

Entrepreneurship Building a Business

Chapter 12 The Promotion Strategy

Section 12.1 Developing a Promotion Strategy

SECTION 12.1 After You Read Answer Key

Self-Check

1. Preopening promotional plans can accomplish the following: establish a positive image, let potential customers know you are opening, bring in customers, and interest customers. Ongoing plans can accomplish the following: explain the product, communicate information about sales, answer customers' questions and concerns, and introduce new goods and services.
2. Preopening promotion should begin at least six weeks prior to opening.
3. Five options that can be used in a promotional mix include advertising, publicity, sales promotion, Internet marketing, and personal selling.

Think

4. Preopening promotional plans will vary, but should mention the following goals: establish a positive image, let potential customers know the business is opening, bring in customers, and interest customers. Six month plans will vary but should be designed to help maintain and build sales.

English Language Arts

5. Press releases should include a headline, contact information, a date line, and a brief description of the company. The press release should also answer the five key questions.