

Report On
**Evaluating promotional strategies practiced by H.R Trade &
Tourism**

By

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ID: 21264084

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Masters in Business Administration (MBA).

BRAC Business School
Brac University
September 2024

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Tanvir Haider King
ID: 21264084

Supervisor's Full Name & Signature:

Dr. Syed Mahbubur Rahman
Associate Professor, BRAC Business School
BRAC University

Letter of Transmittal

Dr. Syed Mahbubur Rahman
Associate Professor,
BRAC Business School
BRAC University
Kha 224 Bir Uttam Rafiqul Islam Avenue,
Merul Badda, Dhaka 1212, Bangladesh

Subject: **Submission of Internship Report**

Dear Sir,

This is my pleasure to display my internship report on the topic '**Evaluating promotional strategies practiced by H.R Trade & Tourism**' which I was appointed by your direction that was included of BUS 699. I am thankful for your guidance and instruction.

Your insightful suggestions, counsel, and assistance have made it easier for me to produce the report. I've completed the research completely and I have tried my best to cover the topic effectively, and wish that this report meets your expected standard. I will be available at any time convenient to you for clarification of any point of this report.

I appreciate your thoughtful considerations. Working with you has always been a joy for me. I have faith that the report will fulfill expectations.

Sincerely yours,

Tanvir Haider King

Student ID

BRAC Business School

BRAC University

Date: Month Day, Year

Non-Disclosure Agreement

BRAC University and I have devised a comprehensive plan for my internship. During my internship, I was granted authorization to confidential data and papers pertaining to the company's operational strategies. To preserve the company's reputation, I have chosen to omit any sensitive material from my internship report.

This agreement is made and entered into by and between H.R Trade & Tourism and the undersigned student at Brac University Tanvir Haider King.

Acknowledgement

Above all, I would like to express my gratitude to God for granting me the ability to complete my report with success and within the specified date. Furthermore, I would like to express my gratitude to Dr. Syed Mahbubur Rahman, Associate Professor at BRAC Business School BRAC University, for his supervision of my case study. His unwavering support and direction were vital in enabling me to successfully finish my report. Furthermore, he provided me with support and imparted numerous tactics, ideas, practices, and values throughout my case study report. My supervisor and co-supervisor imparted a wealth of knowledge to me, enabling me to grasp general investment strategies. I also commend BRAC University for implementing the internship as a compulsory course, since it provides us with a valuable opportunity to gain hands-on professional experience that aligns with our academic pursuits.

This report has been created as an essential component of the BUS699 course. I made a diligent effort to fulfill all the requirements outlined by the BRAC University standards and effectively applied my knowledge of case study and the chosen topic. I trust that this report fulfills your expectations.

Executive Summary

H.R. Trade & Tourism's success is contingent upon the effective execution of promotional strategies and the optimization of the promotional mix, both of which are critical elements in the contemporary, fiercely competitive business environment. In this internship report, the dynamic interplay between promotional strategies and the promotional mix is analyzed in detail. The specific focus of this research is on the vital role those promotional strategies and the promotional mix play in engaging customers and driving product purchases. The research demonstrates that H.R. Trade & Tourism employs a wide variety of promotional methods by conducting an in-depth investigation into the promotional activities that the company engages in.

Providing insights into the promotional operations of H.R. Trade & Tourism is the purpose of this study, which is the product of extensive research and meticulous efforts to deliver such insights. It is a demonstration of how theoretical information may be applied in the real world, helping to bridge the gap between classroom learning and the fast-paced world of business.

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List of Acronyms

MBA Masters of Business Administration

B2B Business-to-Business

B2C Business-to-Consumer

Chapter 1: Overview of Internship at H.R Trade & Tourism

1.1 Title of the Report

Evaluating promotional strategies practiced by H.R Trade & Tourism.

1.2 Information About Internee

I started my employment as an executive in the sales and marketing department at H.R Trade & Tourism on February 2nd, 2022. The kind reception and support I received enabled me to quickly establish deep connections with nearly all individuals in the sales & marketing department. I have acquired extensive knowledge about jobs that currently hold significant importance in marketing-related sectors. Unlike other businesses that exhibit an authoritarian approach, the behavior of these individuals made me feel included as part of their group. I exerted maximum effort to establish the correlations between my theoretical and practical expertise. Put simply, the knowledge and skills I have gained from my work in this field will be advantageous to me and enhance my professional trajectory.

Name: Tanvir Haider King

Student ID: 21264084

Program Name: Master of Business Administration (MBA)

Major Subject: Marketing

1.3 Internship Company Details

Name of the Company: H.R Trade & Tourism

Address: 120 Habibullah Mansion D.I.T Extn Road Fakirapool Dhaka.

Internship Tenure: 3 Months

1.4 Details About Supervisor

Supervisor Name: Taifur Rahman Tuhin

Designation: Manager

Department: Sales & Marketing

1.5 My Job Scope During Internship at H.R Trade & Tourism

- Providing customer support for inquiries regarding flight reservations, modifications, and cancellations.
- Engaging in correspondence with airlines and other travel suppliers in order to obtain reservations and verify confirmations.
- Contributing to the creation and implementation of marketing initiatives across several platforms, such as digital, social media, print, and events.
- Assisting with the development of marketing collateral, including commercials, promotional emails, and social media content.
- Providing input for marketing strategies, campaigns, and activities to achieve certain goals.
- Facilitating the process of identifying and selecting suitable individuals for employment vacancies across diverse sectors.

- Facilitating interviews between candidates and hiring managers, and offering logistical assistance as required.
- Create, test, execute, and expand novel tactics and concepts aimed at increasing user growth, conversion rate, and retention.
- Monitor, evaluate, and analyze implemented strategies meticulously, and provide recommendations to enhance growth performance accordingly.

1.6 Main Objectives of the Report

- To partially satisfy an MBA program requirement.
- To evaluate the promotional strategies practiced by H.R Trade & Tourism.

1.7 The Internship's Success at H.R Trade & Tourism

The factors that contribute to the level of success in a job include accountability, the work environment, possessing the requisite skills and experience for job proficiency, and job satisfaction. The professionals provided me with invaluable support, aiding me in improving my performance and acquiring new abilities. Throughout my tenure, I have applied the diverse range of talents acquired from my academic studies in a hands-on environment. My work provided me with valuable knowledge and the overall experience was really informative. I acquired a greater understanding of the specific role I performed in the process of addition.

1.8 Difficulties Faced During Internship at H.R Trade & Tourism

Throughout my internship, I encountered a multitude of obstacles. Due to my lack of previous professional experience, it took me a considerable amount of time to comprehend the functioning of things. Furthermore, the organization utilized sophisticated software that necessitated a specific level of proficiency to run. One of the main challenges is the large amount of information that needs to be absorbed. Mastering the complexities of travel logistics, including flight booking and accommodation arrangements, requires a thorough comprehension of the industry's details, which can be difficult, especially for newcomers in the sector.

1.9 Conclusion

Internships are essential for business students since they provide an opportunity to apply academic knowledge to practical circumstances and gain valuable real-world experience. I had the opportunity to complete my internship at the Sales & Marketing division of H.R Trade & Tourism, which was a privilege.

1.10 Recommendation

Throughout my entire time being there, I have acquired an enlightening insight about H.R Trade & Tourism. I would, however, like to tell them something that I have learned from observing over the last three months that I hope will change the way they see things.

