

What Is Publicity ?

In order to sell any products or services, your customers have to know that your business exists. Publicity is the process of creating public awareness of your business, brand, products, or services through media coverage and other forms of communication.

As more people become aware of your business, the potential for turning those people into customers also increases.

What Is the Difference Between Publicity and Marketing?

While publicity may be a component of your marketing strategy, it is different from most marketing because there often is no message beyond letting an audience know that the product or service in question exists.

Marketing involves communicating specific benefits and emotions to potential customers in order to persuade them to make a purchase. Publicity, by contrast, is designed to make a product or brand more visible. This strategy typically does not share or describe a product's specific benefits, but it puts it in front of as many eyes as possible.

Marketing is almost always directed at a business's target audience. Publicity may be directed generally at the public or more specifically at your ideal customers.

Publicity campaigns often precede marketing campaigns that share more detailed information.

Other Types of Publicity :

In addition to being mentioned in the press, there are other types of publicity that your business can pursue.

Social media. Platforms such as Facebook, Instagram, and Twitter allow you to connect with your potential customers. A strong social media presence keeps your brand in your followers' minds. Rather than trying to make a single post that goes viral, focus on building an interested audience in a slow and steady fashion.

Cultural relevance. A clever social media post, viral video, catchy slogan, popular commercial, or attention-grabbing public comment can put your business in the cultural spotlight. When that happens, you get free publicity anytime someone references your cultural moment.

Product placement. Send free products or offer free services to public figures, ~~celebrities~~ or other media personalities. Your products may end up being featured in their blogs, social media posts, or other public content.

Partnerships. Working with other brands or businesses that have a larger audience can allow you to get your brand in front of a wider audience and generate publicity. Approach potential partners about collaborations, product swaps, or offering your products and services as a free bonus to some of their customers.

Promotional swag. Branded items such as calendars, pens, notepads, tote bags, and phone cases can put your brand name and logo in front of a wide audience. However, you have no guarantee that your target audience will be the one seeing this swag. Think of swag as a fun bonus for customers, rather than a guaranteed way to generate publicity, and budget accordingly.

Characteristics of Publicity:

Key characteristics of publicity have been briefly described in following part:

1. Meaning / 2. Non-paid Form / 3. Various Media / 4. Objectives / 5. Control of Producer
6. Credibility/Social Significance / 7. Part of Public Relations / 8. Costs / 9. Effect
10. Repetition

Importance of Publicity:

Like advertising and sales promotion, sales can be increased by publicity, too. Publicity carries more credibility compared to advertisement. Publicity is cost free; it doesn't involve direct cost. Publicity offers a lot of benefits to the producers and distributors.

Importance of publicity can be made clear from the below stated points:

1. Publicity is an effective medium to disseminate message to the mass with more credibility.

People have more trust on news given by publicity.

2. The credibility level of publicity is much higher than advertising and other means of market promotion. People express more trust on what the third party independently says. It appears directly through newspapers, magazines, television, or radio by the third party. It is free from bias.

3. It provides more information as the valuable information is free from space and time constraints. Similarly, publicity takes place immediately. No need to wait for time or space in mass media. It enjoys priority.

Master (10/17)
C1 + C2

International Trade

International trade : is the exchange and the economic transactions of capital, goods and services across national borders (between different nations).

△ Trading globally gives consumers and countries the opportunity to expose to new markets and products : every kind of product can be found in the international markets, food, clothes, oil, currencies... Services are also traded like tourism, banking, transportation... It includes imports and exports.

The Advantages of International Trade

- * Availability and variety of all types of goods and services that can not be produced domestically.
- * large scale production: goods are not only produced for home consumption but for export to other countries.
- * Exchange of technical knowledge and the establishment of new industries.
- * Increase competition and quality due to the international competition, producers attempt to produce better quality of goods.
- * Increases employment especially in export sector.

The Disadvantages of International Trade

- * the collapse of home industries due to the foreign competition and unrestricted imports.
- * Economic dependence and the exploitation of the underdeveloped countries.
- * miss utilization of natural resources: huge exports may exhaust the country's resources.
- * Creates world conflicts: it creates rivalries among nations due to the high competition in foreign markets.

