

# Promotional Marketing

by Chris Sutherland

Promotional marketing: General - ASA CAP In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. Promotion is also one of the elements in the promotional mix or promotional plan. ?Creating Powerful Marketing Promos - The Balance Small Business Promotional products are a great way to enhance the marketing your company is already doing and by using our tips to optimize your campaign, you're more . IPM Bitesize Latest news and views on promotional marketing Promotional Marketing Jobs, Employment Indeed.com What is Promotional Marketing? Promotional marketing is the use of any special offer intended to raise a customer's interest and influence a purchase, and to make a particular product or company stand out among its competitors. 6 Do's and Don'ts of Promotional Product Marketing 28568 Promotional Marketing jobs available on Indeed.com. 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