Here are many proposals I would like to present:

- Despite the existence of an internship program, there is still a significant amount of knowledge to acquire.
- The primary concern is managing your time effectively. The corporation must maximize the productivity of its interns while minimizing costs. As inexperienced individuals or beginners, we require sufficient time to manage clients, participate in meetings, acquire new techniques, and enhance our negotiation skills. Insufficient time and attention from our elders impede our ability to study well for a sufficient duration.
- It is mandatory for them to cover the costs of their intern's meals and transportation. I believe that the three-month period should be prolonged as a consequence.

Chapter 2: Business Profile of H.R Trade & Tourism

Chapter 2

2.1 Business Overview

Business Name: H.R Trade & Tourism

Industry: Recruiting Agency & IATA Accredited Travel Agency

Founded: 2015

Location: 120 D.I.T Extn, Road Habibullah Mansion Fakirapool, Dhaka-1000

2.2 Background of the Company

H.R Trade & Tourism is a versatile firm that functions as a government-approved Recruiting Agency and an IATA Accredited Travel Agency. Since its establishment in 2015, the company has quickly become a major player in the dynamic business environment of Dhaka, Bangladesh.

H.R Trade & Tourism was founded with the objective of meeting the growing demand for skilled labor in many sectors and ensuring seamless travel experiences. The organization has consistently strived to uphold the utmost standards of professionalism and service excellence. The organization serves a wide variety of customers, including both businesses that are looking for competent staff and individuals who are looking for travel arrangements that are convenient for them. The company is skilled in both the field of labour recruitment as well as travel services.

H.R. Trade & Tourism's vision is to expand its activities, with the goal of increasing the range of services it offers and establishing itself as a prominent provider of travel and recruitment solutions in Bangladesh as well as.



Figure 1: H.R Trade & Tourism Logo

2.3 Mission and Vision

Mission: Our goal is to increase expatriates' well-being by facilitating job opportunities overseas, giving them work options and allowing them to earn money while abroad. Our goal is to reduce unemployment and promote economic growth and stability not only in our own neighborhood, but also in other areas. Simultaneously, we hope to establish ourselves as the first choice for anybody in need of travel services. Our organization provides bespoke solutions that exceed our clients' expectations and ensure they enjoy amazing vacations.

Vision: To elevate the country to a developed position by reducing unemployment and increasing remittance inflows, consequently promoting economic well-being and financial stability among all inhabitants.

2.4 Products/Services

We are one-stop destination for hassle-free travel and career opportunities. Our services are:

Employment Abroad Services: H.R Trade & Tourism helps people locate jobs abroad. This service may involve job matching, résumé preparation, interview coaching, and placement.

Visa Processing Assistance: H.R Trade & Tourism offers skilled visa processing assistance for work and tourism overseas. This includes advising customers on visa needs, submitting paperwork, and complying with immigration laws.

Air Ticketing Services: H.R Trade & Tourism tickets foreign flights. This includes organizing flights, securing trip schedules, and assisting with travel paperwork. These fundamental services help people find jobs overseas, apply for visas, and plan their international travels.

Others: We handle Omrah packages and family visit visas smoothly. We provide experienced help during your trip to make it easy and economical.

2.5 Key Differentiators

Our market competitiveness comes from major differentiators. These are:

Customized Career Guidance: Unlike other companies, H.R Trade & Tourism finds job openings and creates customized career paths for customers. Our personalized services improve skills, build professional contacts, and develop career growth strategies.

Travel Benefits: We offer special deals at reasonable prices. We go above and above to improve customer travel.

Diverse Travel Services: We also provide and process Umrah packages and also process family visit visas in addition to our employment-related services and air tickets. We are a complete one stop solution because we offer several travel and employment options.

Trust: Our first target is to make our clients happy. Our labor contracts are backed with money-back guarantees in case of any failure.

Cultural Integration: H.R Trade & Tourism goes beyond transactions. We emphasize cultural integration and cultural sensitivity training to assist newcomers to succeed abroad.

Our organization can stand out and attract clients seeking comprehensive international work and travel support by emphasizing these distinctive aspects

2.6 Organogram of H.R Trade & Tourism

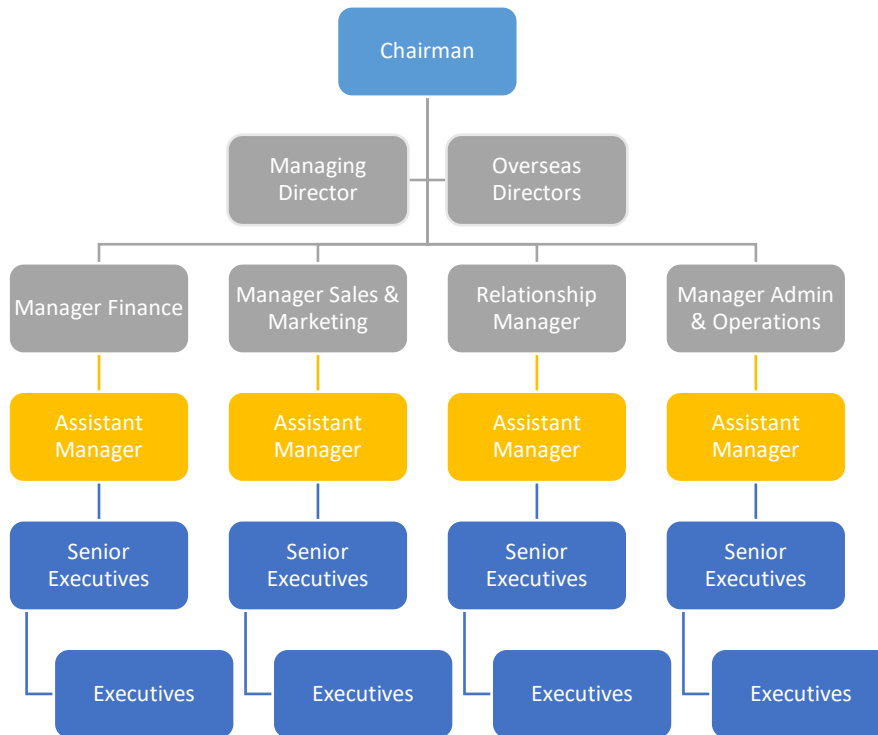


Table 1: Organogram of H.R Trade & Tourism

H.R. Trade & Tourism has a hierarchical structure, with the Chairman and Managing Director at the top. They make decisions that are strategic and monitor the operations that take place daily. Below the Overseas Directors are persons who are most likely liable for handling international affairs. These individuals are responsible for ensuring that the organization continues to have a global presence and enjoys growth. The leaders of significant departments, such as accounting and finance, sales and marketing, relationship management, and administrative and operational management, make up the managerial tier of the organization. Managers are in charge of a specific group of assistants, senior executives, and executives. This sets up a clear structure and makes sure that everyone knows what their job is. This split makes it easier for people in different parts of the organization to work together and talk to each other. This helps the organization reach its goals and be as efficient as possible.

Chapter 3: Evaluating promotional strategies practiced by H.R Trade & Tourism

3.1 Introduction

Promotions are an important part of marketing because they get people interested in a brand and help it do well. This is true for all businesses, from global giants to medium-sized ones to smaller ones. It shows that everyone agrees that promotions are an important part of getting people to buy something. Businesses must keep a close eye on how the market is changing all the time to stay ahead of the curve in a time when market forces are constant and competition is fierce.

