



# Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work

By Roddy Mullin

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## Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work By Roddy Mullin

Sales promotion is one of the most powerful weapons available to sales and marketing staff, and is used more than any other type of marketing- because it works. Almost 60% of consumers regularly take advantage of some form of sales promotion each month.

Packed with practical examples as well as new and updated case studies, the fifth edition details new developments in sales promotion, exploring the ways in which it can be used in conjunction with new media such as interactive TV, web-based advertising and mobile marketing. *Sales Promotion* also highlights the tried and tested methods that companies use to stay ahead, revealing the winning offers that gain new customers and keep existing ones happy. Topics covered include: sales promotion and the customer; the purpose of sales promotion; what sales promotion can do; how to use different techniques, including joint promotions and off-the-shelf offers; how to be creative; how to use suppliers, how to implement a promotion; marketing accountability and research and international sales promotions.

This edition of *Sales Promotion* is a core text for ISP diploma, and the author has utilized graduate feedback to make the fifth edition relevant to students- each chapter features an interactive self-study question-and-feedback section- while still maintaining it as a potent tool for the practitioner. Whether your company is a small start-up or an international business, *Sales Promotion* is essential for all those who want to get ahead and stay ahead of their competitors, even during difficult economic climates.

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#### Review

"It is an esstential text for everyone in our industry, but because of its practical approach and the breadth of its coverage, it has now become the core text for the Institute of Sales Promotion's highly-regarded Diploma in Promotional & Interavtive Marketing." - Annie Swift, Chief Executive, Institute of Sales Promotion

"This is a practical must-have guide for anyone who needs to understand, firstly, how to create compelling sales promotion content and, secondly, how to communicate that content effectively through a mix of relevant media channels." - Martin Croft, Editor, *Sales Promotion* magazine

"[A]ny marketer who plans a sales promotion campaign without reading this book first should forever forfeit his or her 'buy one, get one free' privileges." - getAbstract.com

#### About the Author

**Roddy Mullin** is both a qualified engineer and marketer. He has been a consultant for sales and marketing for the past two decades, and his business aim is to "make people make money." He is a joint CEO of Go Lead Limited which offers distance leaning "How to Lead" courses from [www.helmsmanship.co.uk](http://www.helmsmanship.co.uk). He is a Vice President of the Central London branch of the CIM, a Court Assistan of the Worshipful Company of Marketors and an examiner for the insititute of Sales Promotion diploma. He is a member of the tast force for marketing in the UK, and has also written and co-authored several other books, including *The Handbook of Field Marketing*, *Direct Marketing* and *Value for Money Marketing* (all published by Kogan Page).

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