



Unit - 4 Communication Mix

- The communications mix involves all the tools you use to communicate with your customers or potential customers.
- This could be through advertising, social media, product packaging, direct marketing, websites, events, exhibitions – the list goes on! Successful campaigns consider all elements of the communications mix.





Planning Retail Communication

- **The steps involved in developing and implementing a retail communication program are :**
- **Establish Objectives**
 - Sales Goals
 - Communication Objectives
- **Determine Budget**
 - Marginal analysis
 - Objective and task
 - Rules of thumb
- **Allocate Budget**
- **Implement and Evaluate the Program**