Present day business hypothesis depends on satisfying clients. To enjoy serious benefits, organizations attempt to be client driven and client centered. It relies upon a great deal of convoluted mental and actual elements that influence how clients act and how faithful they are. H.R. Exchange and The travel industry is a powerful organization in the promoting scene that believes should do well by giving its clients the best labor and products. In current showcasing, special exercises like promoting, direct selling, exposure,

This internship report starts to look closely at H.R. Trade & Tourism's marketing efforts, concentrating on how they affect how customers see them. The study tries to connect theory and practice by looking at the company's marketing plans and how well they match up with changing customer needs. Drawing on modern marketing ideas, this study gives a thorough look at how H.R. Trade & Tourism promotes their business.

In the parts that follow, we'll get into the specifics of promotional activities and how they have a big effect on how customers think about a product. This will show how marketing theory and practice are constantly interacting with each other. The goal of this trip is to bring useful ideas, notes, and suggestions back to H.R. Trade & Tourism, as well as to the marketing community as a whole.

3.2 Objective of the Study

Primary Objective: The fundamental objective of this study is to assess the viability of H.R Trade & Tourism's promotional strategies. Our goal is to investigate the impacts of these strategies on consumer perceptions, enveloping variables, for example, brand picture, item acknowledgment, and generally speaking, fulfillment.

Specific Objective: Furthermore, our objective is to assess the congruence between these advertising tactics and the evolving anticipations of the intended demographic. Through the identification of areas with potential for development in promotional methods, our goal is to offer realistic recommendations that help boost H.R Trade & Tourism's marketing approach and improve its market positioning. This study aims to elucidate the efficacy of promotional methods and provide valuable insights for their optimization.

3.3 Scope of the Study

The report presents an exhaustive analysis of the promotional strategies that H.R Trade & Tourism has employed. In order to provide additional context, it also includes a succinct summary of the organization. This research investigates the evaluation of promotional strategies, with a particular focus on the organization's implementation of advertising, publicity, public relations, personal selling, and sales promotion tactics.

3.4 Methodology

This qualitative research study takes a broad look at the marketing tactics used by H.R. Trade & Tourism in order to get a more complete picture of them. Exploratory research and qualitative data analysis are both used together in the research technique to help explain how complicated the topic is.

Data Collection:

Primary Sources of Data: A semi-structured interview approach is employed, allowing in-depth discussions with key stakeholders, industry experts, and H.R Trade & Tourism's managers who have insights into the company's promotional strategies. Observational research is conducted to witness and document customers' interactions with H.R Trade & Tourism's promotional activities.

Secondary Sources of Data: There are relevant scholarly works in the research study, like books and articles about marketing and promotion, to help explain and put the results in context. Second-hand information comes from many different websites and gives us extra information about trends in the business and the best ways to do things.

3.5 Limitations of the study

The research project faced numerous obstacles throughout its progression:

Time Limitations: An important problem that came up was the limited time that was available for both gathering data and writing the report. There were some problems with getting important documents and information in a short amount of time.

Unwilling participants: The respondents demonstrated a certain level of conservatism, which resulted in their reluctance to openly articulate their viewpoints. The aforementioned hesitancy posed difficulties in procuring forthright responses throughout interviews and surveys.

Difficulties in Communication and Financial Limitations: The research was impeded by communication obstacles and financial restrictions, which had an effect on the scope and magnitude of the data collection.

The above limitation makes it very important to understand the results in light of these restrictions. Despite these problems, the study makes important contributions to our understanding of how H.R. Trade & Tourism promotes itself, while also acknowledging the limitations that came up during the research.

3.6 Literature Review

H.R Trade & Tourism is a highly active and influential organization in the business sector, renowned for its dedication to achieving exceptional standards in marketing. In this situation, the examination of promotional methods is crucial for comprehending its marketing efforts.

Businesses use a number of promotional techniques to reach their target audience, build brand awareness, and stimulate consumer interaction. Advertising, direct selling, publicity, public relations, personal selling, and sales promotion are key to these methods (Kotler & Keller, 2016).

Modern marketers stress customer-centricity. The customer-centric strategy assumes that happy consumers will stay loyal and help the company succeed (Kotler et al., 2017).

Promotional strategies shape customer perceptions, which affect their actions and decisions.

Integrated Marketing Communications (IMC) has become a prominent framework in promotional strategy (Kitchen et al., 2004). IMC promotes the smooth integration of several promotional tactics, such as advertising, public relations, direct marketing, personal selling, and sales promotion. The integrated execution of IMC guarantees a consistent brand message across various communication platforms. Digital technologies have had a significant effect on promotional methods. Stewart and Jones (2020) emphasize the growing importance of digital platforms, namely social media, in modern promotional endeavors. Digital channels provide the potential for immediate interaction, focused communication, and quantifiable results, revolutionizing the way organizations communicate with their audience.

According to Kotler and Keller (2016), it is very important to know which advertising tools work best. People think that advertising, personal selling, and sales promotion are important parts of reaching marketing goals. The effectiveness of any method depends on how well it fits with the organization's goals and the preferences of the target audience. According to Luo et

al. (2019), there is a shift towards marketing methods that put customers' wants and needs first. Consumers will feel more engaged and loyal if they are actively involved through methods like user-generated content, events, and experiential marketing. Customers are constantly looking for more personalized and interesting brand experiences, so this involvement is very important.

Global marketing necessitates meticulous attention to cultural subtleties. According to Usunier (2006), it is crucial to customize advertising messages to match cultural preferences. Implementing strategies that effectively connect with varied cultural backgrounds is crucial for achieving worldwide success for a company. Assessment is essential for improving and maximizing promotional strategies. In his 2007 publication, Egan examines the AIDA model, which serves as a framework for evaluating the various stages of customer response, namely Attention, Interest, Desire, and Action. Moreover, progress in data analytics equips organizations with instruments to assess real-time performance and extract practical insights.

It is crucial to comprehend and synchronize promotional efforts with client expectations in a competitive marketplace. The efficacy of promotional techniques relies on their alignment with changing customer preferences and market conditions. This is especially pertinent for H.R Trade & Tourism, as its objective is to provide clients with top-notch products and services.

To summarize, H.R Trade & Tourism's focus on customer-centric advertising techniques perfectly corresponds with modern marketing ideas. This study aims to investigate the diverse effects of various techniques on consumer perceptions, offering useful insights into their efficacy and compatibility with changing customer expectations.

3.7 Promotional Mix

In order for a company to be successful, marketing is just as important as the quality of the products and services that it offers. The utilization of a promotional mix is required for the successful execution of a marketing plan.

A promotional mix refers to the strategic mixing of several marketing techniques, such as advertising, sales, public relations, and direct marketing, with the aim of accomplishing a given marketing objective. The promotional mix is often a component of a broader marketing mix. You have the option to utilise several strategies or determine that a synthesis of all of them may yield the most efficacious outcome for our effort.



Figure 2: Promotional Mix

The promotional mix, commonly referred to as the marketing communication mix, comprises many components that firms employ to advertise their products or services. These components collaborate to effectively engage and convince the intended audience.

3.8 The Five elements of a promotional mix

1. Advertising

Advertising is the act of conveying a message through different media channels, paid for by a recognized sponsor. Businesses invest in advertising to reach a large audience simultaneously and promote their services or products. Common forms of advertisements encompass television commercials, newspaper ads, direct mail campaigns, radio spots, magazine adverts, and online promotions. Advertising is the act of strategically displaying promotional materials to attract the attention of potential customers and influence their behavior. It might be positioned within the advertising area that is currently comprised of numerous diverse platforms. During the progression of advertising, the available space for advertisements expanded from basic print publications to include in-stream videos, influencer marketing, podcast adverts, and various other tactics.

