



The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing?

Vannessa Uhlein, Neele Claussen

Download now

[Click here](#) if your download doesn't start automatically

The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing?

Vannessa Uhlein, Neele Claussen

The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing?

Vannessa Uhlein, Neele Claussen

Bachelor Thesis from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7 (85%), Mid Sweden University, 16 entries in the bibliography, language: English, abstract: Due to the keen competition nowadays, companies are increasingly attaching more importance to sales promotion to attract consumers and to relationship marketing to retain them as loyal clients. It is crucial for enterprises to know people's reactions towards marketing tools in order to implement them successfully. Therefore, this study analyses the impact of these two concepts, with an emphasis on sales promotion, on the customers' purchase decision-making process by investigating consumers' points of view towards these instruments. These attitudes will be explained by the notion of deal-proneness. An online survey has been conducted in Germany with 471 respondents. The aim was not just to examine financial advantages but also material incentives which make people buy a certain product, as economic savings are not the only benefit of purchasing a product. Hence, we concentrated on five sales promotion tools, namely samples, coupons, premiums, loyalty cards and sweepstakes. The results, among others, show that samples and coupons are the customer's favourite actions whereas sweepstakes do not achieve the desired effects for the company. Furthermore, this research states possibilities to connect short-term promotion tools with the long-ranging relationship approach.

 [Download The Art of Gaining and Retaining Customers - Is Sa ...pdf](#)

 [Read Online The Art of Gaining and Retaining Customers - Is ...pdf](#)

Download and Read Free Online The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? Vanessa Uhlein, Neele Claussen

From reader reviews:

Hector Naranjo:

Why don't make it to become your habit? Right now, try to prepare your time to do the important work, like looking for your favorite publication and reading a guide. Beside you can solve your problem; you can add your knowledge by the e-book entitled The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing?. Try to make book The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? as your buddy. It means that it can for being your friend when you truly feel alone and beside that of course make you smarter than ever. Yeah, it is very fortunated for you. The book makes you much more confidence because you can know everything by the book. So , we need to make new experience as well as knowledge with this book.

Rodney Bryant:

Here thing why this kind of The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? are different and trusted to be yours. First of all reading through a book is good nonetheless it depends in the content of it which is the content is as scrumptious as food or not. The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? giving you information deeper and in different ways, you can find any e-book out there but there is no reserve that similar with The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing?. It gives you thrill examining journey, its open up your own personal eyes about the thing in which happened in the world which is perhaps can be happened around you. You can actually bring everywhere like in park your car, café, or even in your method home by train. When you are having difficulties in bringing the branded book maybe the form of The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? in e-book can be your choice.

Ruby Harris:

Spent a free time to be fun activity to accomplish! A lot of people spent their sparetime with their family, or their friends. Usually they undertaking activity like watching television, gonna beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your own personal free time/ holiday? Might be reading a book could be option to fill your no cost time/ holiday. The first thing that you will ask may be what kinds of publication that you should read. If you want to test look for book, may be the publication untitled The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? can be good book to read. May be it is usually best activity to you.

Lauren Clarke:

The book untitled The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? contain a lot of information on the item. The writer explains the woman idea with easy means.

The language is very straightforward all the people, so do not worry, you can easy to read that. The book was authored by famous author. The author brings you in the new age of literary works. You can easily read this book because you can read more your smart phone, or program, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can open up their official web-site as well as order it. Have a nice examine.

**Download and Read Online The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing?
Vannessa Uhlein, Neele Claussen #732FWQ4KRYA**

Read The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? by Vanessa Uhlein, Neele Claussen for online ebook

The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? by Vanessa Uhlein, Neele Claussen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? by Vanessa Uhlein, Neele Claussen books to read online.

Online The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? by Vanessa Uhlein, Neele Claussen ebook PDF download

The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? by Vanessa Uhlein, Neele Claussen Doc

The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? by Vanessa Uhlein, Neele Claussen Mobipocket

The Art of Gaining and Retaining Customers - Is Sales Promotion the Key to Successful Marketing? by Vanessa Uhlein, Neele Claussen EPub