

Part 3: 3-8 Integrated Promotional Mix for Building Store Image

The composition of the *marketing mix* (i.e., 10 Ps or product, price, place, promotion, presentation, people, positioning, packaging, processing, playback) and *sales promotional mix* (i.e., advertising, visual merchandising, special events and promotions, publicity, fashion coordination and training) definitely impact and foster the building of a sound store image. The promotional mix is usually manipulated not only to attract customer traffic and promote additional sales volume, but also it is planned to build and maintain store image and solidify the positioning of the store.

Retailers must decide which components of the sales promotional mix are most important to the store and how to utilize those elements to be most successful. Most retailers rely heavily on *advertising*, whether it is newspaper, magazines, direct mail, radio, television, or atypical types of advertisements such as billboards, graffiti art, outdoor benches, restroom ads, or transportation renderings such as mobile bus, taxi, or truck advertisements. Also, what type of web page does the retailer support? Does the store have a Facebook page or twitter account? Is the store represented on Pinterest or other popular *social media networks*?

With today's consumers demanding fun and entertainment or "retailtainment", *special events* such as demonstrations, trunk shows, fashion shows and seminars, or other Point-of-Sale (POS) techniques have become more prevalent. In fact, many consumer segments want the retailer to come to them or attend the events that they attend and to disperse information directly to the individual consumer.

Visual merchandising, or a combination of merchandise presentation and display, plays a significant role in establishing and maintaining a store's image. However, a simultaneous combination of all the elements have proven to have a greater impact than any one of the factors utilized alone. Thus, it is most important that the retailer pays close attention to the content and believability of all the messages in the promotional mix being sent to the target consumer. In addition, the promotional mix must be a fit with the merchandise classification as well as attract the target consumer.

In summary, all retail or store image cues must be distinctive, clear, and consistent; and all retail elements must be compatible and on the same level. Store image must take into consideration the following elements:

- General Elements
- Physical Elements
- Personnel Elements
- Customer Service Elements
- Product Elements
- Price Elements
- Placement Elements
- Integrated Promotional Mix.



In the next segments, developing the fashion image for the store will be discussed in *Part 4: “Develop the Fashion Image”*, and establishing merchandising policies for the store will be expanded upon in *Part 5: “Establish the Merchandising Policy”*. Finally, the merchandise presentation will be defined briefly in *Part 6: “Plan the Merchandise Presentation”*, while the two major types of merchandise presentations will be explained in depth in **Section 3: “Planning the Retail Merchandise Presentation”**.