

## CHAPTER ONE

### **Overview of Advertising and Sales Promotion**

**Promotion** is one piece of the company' overall marketing mix.

- Advertising is a sub-component of this piece and so is Personal Selling.
- Having a well-defined strategy is highly important, however strategies do not produce results, people and processes do

## CHAPTER TWO

### **Three Processes Defined**

**Personal Selling** is the process of completing all the steps to get from connecting with unqualified prospects, to persuading them to buy.

**Outbound Advertising** process is the traditional form of assertive media like paid television and magazine ads.

**Inbound Advertising** process is passive digital media drawing people in using content that has relevant information and does not overtly promote a brand.

## CHAPTER THREE

### **The People's Job Functions for Implementation**

**For sales pros**, job titles may vary due to:

- Industry type
- Account's sales potential
- Perception by customer

**Job title** examples:

- Account Manager- focus on selected accounts.
- Regional Sales Manager-accounts within a defined territory.
- Business Development Manager-concentrate on increasing new accounts.

**For advertising pros**, job titles may vary due to:

- Advertising budget size
- Inhouse capabilities
- Levels of sophistication

**Job title** examples:

INBOUND

Content Marketing Manager  
Digital Marketing Manager  
Internet Marketing Specialist  
Search Engine Optimization Manager

OUTBOUND

Advertising Manager  
Copy Writer  
Marketing Coordinator  
Publicity Manager

CHAPTER FOUR

**How the Processes Flow**

**Buyer's Journey**

1. Needs Awareness
2. Information Search
3. Evaluate Alternative
4. Purchase Decision
5. Post Purchase

**Outbound Advertising**

1. Attention
2. Awareness
3. Call-to-Action

**Inbound Advertising**

1. Attract
2. Engage
3. Convert
4. Close
5. Delight

**Personal Selling**

1. Qualify Lead
2. Meet Prospect
3. Present Solution
4. Close Sale
5. Referrals