

There are four main aspects of a **promotional mix**.^[1] These are:

- **Advertising** - Any paid presentation and promotion of ideas, goods, or services by an identified sponsor. *Examples: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails.*
- **Personal Selling** - A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. *Examples: Sales presentations, sales meetings, sales training and incentive programs for intermediary salespeople, samples, and telemarketing. Can be face-to-face or via telephone.*
- **Promotions** - Incentives designed to stimulate the purchase or sale of a product, usually in the short term. *Examples: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.*
- **Public relations** - Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favorable presentation of it in the media. *Examples: Newspaper and magazine articles/reports, TVs and radio presentations, charitable contributions, speeches, issue advertising, and seminars.*

Direct Marketing is often listed as a the fifth part of the marketing mix .^{[2][3]}

Four Ps

Elements of the marketing mix are often referred to as 'the four Ps':

- **Product** - A tangible object or an intangible service that is **mass produced** or manufactured on a large scale with a specific volume of units. Intangible products are often service based like the **tourism industry** & the **hotel industry** or codes-based products like cellphone load and credits. Typical examples of a mass produced tangible object are the **motor car** and the disposable **razor**. A less obvious but ubiquitous mass produced service is a **computer operating system**.
- **Price** – The price is the amount a customer pays for the product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if other stores have the same product.
- **Place** – Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.
- **Promotion** – Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements - **advertising**, **public relations**, **word of mouth** and **point of sale**. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations (see Product above).