchases at the online store, the buyer gains an increasing discount rate on future purchases, while the most loyal and active buyers have the highest discount rate. This accrual system develops customer loyalty and encourages purchases.

selling price reduction and so on.

The benefits of sales promotion include:

Sales promotions can lead to very rapid sales growth;

A variety of sales promotion techniques can attract new buyers to try new purchases;

Sales promotion activities can protect a newly created brand against new competition;

Sales promotion can reward loyal consumers for continuing to consume the product.

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