

## Services Communication and Promotion

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**Abstract:** *Services of communication to the process of using promotion elements in a unified way. Communication could indeed be seen as an effort towards promotion in practice and also find out some challenge and future market communication for business. In communicating and promoting the organisation ethos to employees, their acknowledgement and acceptance of it can influence their work behaviour and attitudes. When the interaction between the leadership and employees is good, the latter will make a greater contribution to team communication and promotion and will also be encouraged to accomplish the mission and objective assigned by the organisation, thereby enhancing satisfaction of customers.*

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### I. Introduction

Promotion is one of the process in the market mix, promotion has its own mix of communication tool. All these communication tool work better if they work together in harmony rather than in isolation. their sum is greater than their parts-providing they speak consistently with one voice all the time, every time. it blends various promotional tool and communication/marketing/advertising services and techniques to maximize profits of the organisation.

Service organizations can retain existing customers, attract new customers, increase brand awareness, build business, reduce their perceived risk and finally, gain the trust of their customers through promotional campaigns.

### II. Service of Communication

The various tools used for internal and external communication and employ them effectively. Further, an organization should have an idea about the likely issues that might arise in its communication with internal and external customers. these issues might be due to technology, budgetary constraints, content and delivery. Service companies should first understand the importance of communication and its types of organization with in:

#### **Internal Communication:**

Internal communication is one that happens between members of the same organization.  
Example: Superiors, Co-workers, Subordinates.

#### **External Communication:**

External communication is one that happens between the organization and other organizations / individuals of other organisations.

Example: Customers, Suppliers, Public, Government.

(Communication Issues for Service Marketers Objectives of Promotion .)

Further, an organization should understand and clearly formulate the objective for promotion. these promotion may targeted at customers, intermediaries, employees or competitors. after deciding the objectives for promotion , an organization should understand the elements of the promotion mix and use them in the right proportion . the complete communication programs of an organization constitute promotion mix.

#### **Promotion Mix:**

- **Personal Selling:** A process of helping and persuading one are more prospects to purchase a good or service to act on any idea through the use of an oral presentation.
- **Advertising:** Presentation and promotion of ideas good or service by an identified sponsor.
- **Sales Promotion:** Media and non media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability.
- **Public Relations:** It is the practice of managing the flow of information between an individual or an organization and the public.
- **Direct Marketing:** It is channel agnostic form of advertising that allows businesses and non-profits to communicate straight to the customer.

**Promotional Strategies for Services - How to Design a Service Promotion?**

- Which Services to Promote?
- Who would be the Target Customer?
- What would be the Value Added to the Product/Brand Is the Timing Right for Promotion and how long Should a Promotional Campaign be Run ?
- Who is Benefited from the Promotions?
- How to do a Promotional Campaign?

(Strategies for Effective Promotion.) A service company should also have a knowledge about the basic differences between packaged goods and service industries to design effective promotional techniques. the service personal play a more important role in service delivery when compared to packaged goods. The delivery location in also important in services and finally, a service customer acts as a co-producer unlike in packaged goods industry. keeping these differences in mind, a service company can opt for any of the promotional techniques like:

- Sampling,
- Premiums,
- Prize Promotions,
- Price Quality Promotions,
- Refunds and Future Discount and
- Coupons.

While designing a specific promotion campaign, a service organization should be able to answer questions like which services are to be promoted, who are the target customers, what value is being added to the service, when should the campaign be launched, how far it should be extended, who are the beneficiaries of the campaign and finally, how can a service firm differentiate its promotion from those of competitors.

Answering the above questions will help a service organization design a service promotion campaign. However, some promotional campaigns still fail as they consume a lot of time and resources and might prove ineffective. therefore, guidelines are provided for effective promotional campaign.

An organisation requires to plan effectively, should have focused objectives, the campaign launch should be perfectly timed, and it should add value by tie-ups and promotional overlays. future, an organisation should motivate its customers, intermediaries and employees, involved in the sales and marketing departments of an organization through its promotional campaigns. finally, it should develop a well-differentiated campaign from its competitors and regularly assess the success of a campaign.

**III. Conclusion**

Communication with present and prospect customer, but also with employee, vendors, related industries and external environment either directly or indirectly involved within. service communication and promotion of brand or product or generally your business is impossible and without promotion nothing can be sold in this competitive global market.