

PROMOTION

IDE'S PROMOTION STRATEGY
AND
CONCEPTUAL INPUT

The aspects of promotion for development organization

The AIDA model

- Awareness
- Interest
- Desire
- Action

Objectives

- Demand Creation
- Need Realization
 - Observed Need
 - Felt Need
- Concept Selling

The types of promotion

- Direct
- Indirect
 - Static
 - Dynamic

**The concept of two way
communication and its advantages
with reference to clients**

Who Pays for Promotions ?

The promotional activities undertaken by IDEI

STATIC

Hand bills

Wall Painting

Dealer Signboard

Caps, T-shirts etc.

Fixed demonstration

Banner, Poster

Radio

DYNAMIC

Personal Selling

Opinion Leader

Mobile demonstration

Farmer Meeting

Video Van Show

Short Campaign

Farmer exposure

Selecting Alternatives

- Cost
- Outreach
- Impact

Supply chain incentive as tool of promotion

- Market penetration
- Market share
 - Who bears the cost
 - Form of incentive
 - Cash
 - Kind