**Discussion: Promotion**

Megan Fabian

School of Business Administration, Liberty University

**Author Note**

Megan Fabian

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Correspondence concerning this article should be addressed to Megan Fabian

Email: [mefabian@liberty.edu](mailto:mefabian@liberty.edu)

**Promotion**

**4Ps Marketing Mix Approach**

The 4Ps marketing mix approach was introduced over 60 years ago and was popularized by Phillip Kotler an American author, consultant, and Professor of Marketing at the Kellogg School of Management at Northwestern University. Kotler collaborated with Gerald Zaltman to publish “Social marketing: An approach to planned social change” which describes how the marketing theory influences behavior change in current customers, future customers, and the overall market (Basil, 2022). While there are many variations and approaches a company can implement when marketing products or services, it is necessary to ensure it is effective marketing. Effective marketing provides the product or service to be distributed on a broad range of areas rather than centralizing on one. This enables a company to reach a larger targeted audience and maintain focus on the true goal. The 4Ps marketing mix approach has become notorious for leading to effective marketing. Product, price, promotion, and place make up the 4Ps, arguably the most important P is Price however Promotion could be considered the P that distinguishes a company from their competitors. Additionally, promotion strongly impacts a brands equity.

**Promotion Impact on Brand Equity**

A company’s brand equity in simple terms describes the value of a company. This is determined through customer perception or experience with the brand. If a company has positive brand equity customers think highly of their products or services alternatively, if the brand equity is negative customer think poorly. Many researchers view brand equity as a company’s intangible asset that ensures long term success and growth (Karmin et al., 2021). It is also suggested that brand equity can be damaging to a company’s operations, image, and growth. The 4Ps market mix approach demonstrates the relationship between creating brand equity and different marketing activities. As mentioned previously, promotion is the most important P of the marketing mix approach when it comes to influencing brand equity. The promotional approach or promotion mix involves advertisement, retail, sales, and public relations. Advertisement is significant in building brand equity since it influences the customers decisions to purchase the product or not regardless of the quality of the product (Naizi et al., 2021). If a company has a high advertising budget, they are likely committed to investing in the brand of the product or service as well as maintaining high quality. Furthermore, more commitment generates brand awareness which ultimately strengthens the relationship between customer and product.

**Advertisement**

The marketing plan of a product or service includes promotion, with one key aspect being advertisement. This includes how the company will expose the product, reveal why the customer needs it, and express why customers should pay the set price for it. In this day and age technology platforms have developed to enable companies with opportunities to communicate with audiences on a global scale. Additionally, modern technology has created more effective and exciting advertisements via television, social media pages, radio, and web pages. Abd Rahim & Norazman (2022), describe positive impacts of advertising products including community welfare, public health, free entertainment, brand image, and general appeal. Alternatively, there are also negative impacts of advertising such as misinterpretation and unreasonable expectations. Advertising is more than just selling a product it is meant to inform, persuade, and remind consumers of the product or service available. When developing a marketing plan company’s must understand brand positioning as it enables a company to distinguish themselves from competitors while keeping in mind their target customer. A good example of successful brand positioning is Red Bull.

**Red Bull Brand Positioning**

Red Bull an energy drink company which originated in Austria in the 1980s has become one of the top energy drink providers in the world which is credited to their marketing strategy. The notorious slogan, “Red Bull gives you wings” was initially created in 1997 and has since been a strong message that is still utilized today; unlike their competitors who continually rebrand to keep their products relevant. Red Bull embraces a unique advertising approach that incorporates fun and humor while integrating a distinct style of drawn illustrations, each commercial always ends with the slogan, “Red Bull gives you wings”. The company emphasizes “extreme” and “energy” as their key values while centering their brand positioning around customers who also embrace these values (Kostelijk & Alsem, 2020). Red Bull embraces extreme challenges by sponsoring Formula One races, motorcycle racing, NASCAR events, and organizing flying shows. The rand positioning of Red Bull has allowed the company to increase their competitive advantage while expanding in the market.

**Conclusion**

Promoting products is necessary to generate sales and grow a company, however it must be done properly. The commitment level and budget for advertising products can make or break a company, if done correctly a company will see sales flourish, reputation improve and positive brand equity. Alternatively, if there is a lack of commitment and budget the brand can be quickly damaged. It is important to note that promotion is just one of the 4Ps within the marketing mix approach, the additional 3Ps should be considered in the marketing plan to ensure the company is well-rounded.

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