In order to generate excitement for a product, effective advertising campaigns utilize a range of different platforms. Advertisers can employ networks such as Instagram, Twitter, and other social media platforms to promote a product targeted towards a younger demographic. Advertising encompasses various categories of merchandise, the promotion of which aids businesses and constitutes a distinct industry. Advertising firms, art directors, and branding consultants frequently collaborate with corporations to produce exceptional advertisements. Naturally, the price and promotion increase in direct proportion to the budget and scale of a company. Small businesses typically operate with little financial resources and so tend to allocate their advertising budget towards social media platforms. In contrast, large firms have the ability to collaborate with renowned advertising agencies and showcase their advertisements during the highly coveted Super Bowl halftime show. In essence, advertising is the act of spreading information on products

and services. Accurate targeting is necessary to ensure that advertisements are customised to the specific expectations and wants of particular audiences.

Examples: TV commercials, magazine ads, online banner ads, social media sponsored posts.

Advantages of Advertising

Useful when introducing a new product/ service in the market – Advertisements play a crucial role in disseminating information about a new product to the market. These advertisements might be advantageous for identifying a target demographic and enhancing the visibility of the product.

Beneficial for market expansion – Advertising has the advantage of market expansion, which is beneficial for businesses. Despite the prolonged economic downturn, advertising can effectively stimulate market growth and attract new clients to a company's business.

Assists in boosting sales - For organizations to remain operational, they must have the ability to expand their sales. Advertising is the most effective method for a firm to enhance sales.

Fights competition – Firms need advertising to fight competition. Advertising attracts customers and allows them to interact. Effective marketing attracts customers to your products' value, increasing sales.

Promotes salesmanship – Advertising boosts salesmanship by promoting items and services. Customers must be persuaded to buy. Advertising helps sellers convince customers of their product's value and appeal.

Educates the customer – Advertising informs customers about market products. It helps people choose the best option. If an advertisement says a product is great for dry skin, it may be worth buying.

Disadvantages of Advertising

Advertising does not guarantee sales – Although there is no doubt that advertising is an efficient method of marketing items, it does not guarantee that it will have a positive impact on sales.

Risk of misrepresenting facts – Advertising presents a potential hazard for businesses, as they might be compelled to manipulate facts to increase the desirability of their products. For instance, Volkswagen entered into a settlement agreement in 2013 wherein it paid significant monetary sums to address accusations that the company intentionally discharged illicit pollutants from its diesel vehicles and deceived consumers.

Can create negative brand awareness – Advertising has the potential to generate unfavorable brand recognition. For instance, if your product has a design that closely resembles that of its competitors, potential customers may perceive it as redundant since it fails to provide any distinctive features compared to other options.

Increased Cost for company – Advertising is a very important part of getting your business's name out there. Even so, the costs can go up if the organization doesn't know how to figure out its return on investment and keep its costs down.

Contributes to the Expenses of a Product or Service – - Advertising can positively impact a company's sales efforts. Nevertheless, the expenses linked to advertising might accumulate and ultimately equal the cost of the product or service.

Advertising can get deceptive – Advertising can be misleading. An inherent drawback of advertising is its potential for deception. Companies have the ability to create advertisements that portray their items as the most advantageous option, even when this may not be true.

May create a Monopoly – Advertising has the capacity to establish a monopoly. Consequently, advertising has the potential to render consumers unable to afford certain products or services, thereby restricting their options.

2. Sales Promotion

Short-term incentives aimed at encouraging customers to make an immediate purchase. A sales promotion is a short-term campaign or offer used by a company to raise awareness of or demand for its good or service. A company may decide to employ a sales promotion,



sometimes known as a "promo," for a variety of reasons, the main one being to increase sales. Increased sales may be required to promote a new product or to meet a quota when a deadline draws near.

Examples: Buy one, get one free (BOGO) offers, loyalty programs, limited-time discounts, and contests.

Types of sales promotions

There exists a total of 12 primary categories of sales promotions. While not all of them may be suitable for every business, product, or service, each one provides distinct approaches to increasing sales and establishing connections with clients through various sales psychology techniques. Each also provides a fascinating perspective on spin selling and offers a glimpse into the contrast of sales methodologies.

Product bundles: Product bundles consist of a selection of products that can be purchased together at a reduced price, rather than purchasing each product separately. Product bundles incentivize customers to purchase a wider range of products, hence increasing the likelihood of finding a product they enjoy and are inclined to repurchase.

Discounts: Discounts refer to reductions made from the gross quantity or worth of anything. This can include a reduction from a regular or list price, or a proportionate deduction from a debt account. Discounts are typically offered for quick payment or payment in cash.

Flash sales: Flash sales refer to brief sales events that provide significant discounts for a limited duration. These sales are conducted by generating a feeling of urgency and necessity surrounding your sale.

Free trials: Free trials, sometimes known as demonstrations, are widely used sales campaigns and highly effective tactics for expanding a customer base. Businesses have the option to provide a first-time buyer with either a time-limited or quantity-limited offer of their goods, free of charge, in order to gauge their interest.

Free shipping and/or transfers: Free shipping promotions aim to reduce the 70% of customers who abandon their shopping carts upon encountering shipping expenses. The minor deficit in shipping fees is typically compensated for by satisfied customer acquisitions.

Free products: Free product marketing function by providing a complimentary little product alongside the purchase of a larger, widely available product. This enhances sales in the general market without significantly impacting the company's inventory or revenue.

Early-bird or first-purchaser specials: Early-bird or first-purchaser specials are promotional offers that provide discounts to individuals who make their first purchase, serving as a gesture of appreciation for their initial patronage. Customers are more inclined to make a purchase when

there is a discount available. Since the offer can only be used once, the company does not experience a significant loss in revenue.

BOGO specials: BOGO deals, short for "buy one, get one free" promotions, are generally employed to enhance product visibility. Customers have the option to distribute their surplus product to a friend or family member, thereby expanding their client base through positive word-of-mouth recommendations.

Coupons and vouchers: Coupons and vouchers serve as incentives to reward existing customers for their loyalty to a brand and to stimulate future purchases. This is particularly efficient in organizations that utilize punch cards as a means of motivating clients to make several purchases in order to obtain a complimentary item.

Upsell specials: Although not as prevalent as other types of promotions, upsell specials can still be highly effective. Upsells involve offering initial clients a more affordable variant of a product to test, followed by the sales team's efforts to persuade them to buy the pricier and more potent alternative.

Subscriptions: Subscriptions, although not necessarily classified as sales promotion, can be regarded as a sales promotion method when varying quantities of a product are offered at different price points. However, subscriptions are typically considered long-term purchases. By subscribing, customers make an initial payment of a higher charge in exchange for a bulk quantity of products, which ultimately costs less than purchasing smaller quantities of products individually.

Donations: Donations serve as a highly effective method for a firm to establish credibility and foster positive sentiment within its client base. Typically, donations occur when a firm allocates a percentage of each sale made during a specific timeframe to support a charity cause.

Pros of sales promotions

Generating new leads: Sales promotions enhance customer acquisition by providing them with discounts, complimentary items, trial offers, and additional incentives. A considerable number of prospective customers are inclined to experiment with a product at a reduced cost, and if they find it satisfactory, they will become devoted patrons of your firm.

Introducing a new product: Even highly prosperous organizations require some assistance when introducing a new product. Potential customers may require incentives to make a purchase, whereas loyal customers may exhibit a strong commitment to their regular purchases. Offering a discount or promotion on a new product is an effective method to generate product awareness without the need for a sales presentation.