Answer the following questions

- What does global trade mean ?
- What are the main benefits of international trade?
- what are the negative sides of global trade?
- how can global trade be a risk on local economy of a country?

Find words that have the same meaning of the following terms

Local=..... Labor=..... Global=.....

Consumer Satisfaction and Loyalty

Master 1
C1 + C2

Consumer satisfaction : refers to the post service evaluative judgment of a product or an overall evaluation based on the total purchase and consumption experience with the good or service over time.

Consumer loyalty: a term used when a consumer continues to purchase from a particular brand, company or a business. It results from positive experiences and interactions with a business.

"a deeply held **commitment** to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts to provide the opportunity of **switching behaviors**".

The factors that affect the consumer satisfaction may differ from one industry into another. Here are some general and common factors suitable in most cases:

- ❖ **Product quality**: high quality products ensure high consumer satisfaction. It refers to the result of the comparison between the customers' **expectation** about the service and their **perception** of the way the product has been performed.
- ❖ **Perceived value**: the overall **assessment** of the utility of a product.
- ❖ **Availability**: good product must be available when consumer requires it.
- ❖ **Internal consumer satisfaction**: employees who are satisfied with their jobs tend to be more helpful in gaining the consumers' trust. Satisfied employees are likely to show higher commitment levels and make less mistakes.
- ❖ **Ease of use**: the easiness of utility may increase the consumers trust especially for electronic products and e-services.
- ❖ **Cultural factors** represent Norms and values carried forward by generation from one entity to the other. these values and perceptions that define consumer wants and behaviors.
- ❖ **Social factors**. A person's behavior is influenced by many small groups like family, friends, social networks, and surrounding who have different buying behaviors.
- ❖ **Personal factors**: This consumer behavior includes personal factors such as age, occupation, economic situation, and lifestyle.
- ❖ **Psychological factor**: Many psychological factors like motivation, perception, learning, and attitudes and beliefs play a crucial role in purchasing a particular product and services.

Customer satisfaction is a key element for every organization wishing to increase customer loyalty and Create A Better Business Achievement.

Strategies Of Increasing Customer Satisfaction And Loyalty

- Producing products with high **quality** and competitive **price**.

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- **Have the right employees:** having skillful and well trained workers increases the quality of product so that the consumers will be more satisfied.
 - **managing the customer complaints and feedback:** every business organization has to deal with the **unsatisfied** or upset customer. The company will **review** the issue (the problem) with the customer and accept the challenge to turn into something **constructive**.
 - **Customer service (Information and communication technology):** Social media is an effective channel for the customers to communicate and share the **experiences** with the company and can be taken as the great opportunity to create a sense of **community** with them.
 - **Show transparency and responsibility:** acknowledge your mistake and be honest with your consumers. Do not be **defensive** or aggressive. take responsibility for your flaws.
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- **Exceed expectations:** "business should under promise and over deliver".
 - **Don't neglect existing consumers:** do not forget your existing consumers when you are trying to reach new ones.
 - **Offer incentives:** giving consumers a reason to keep coming back. It could be something simple like a **discount** on their next purchase or free gifts.
 - **Be reliable:** build a reputation for being **consistent**. if you promise to deliver a product within 24 hours, make sure that is a promise you can keep.
 - **Anticipate problems:** a good business always predicts any possible problem and make precautions .

Suite

E-Marketing

E-Marketing: Also known as Digital Marketing, or Internet Marketing, or Internet Marketing, it includes all methods and practices related to the world of Internet Marketing. : Online communication, improve e-commerce.

E-Marketing Tools

SEO search engines, electronic search engines such as Google, Yahoo and Bing Search Engine: These engines are considered one of the most important and largest sources that lead potential customers to your site, and visitor sources can be classified into two main types, an original source (in English Traffic), which depends mainly on You have to match your site to the result of the search process so that a certain site leads to the search results for certain keywords), and this type is considered somewhat free (since you pay the programmer or the specialist for his work only, and you will not pay on every customer who accesses your site), unlike the second type, which is the source Paid Traffic that allows you to lease This is payable for advertisements that appear at the beginning of the search result page (it is clear that it is an ad and not an original result), this is usually done on certain keywords, for example a tourist car rental company in a country, it can create a paid campaign so that advertisements appear for the company for all browsers from the country / countries The company works when they search for words such as "tourist cars for rent" or the like. In this way, the advertising company pays the search engine for every click made on the ad.

