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Marketing is the bridge between the product and the customer. A marketer uses the four P's -- product, price, place, and promotion -- to communicate with the consumer. Promotion is a combination of all forms of communication to the customer, including advertising and public relations.

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With the rise of digital media, promotion remains a key element at each step of the merchandising process to communicate a clear message about a product, brand, or retailer to the end user. Promotion

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strategies that were once limited to traditional media—print ads, radio or TV commercials—must now integrate digital media and more innovative means of communication through social media to stay relevant.

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In marketing, promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty.

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PROMOTION IN THE MERCHANDISING ENVIRONMENT

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