Clearing excess inventory: Nobody desires to find themselves in this predicament, but it is inevitable to end up with surplus goods. When implemented, a sales promotion can serve as a valuable strategy to deplete excess inventory and simultaneously entice potential buyers who have not yet acquired the surplus goods. It is important to acknowledge that there is a boundary when it comes to selling excess inventory, and it is easy to cross that boundary and engage in unethical selling practices.

Providing incentives to existing customers: Achieving sales success extends beyond the initial purchase. Developing and maintaining strong relationships with clients over an extended period is crucial for preserving brand credibility and fostering loyalty. Sales promos are a convenient method to offer loyal clients a reduction, coupon, or complimentary item that will further maintain their involvement with your business.

Increasing last-minute revenue: To boost last-minute income, numerous organizations employ sales promotions during the final days of a month or quarter to achieve their revenue or inventory

targets. Although not an unfavorable approach, it is advisable to employ this tactic in moderation to prevent clients from developing the tendency to anticipate sales.

Cons of sales promotions

Although the majority of sales promotions effectively boost sales, they often include expenses. When contemplating the use of a sales promotion, it is crucial to bear in mind the two primary hazards associated with the "sales promotion trap":

Sales promotions can devalue your brand: Sales promotions have the potential to diminish the value of your brand. Although this may not apply to your specific firm, there is a widespread belief in the consumer market that when a brand offers discounts, it is an indication that they are facing difficulties in selling that particular product. This is why many people choose to wait until the day after Valentine's Day to get discounted chocolate. Although marketing a single product in your product line may not leave a lasting impact, a sales offer that encompasses your entire brand may give clients the idea that your firm is struggling.

Sales promotions can make it complicated to sell your product back at its original price point: The duration of your campaign will determine if you will attract customers who have never paid the full price for your product. These clients may become disinterested when you revert to the original pricing after a promotional period.

Sales promotion strategies

There exist three main approaches for sales promotions:

Pull strategy: Pull strategy refers to a marketing approach where the focus is on attracting customers towards a product or service by various means, such as advertising, promotions, and creating a strong brand image. The pull approach aims to incentivize customers to actively acquire the product from the company, typically through means such as offering discounts, buy-one-get-one (BOGO) deals, or other special promotions. This is the predominant strategy universally adopted by all firms.

Push strategy: The push approach aims to actively promote and distribute products from the company to the customer, typically through business-to-business (B2B) sales. Parent firms will incentivize wholesalers and retailers to remove surplus products from their inventory and sell them directly to consumers.

Hybrid strategy: The hybrid method is a blend of the push and pull strategies. It involves utilizing a push strategy to distribute products and a pull strategy to stimulate purchases from shops.

Sales promotion techniques

Recognize your audience: Are you serving clients that are already clients or new ones? Do you want to boost sales of an already-existing product or promote a new one? You can choose the greatest sales promotion for your organization at that particular time by asking yourself these questions.

Emphasize scarcity and/or urgency: You should always have a short-term sales campaign, but you also need to stress why. If there's a chance that the goods or time could run out, customers will be more inclined to purchase.

Align your sales promotion with your company: When it comes to sales, consistency is essential in all aspects as well. Sales promotions are no exception. Offering customers, a subscription plan doesn't make sense if your specialty is long-term products, like electronics, as they will only buy new things every few years.

3. Public Relations (PR)

Public relations (PR) include the methods and tactics employed to control the distribution of information about a person or organization to the general public, particularly the media. The major objectives of this are to distribute significant



company news or events, uphold a brand image, and present a favorable perspective on unpleasant occurrences to reduce their negative impact. Public relations (PR) can take various forms, such as a press release sent by a corporation, a news conference, interviews with journalists, social media posts, or other platforms.

Examples: Press releases, media interviews, corporate social responsibility initiatives, crisis management.

Types of Public Relations

Public relations are commonly segmented into various agencies or departments. Each section is specialized in handling a distinct issue as listed below:

- **Media relations** focuses on establishing a robust connection with public media organizations. A media relations team frequently engages with external media by directly

disseminating company news, offering verified information sources, and remaining available for public commentary on other news articles.

- **Production relations** are intricately linked to the operational activities of a corporation. This department provides comprehensive assistance for extensive marketing strategies and is frequently involved in particular, singular initiatives such as the introduction of a novel product, a distinctive promotional campaign, or the supervision of a significant product alteration.
- **Investor relations** involves managing the interaction between a company and its investors. Investor relations encompasses the management of investor events, the dissemination of financial data, and the resolution of investor complaints.
- **Internal relations** refer to the branch of public relations that focuses on the relationship between a corporation and its employees. Internal relations encompass the activities of counselling employees, guaranteeing the overall happiness of all workers with their working conditions, and resolving internal conflicts to prevent the public exposure of discontentment.
- **Government relations** refers to the interaction between a firm and the relevant governmental entities. Certain public relations departments aim to establish a robust rapport in order to offer feedback to politicians, influence decision-makers to take specific actions, and guarantee equitable treatment of the company's clientele.
- **Community relations** refers to the practice of public relations that specifically targets the management of a brand's image and reputation within a particular community. The community might be either tangible (such as a specific city) or intangible (such as the community of dog owners). This discipline of public relations focuses on targeting the specific social group within the community in order to establish a connection with its members.

- **Customer relations** serves as the intermediary that links the company with its customers.

Public relations frequently encompass managing crucial partnerships, performing market research, comprehending customer priorities, and addressing significant difficulties.

Advantages of Public Relations

Enhancing Brand Credibility: Public relations, being unpaid and originating from an impartial news media source, are widely seen as significantly more credible than paid advertising methods. Indeed, it is the most reliable and compelling method of advertising.

Increasing Sales and Leads: One additional benefit of public relations is the ability to increase sales and generate leads. Public relations, being widely seen as a reliable source of information, can effectively enhance sales and generate leads for the organization through the use of numerous instruments.

Positive Brand Image: Public relations has the unique chance to cultivate a favorable brand image among audiences by aligning the values of organizations with those of customers, so increasing the likelihood of consumer patronage. When organizations genuinely adhere to their own values, it results in heightened loyalty and brand equity.

Cost-Effectiveness: Public relations is an unpaid component of the promotion mix. A compelling brand or company narrative has the potential to be covered by multiple media platforms, so reaching a wide audience and generating significant exposure for the promotion.

Disadvantages of Public Relations

Lack of Direct Control: In contrast to other tools in the promotion mix, marketers do not possess direct authority over public relations. Put simply, the media has the power to dictate the

organization's portrayal, determine the timing and placement of coverage, and decide where it will be featured.

Lack of Guaranteed Results: Skilled marketers invest much effort in meticulously creating an impeccable press release, selecting and organizing photos, and ensuring that the message conveyed to the media is precisely tailored. Although individuals can establish strong ties with media people, the final choice to publish a story ultimately rests with the media. An article that is tucked away in the innermost sections of a newspaper or quickly mentioned in a news program may fail to achieve the desired outcomes for marketers.

Difficulty of Evaluating Effectiveness: Evaluating the effectiveness of public relation efforts might pose challenges due to their inherent difficulty in quantification. Marketers have the ability to monitor media mentions and stories, but assessing their influence on the audience can be challenging. While other elements in the promotion mix can be specifically tailored to the target demographic, public relations do not have this capability.

