

Sales Promotion: How To Create, Implement And Integrate Campaigns That Really Work By Roddy Mullin

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Sales promotion aims to provide a short-term boost to sales. While a straightforward price cut is one option, sales promotion looks for alternatives that are more

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Discussion in the tutorial on sales promotion looks at the objectives of sales promotion including how it is used to build awareness, create interest, stimulate

8 Steps to Creating an Effective Sales Promotion

Image via funcheap.com. Sales promotions are short-term incentives intended to stimulate a quick buying response in your target customer. Coupons, one-time exclusive

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