



Promotional Marketing: How to Create, Implement & Integrate Campaigns that Really Work

By Roddy Mullin

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Promotional Marketing, formerly *Sales Promotion* (2010), details the tried-and-tested methods companies use to gain competitive advantage, including off-the-shelf offers, joint promotions, price promotions, premium promotions and prize promotions. This fully updated edition features the latest best practice for working in digital channels including web- and mobile-based promotions.

Promotional Marketing is a complete guide to planning, executing and evaluating promotional marketing campaigns covers the purpose of promotional marketing, what promotional marketing can do for businesses, the best ways to work with suppliers and how to use different techniques and implement an integrated marketing strategy.

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Editorial Review

Review

"Some great ideas and some sobering thoughts for businesses that don't look at what's been working already for years." (*Bob Garlick, Business Book Talk*)

"In today's connected world, promotion is now fundamental to everything we do to drive business and create successful integrated campaigns; in Promotional Marketing, Roddy Mullin gives practical advice on how to do this." (*Jodie Hopperton, Managing Director, The Institute of Promotional Marketing*)

"Takes the reader through a detailed look at tried and tested promotional marketing methods yet this is not a tired rehash of old material. Mixed in throughout this book are many great examples and case studies that have been used to date. It is inspiring to read a collection of these various examples that can show potentially dry, theoretical subjects in a practical, engaging light. The author has carefully mixed authority, information, balance, provoking statements and real-life case studies to great effect within. Whether you are deeply focused within the industry or sit on the periphery there is going to be a lot you can take away with this advice." (*Darren Ingram, Darren Ingram Media*)

About the Author

Roddy Mullin, Chartered Marketer and Chartered Engineer, has been a consultant for sales and marketing for the past two decades, with his business aim being to 'make people make money'. He is an examiner for the Institute of Promotional Marketing Diploma as well as former Vice President of the Central London branch of the CIM and former Court Assistant of the Worshipful Company of Marketors. He has written several books including **Promotional Marketing** and **The Handbook of Field Marketing** (both published by Kogan Page).

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