4. Personal Selling

Personal selling refers to the process of persuading potential customers to purchase a product or service through direct communication and interaction. Face-to-face selling refers to direct conversation



between a salesperson and potential customers, where the salesperson attempts to persuade the customer to purchase a product. Salesmanship is a promotional technique in which a salesperson utilises their expertise and abilities to try to secure a sale. Personal interaction or direct engagement between a sales representative and prospective clients. The salesperson endeavours to emphasise diverse attributes of the product in order to persuade the consumer

that it would exclusively contribute value. Nevertheless, the intention of personal selling is not always to persuade a customer to make a purchase. Frequently, firms endeavour to adopt this strategy with customers in order to acquaint them with a new product.

Examples: Sales presentations, in-store demonstrations, B2B sales meetings.

Common Personal Selling Techniques

Common personal selling tools and techniques include the following:

Sales presentations: Conducting in-person or virtual presentations to educate potential customers about a product, service, or organization.

Conversations: Conversations refer to the process of engaging in dialogue with potential customers in order to establish a relationship and ultimately influence or make purchases.

Demonstrations: Demonstrations involve showcasing the functionality and advantages of a product or service, emphasizing its beneficial aspects and how it effectively addresses consumer concerns.

Addressing objections: recognizing and resolving the apprehensions of potential customers, in order to eliminate any perceived barriers to completing a purchase.

Field selling: Field selling refers to the practice of sales representatives making sales calls to directly engage with potential consumers either in person or over the phone.

Retail selling: Retail selling refers to the provision of in-store assistance by a sales clerk to aid customers in locating, choosing, and buying products that fulfil their requirements.

Door-to-door selling: Door-to-door selling refers to the practice of selling things by visiting individual residences within a neighborhood.

Consultative selling: Consultative selling refers to the process of engaging in a consultation with a potential customer, during which a sales representative or consultant gathers information about the customer's specific problems and offers tailored solutions to address those difficulties.

Reference selling: Reference selling is a strategy that involves leveraging the satisfaction of existing customers and their positive experiences to persuade potential customers to buy a certain product or service.

Advantages of Personal Selling

The significance and benefits of personal selling are as follows:

Improved Perception: If customers have misconstrued the company's communications, leading to potential harm to the company's reputation. Providing a comprehensive message by the sales personnel would enhance the company's sales and revenue.

Reward: Hiring salesmen for personalized selling can yield numerous advantages, including as enhancing the company's reputation, improving sales performance, and satisfying clients. Customer satisfaction is greater with personal selling.

Customer Confidence: Sales personnel who possess strong presentation and communication skills are able to gain the trust and assurance of customers by effectively addressing any misunderstandings, objections, concerns, and uncertainties. Their presentation proposals would enhance their confidence in the organization.

Flexibility: When the company offers adequate training to its sales personnel, they are able to modify and shape their marketing message in numerous ways to cater to distinct customers.

Quick Feedback: Immediate feedback is the primary advantage of personal selling, since it allows for prompt evaluation of the company's promotional message. Experienced sales professionals can discern if a consumer is displaying interest or not by the conclusion of each in-person marketing interaction.

Detailed Demonstration: It is feasible to encompass all the intricate particulars of the product or service within the limited timeframe of a marketing or promotional advertisement. The TV advertisements, in particular, have numerous constraints. Nevertheless, sales representatives have the opportunity to provide customers with a comprehensive message regarding the product's benefits and how it might assist them.

Disadvantages of Personal Selling

There are some significant limitations and disadvantages associated with personal selling, which may make it unsuitable as a promotional approach for certain organizations.

High Turnover: When discussing the occupation of sales personnel, it is evident that the turnover rate in personal selling is exceptionally high. When salesmen resign from their position, they depart from the company abruptly and without any clear direction.

Training Cost: The training of the sales personnel incurs significant costs. Training expenses include cell phone charges, healthcare costs, trainee pay, sales trainer fees, training equipment, meal expenses, hotel accommodations, and travel costs.

High Cost-per-Action: High Cost-per-Action refers to the significant amount of money that a firm spends to assess the effectiveness of its personnel through promotional activities. The costs include telephone, office supplies, travel expenses, entertainment spending, product guide literature, supportive material, bonuses, commission, salary, and other compensations.

Negative Image of Salesmen: One of the major drawbacks of personal selling is the unfavorable image associated with sales professionals. Some of the salesmen use an aggressive tone, while others have a more subdued approach, which tends to irritate customers. Nevertheless, their pessimistic demeanor would result in financial losses for the corporation due to decreased sales and a tarnished corporate image.

5. Direct Marketing

Direct marketing encompasses any form of marketing that depends on direct communication or delivery to individual consumers, bypassing intermediaries like mass media. Delivery systems such as mail, email, social media, and texting campaigns are utilized. The term "direct marketing" is used since it typically bypasses intermediaries, such as advertising media. Direct marketing encompasses any form of marketing that depends on direct communication or delivery to individual consumers, as opposed to using intermediaries like mass media. Delivery systems such as mail, email, social media, and texting campaigns are utilized. Direct marketing is named as such because it typically bypasses intermediaries, such as advertising media.

Examples: Direct mail catalogs, email marketing campaigns, telemarketing.

4 main types of direct marketing

Email Marketing: Email marketing is the transmission of promotions, newsletters, and other materials to a group of contacts by email.

Mobile Marketing: Mobile marketing involves the use of SMS text messaging, mobile apps, and other mobile technologies to reach and engage with consumers.

Social Media Marketing: Social media marketing refers to the use of popular social media platforms like Twitter, Facebook, and Instagram to advertise and endorse various products and services.

Direct Mail: Direct mail refers to the practice of sending advertising materials directly to consumers through the postal service.

Advantages of direct marketing

Direct marketing has several advantages, such as:

Targeting: By utilizing demographics and purchasing patterns, you have the ability to deliver tailored messaging to certain consumer segments and potential customers. The higher the level of specificity in your campaigns, the greater the likelihood of their success.

Personalization: Connect with your target audience by adding a personal element. Direct mail or email can be personalized to an individual recipient, and may contain relevant information such as previous purchase history. Initiating a phone call can effectively initiate a dialogue with a customer, thereby establishing a connection with your organization.

Affordable: Strategies such as email marketing or leafleting can be highly cost-efficient. Direct marketing is generally more cost-effective for small and medium-sized enterprises (SMEs) compared to mass media advertising campaigns.

Measurable: By including a call to action or a unique coupon code in your marketing messages, you can readily monitor the effectiveness of your efforts. This can assist you in strategizing for upcoming campaigns.

Informative: Unlike other forms of advertising, you have the ability to provide comprehensive information about your products, services, and prices

Disadvantages of direct marketing

There are several disadvantages and challenges associated with direct marketing, including:

Intrusive: Direct marketing is often regarded as bothersome and invasive by a significant number of individuals. This is particularly accurate when it comes to telemarketing and door-to-door sales. Certain individuals have a negative opinion towards marketing mail and perceive it as 'junk mail'. Consumer aversion to your marketing efforts might lead to a detrimental brand connection, diminishing their inclination to make a purchase. This is more probable when using less focused advertising.

Environmental Impact: Direct mail and leafleting efforts that use a lot of paper may be bad for the environment. To avoid these and other problems that hurt your business, use recycled materials or email ads.

Lower response rates: The response rates for direct marketing are usually between 1% and 3%. Not only does dealing with a consumer who isn't eager cost you money, it's also usually annoying for them. To cut down on this, use more targeted groups instead of sending out mass emails.

Competition: If the person receiving your message is getting a lot of marketing emails or direct mail, it might be hard to stand out.

Cost: Strategies like as telemarketing and direct mail can incur significant financial and resource expenditures.