- .Marketing on social networks such as Facebook, Twitter, Instagram and others.
- .Multimedia sites such as YouTube and Video.
- .Marketing engagement program.
- .Newsletter and e-mail.
- .Website to improve the productive work environment on the website pages.
- .Electronic advertising.
- .Video Marketing.
- .Blogging and micro blogging like WordPress and Tumblr.

.Hacking Techniques.

.Marketing by urging consumers to participate in the promotional content industry which is known as (UGC) meaning user generated content

Advantages and disadvantages

E-marketing technologies allow the development of the relationship with customers to a level not previously reached: continuous interaction is now available. If there is some resistance from some customers, considering this type of marketing intrusive, or vice versa, self-negativity. However, the use of voluntary reporting techniques, such as features of interest, is becoming increasingly popular among users, especially those who frequent the commercial site. E-marketing is used to get customers to get the most benefit from selling a site and earning customer loyalty. Use of modern means while falling under a legal requirement, which requires the webmaster to authorize that, according to the Data Protection Act of 6 January 1978 (Article 34), users have the right to access, correct, amend and delete data. And all matters related to that personal data, or to exercise its rights under the data protection law, users must also be able to discover a way to contact the site administrator. Considering that the internet environment has now become widespread, and also due to the technical development and increased browsing speed, it is easy to get any information related to a product or service on this network, and that commodity can be acquired and obtained in a short time, so that any marketer can promote and sell his commodity, bypassing the regional limits of his whereabouts, and to introduce into his commodity global limits that guarantee at least more popularity of that good or service. In short, e-marketing has made it possible to obtain a good or service without being bound by time or space. E-marketing contributes to opening the door for everyone to market their goods or expertise without distinguishing between the giant company with huge capital and the ordinary individual or small company with limited resources. E-marketing mechanisms and methods are characterized by low cost and ease of implementation, compared to traditional marketing mechanisms, and we will not forget, of course, the possibility of adapting the expenses of the e-store design and advertising and advertising it for free or for a financial fee according to the budget set for it, while it seems difficult to apply such mechanisms to the commercial activity Traditional. Through the use of software technologies

accompanying the e-marketing environment and the advertising processes in this digital environment, it is simply possible to evaluate and measure the success of any advertising campaign and identify weaknesses and strengths in it, and can also be directed to determine the geographical distribution of the intended segments of these campaigns and other goals that seem difficult to achieve when using traditional means.

The difference between electronic and traditional marketing

E-Marketing allows you to see the exact number of people who viewed your site's home page in real time, using the digital analysis software available on marketing platforms such as "Happy Spot".

You can also see the number of pages they visited, the type of device they use, where they came from the site, and many other analytical data. This information helps you prioritize certain marketing channels, based on the number of people who come from them to visit your site.

For example, if 10% of your traffic comes from organic search, you should pay attention to SEO optimization to increase that percentage. In the case of traditional marketing, knowing how many people interact with your brand is very difficult before they contact the sales representative or make the purchase.

But with e-marketing, you can learn about customer trends and behavior patterns before they reach the final stage of the buying journey. In other words, e-marketing allows you to make decisions based on data and information on how to attract customers to your website.

Types of e-marketing

E-marketing has become one of the most important necessities in the life of institutions, factories and commercial companies in the local and global communities. Hundreds of millions have become connected to the Internet

daily from all parts of the world, and from this standpoint only the Internet has turned into a large marketing channel and e-marketing has become the best tool used to open new markets for companies. So that you take advantage of that opportunity and turn the Internet into an open market, whether local or international diversified public to promote goods and services, and achieve the goals of businessmen and companies from e-marketing plans to achieve the highest return from profits.

Online marketing through free advertising sites on the Internet.

E-Marketing via smart phone applications.

Online marketing through general and specialized forums.

E-marketing through the evidence and indexes websites.

E-marketing through the website pages.

E-marketing through social networking sites.

E-marketing through videos sites.

Online marketing by advertising by clicking on search engines.

E-marketing by clicking on social media.

Email marketing via email campaigns.

Banner e-marketing through paid advertising sites.

Online Shopping Through Blog spots.

Media e-marketing in magazines and newspapers