

12.8: Key Terms

5A framework | map of the consumer's various need states as they find out about a product and finally decide to purchase

advertising | a paid form of nonpersonal communication about a product, service, or idea

buy one get one (BOGO) | promotion strategy in which consumers are offered the opportunity to buy one product at regular price and get a second item free

communication channel | delivery mechanism that takes the message from the company to the consumer

continuous promotional schedule | process of conducting promotions year-round on a regular schedule

coupons | sales promotion strategy that works to induce a consumer to buy a product based on a price reduction

creative strategy | method of translating a message into words, images, and sounds

decoding | method of transforming and interpreting a message

direct marketing | method of promotion that directly connects with the customer and generally requires a response or transaction

emotional appeals | advertising messages that appeal to human emotions

encoding | process of putting ideas and thoughts into a transmittable form

enter to win | promotion strategy where consumers must complete entry requirements for a chance to win something of value from a company

fear appeals | campaigns that seek to change behavior through fear

feedback loop | notification that the message has been received between the sender and the receiver

flying promotion schedule | process of running a period of heavy promotions and then going for a period of time without any promotional messaging

frequency | number of times the target market is exposed to a promotion

integrated marketing communications | development and execution of multiple promotional methods that include a coordinated message

Internet/digital marketing | promotional method that utilizes the Internet and digital technology such as text messaging, phone applications, and social media to reach consumers

key performance indicators (KPIs) | methods of evaluating promotional campaigns

medium | various methods of communicating with a target audience; may include broadcast, print, outdoor, and other forms

message strategy | method of developing a message based on how the message will best tie the brand to the target market

moral appeal | information communicated to the consumer to appeal to their sense of right and wrong

noise | unplanned distractions that interfere with the communication between a sender and a receiver

paid sponsorship | when a person promoting a product is paid by the company to make the endorsement

personal selling | one-to-one communication between the seller and the buyer; used to inform and persuade the buyer

promotion mix | tactics marketers use to communicate with the customer

promotional mix elements | tactics to communicate with the customer including advertising, sales promotion, personal selling, public relations, and direct marketing

public relations | nonpaid, nonpersonal communication

puffery | providing unrealistic and unsubstantiated claims about a product

pulsing schedule | process of running steady promotions followed by a period of heavy promotions

rational appeals | information communicated to the consumer based on how they will benefit

rebates | sales promotion strategy in which consumers must provide key information to a company in exchange for dollars off the product

receiver | intended message recipient

return on customer investment (ROCI) | a marginal analysis that shows the efficiency of marketing communication spending

sales promotion | promotion that creates an incentive to purchase; provides for a fairly immediate increase in sales in the short term

sender | source of a message; can be an organization or person

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