Legal issues: There are rules about privacy and data security that apply to direct marketing. Very important to make sure that the only people on your mailing list are those who have specifically agreed to receive business emails from you.

3.9 How to use a promotional mix

The following stages provide recommendations on how to effectively utilize a promotional mix:

Determine your target audience: It is crucial to establish your target audience before commencing any advertising endeavours. It is necessary to consider other characteristics, such as age, gender, and income. Effective campaigns cater to the preferences and traits of your intended audience. Consider whether your product primarily caters to the female or male demographic. In addition, you may estimate the extent to which people are willing to go in order to get your service. This will enable you to strategically advertise inside that particular geographical area. These approaches can help you identify a more specific target audience to improve the effectiveness of your promotional mix.

Create advertisements: Advertising involves the promotion or presentation of services, ideas, and products by a designated sponsor. This strategy is a highly effective kind of widespread communication and is extensively utilized for the purpose of promoting products. Your organization may spend a substantial amount of its budget only to advertising, which includes several channels such as radio, magazines, television, and newspapers. Engage in collaboration with your team to ascertain the optimal kind of advertising that aligns with your specific requirements. If you possess a product or service that is attractive to the local population, opting to advertise in the local newspaper could be a remarkably efficient decision. In order to optimize the exposure of your products, it is recommended to advertise in specific national publications or on television, as these mediums have a broad nationwide viewership.

Utilize public relations: A firm can employ the services of a public relations agency to enhance their promotional mix and endeavor to shape the perception of a specific group towards their business. Public relations endeavors frequently establish and maintain a favorable perception of

a firm while concurrently marketing it. Public relations focus on targeting distinct demographics such as stockholders, employees, environmentalists, customers, citizens, or unions. You should collaborate with them to communicate any crucial information they should emphasize and identify your intended audience. There are several activities to consider, such as inviting buyers to attend a product showcase. Hiring a public relations professional is advantageous as they are responsible for managing contact databases, engaging with potential customers, and addressing inquiries from the public on your business. These procedures can facilitate the organization of a prosperous event that effectively promotes your goods and potentially leads to increased sales.

Utilize sales promotion: Sales marketing helps customers choose your service quickly. It includes temporary incentives like sales at lower prices, coupons, rebates, and buy-one-get-one-free deals to encourage consumers and dealers to acquire your goods. A sales campaign can offer a percentage discount if a customer buys your goods within a certain timeframe. You can market these offers online or in print. The ad includes a coupon code for a 15% discount on purchases within particular dates.

Consider direct marketing: In the promotional mix, direct marketing delivers a service or message. This method has become popular since it saves organizations time and money. Direct marketing can be done by mailing tailored ads to potential customers, selling door-to-door, or setting up a shopping center kiosk. This type of marketing can make the consumer's experience more engaging and personalized.

3.10 Promotional Mix Strategies

Push Strategy

A company uses a push strategy to urge wholesalers and retailers to actively promote and sell their products to end customers. This technique uses sales teams, advertising, promotions, and other methods to encourage intermediaries to sell company items. A push strategy in marketing actively promotes and distributes a product or service to the target audience through several marketing and advertising channels. The goal is to make intermediaries want the product, which will make their consumers want it.

Businesses with critical distribution channels, such as consumer-packaged goods producers, use the push strategy to convince retailers to carry their products. It can also promote special goods and services that are only available for a short time. The business uses a push way to get to know retailers and distributors. To get people to talk about and buy its products, the company gives discounts, deals, and other perks. The business may also teach and help these agents get the word out about the goods and sell them.



Figure 3: Push Marketing Strategy

Some push marketing strategies:

Trade shows: Trade shows allow businesses to showcase their products to retailers and distributors. At these events, firms can meet potential clients, provide product samples, and discuss sales terms.

Personal selling: Businesses may engage salespeople to personally pitch their products to distributors and retailers. Salespeople may demonstrate products, answer questions, and offer discounts to attract distributors and retailers.

Trade promotions: Companies may offer discounts, free stuff, or extended credit terms to retailers and distributors to sell their products.

Promoting to wholesalers and distributors: : Businesses can advertise in trade periodicals and use direct mailers to push their products into their stores.

Sponsorship: Companies can sponsor major events or sports teams with their target retailers and distributors to create brand recognition and get them to carry their products.

Pull Strategy

Pull marketing generates consumer demand for a product or service. A pull tactic attracts customers rather than forcing them to buy. Marketers use pull to build brand awareness and showcase product benefits. They might use influencer marketing, social media, content, and advertising to reach their target demographic and increase product interest.

Pull strategies generate demand to get clients to buy the goods through distribution channels. Businesses can create interest and demand to build a more organic and sustainable market than aggressive advertising and discounting.



Figure 4: Pull Marketing Strategy

Here are some examples of pull strategy in marketing:

Advertising: Businesses use print, radio, television, and online ads to promote their products and services.

Social media marketing: Businesses communicate with their target audience and promote their brand on Facebook, Twitter, and Instagram.

Content marketing: Companies employ blog postings, videos, and e-books to entice visitors and establish brand credibility.

Search engine optimization (SEO): Businesses optimize their content and websites for search engines such as Google to increase exposure and organic traffic.

Influencer marketing: Companies team up with well-known social media personalities to advertise their wares.

Public relations: PR is used to improve the brand's image and attract new customers.

3.11 H. R Trade & Tourism's Promotional Strategies

H.R Trade & Tourism is a legal company in Dhaka, Bangladesh that helps people find jobs and buy plane tickets. Our goal is to improve the quality of life for expats by helping them find work abroad and encouraging them to send money back home. We offer many services, such as help with finding work abroad, processing visa applications, buying tickets, and more. Some of the things that make us stand out are personalized job help, low-cost travel benefits, and a strong focus on cultural integration.

Our Promotional Strategy

Our promotional strategy integrates a range of approaches, including individualized career guidance and economical travel packages, positioning us as a convenient and efficient solution for seamless travel and professional prospects. We engage with our varied audience through telemarketing, WhatsApp groups, email marketing, and direct selling, bolstered by a widespread agent network spanning the entire nation. Through the systematic collection of feedback and the use of data-driven decision-making, we guarantee that our services consistently align with the changing requirements of our clients. As a result, we have developed a customized marketing plan specifically designed for H.R Trade & Tourism.

Telemarketing

- Our specialized telemarketing staff contacts potential B2B clients, including business partners and organizations in need of recruitment services. The recruiting industry is a vast sector. We are linked with numerous agencies.

- Create compelling scripts and provide tailored solutions depending on their individual requirements. Here, we provided them with information about our specific job opportunities for both skilled and non-skilled positions.

Leaflets and Brochures

- Create visually appealing and informative pamphlets and catalogues that effectively highlight our specific employment requirements.
- Disseminate these materials including job description, service specifics, and in locations with significant pedestrian flow.
- Ensure the provision of government-endorsed services or official documentation to facilitate convenient access to more information.

Interview Sessions

- Conduct regular interview sessions to engage with job seekers and potential clients.
- Utilize these sessions as occasions to enlighten participants about RTI's services and establish connections.

WhatsApp Groups

- Establish specialized WhatsApp groups for B2B clients, enabling us to disseminate exclusive job postings and recruiting updates.
- Sustain a proactive presence, responding swiftly to inquiries.

Email Marketing

- We enhance our business through email marketing campaigns, delivering customized content to both B2B and B2C groups.
- Utilize segmentation to precisely target job offers to suitable people and provide relevant services to B2B partners.

Direct Selling

- Utilize your extensive network of agents across the country to engage in direct business-to-business sales.
- Equip agents with comprehensive understanding of our services to proficiently represent RTI in the field.

Direct Marketing

- Sustain direct mail efforts, particularly targeting high-value B2B clients, by utilizing customized content.
- Monitor the response rates in order to improve our approach.

Agent Network

- Enhance and expand our network of agents nationwide.
- Equip them with marketing materials and assistance to effectively sell our services in their respective regions.

Community Engagement

- Participate in community outreach by forming alliances with local organizations and educational institutions.
- This will enable us to access both the job-seeking and recruiting prospects.

Feedback and Improvement

- Collect feedback from B2B clients, B2C job searchers, and your network of agents.
- Utilize this feedback to improve your services and optimize your marketing approach.

Measurement and Analytics

- Use analytics tools to measure advertising effectiveness across B2B and B2C segments.
- Analyze data to optimize marketing efforts and make smart decisions.

By tailoring our strategy to your B2B and B2C business models, using telephone outreach, printed materials, and agent networks, you can successfully market and interact with a diverse spectrum of clients and job seekers, boosting H.R Trade & Tourism.

3.12 Findings of The Report:

The information in this section is derived from a qualitative research method that involves conducting interviews and observations. The purpose is to obtain valuable insights into H.R Trade & Tourism's promotional techniques and how they affect customer perceptions. The study utilized qualitative research methodologies, such as interviews and observations, to collect and analyses data. The subsequent significant discoveries surfaced:

Customer-Centric Promotional Efforts: The research found that H.R Trade & Tourism has shown a dedication to promotional techniques that priorities the needs and preferences of customers. Interviews with key stakeholders highlighted the company's recognition of the significance of synchronizing promotional initiatives with customer expectations.

Effectiveness of Promotional Activities: The findings indicate that the promotional endeavors executed by H.R Trade & Tourism have predominantly succeeded in attaining the desired demographic and bolstering brand awareness. Customers have reported encountering promotional initiatives of the company through various media platforms.

Alignment with Customer Expectations: Customer views indicated a reasonable level of alignment between promotional methods and their expectations. Although the promotional

efforts had a favorable effect, there were certain areas where customer expectations and promotional content could be more effectively aligned.

Room for Improvement: The analysis identified specific areas where H.R Trade & Tourism could improve its promotional efforts. The comments from customers highlighted the necessity for more customized and focused promotions, specifically designed to cater to particular interests.

Importance of Customer Feedback: The significance of customer feedback has become evident as a useful resource. The results emphasized the importance of gathering and implementing client input in order to continuously improve promotional techniques.

Training and Awareness: It was evident that both staff members and marketing teams had a comprehensive grasp of the significance of customer-centricity in promotional activities. Nevertheless, there is scope for more training and consciousness-raising to guarantee the constant incorporation of this viewpoint into decision-making procedures.

Competitive Positioning: H.R Trade & Tourism possesses a positive competitive advantage in the market. According to consumer feedback, It was found that their advertising was as good as or better than the competitors in the same field.

Long-Term Customer Relationship Building: Interviews with loyal customers showed that H.R. Trade & Tourism's marketing strategies had succeeded in building long-term relationships with customers, as shown by their loyalty to the company.

Continual Adaptation: The findings underscore the importance of continual adaptation and improvement of promotional strategies to remain in sync with evolving customer expectations and market trends.

These results shows that how important it is to focus on the customer and how H.R. Trade & Tourism needs to keep looking at and changing its marketing strategies so that they can stay ahead of the competition in the market. The insights that the business gets from qualitative research are very helpful for their future marketing efforts.

3.13 Conclusion

In summary, this term paper has examined the critical importance of promotional strategies in the contemporary business environment, emphasizing their indisputable significance. In today's intensely competitive marketplace, success is predicated on the implementation and organization of a proficient promotional strategy. Operating as a catalyst, it facilitates the connection between enthusiastic consumers and products and services, thereby driving businesses towards their objectives. Promoting strategies that cultivate brand recognition, stimulate consumer curiosity, and establish confidence and allegiance facilitate the progression towards amplified sales, revenue expansion, and a robust market foothold.

H.R Trade & Tourism, a Dhaka, Bangladesh-based recruiting agency authorized by the government, has provided an example from the real world that demonstrates the effectiveness of a comprehensive promotional strategy. The multifaceted approach utilized by H.R Trade & Tourism, which includes telemarketing, WhatsApp groups, email marketing, direct selling, and a network of nationwide agents, demonstrates the company's dedication to excellence. The organizations always focus on getting people involved in the community, getting feedback from consumers all the time, and making decisions based on information that shows how flexible their marketing strategies are and how well they can adapt to the dynamic customer needs.

The fact that H.R. Trade & Tourism was so successful shows what people can do when they use an effective marketing plan. The journey of this advertising firm gives us ideas and useful information, showing us how powerfully effective advertising can be in today's business world. In addition to emphasizing the significance of promotional strategies, this report provides a concrete illustration of their effects on an actual organization. This serves as evidence of the ongoing significance and development of promotional tactics as an essential element of any prosperous enterprise in the contemporary, competitive, and fast-paced setting.

3.14 Recommendation

The recommendation section of the report is formulated based on the research findings. By adhering to these suggestions, H.R Trade & Tourism can mitigate customer unhappiness and consequently gain a sustained, unique competitive edge to attain a larger market share.

Enhance Customer-Centric Promotional Strategies: To make their customer-focused marketing strategies better, H.R. Trade & Tourism should focus on improving how they do things. This means making sure that advertising activities are more in line with what customers want, need, and say.

Utilize the insights gained from qualitative research: The qualitative research conducted in this study offers useful information regarding client perspectives. H.R Trade & Tourism should utilize these observations to guide and improve their promotional tactics.

Regular Customer Feedback Mechanisms: Establish regular and organized techniques for collecting continuous client feedback in order to gain ongoing insights. This includes using surveys, feedback forms, and focus groups to regularly review and adapt promotional campaigns.

Customized Promotions: H.R Trade & Tourism should implement customized campaigns that strategically target certain client segments by offering bespoke incentives and personalized offers. Customization can greatly amplify the effectiveness of promotional campaigns.

Integrate customer expectations: Ensure that promotional plans adhere to both industry best practices and client expectations while also being in line with evolving market trends.

Training and Awareness: Deliver extensive training to marketing teams and workers to highlight the importance of customer-centric promotional strategies. Foster a culture that encourages understanding and timely response in resolving client needs.

Measuring Customer Satisfaction: Customer happiness can be measured by implementing key performance indicators (KPIs) to track the impact of promotional efforts on customer views.

Benchmarking and Competitive Analysis: Conduct regular benchmarking and competitive analysis to compare promotional actions with those of industry peers and competitors. Identify potential areas for distinguishing oneself and introducing novel ideas.

Periodic evaluation and adjustment: Promotional techniques should not remain unchanged. H.R Trade & Tourism should prioritize continuous evaluations, adjustments, and enhancements in response to changing client demands and market conditions.

Effective Communication: To communicate effectively, marketing messages are needed to be clear, make sure it makes sense, and it fits with the company's brand ideals and customer-focused strategy.

Long-Term Relationship Building: Emphasize the cultivation of enduring client relationships rather than pursuing immediate benefits. Effective promotional methods yield beneficial rewards in the form of customer loyalty and advocacy.

The target of these recommendations is to help H.R Trade & Tourism enhance its promotional strategies so that they can satisfy customer expectations in better ways and improve their market position. They emphasize the importance of continuous improvement, client focus, and adaptability in the dynamic world of marketing.

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