

Creative use of advertising and promotion

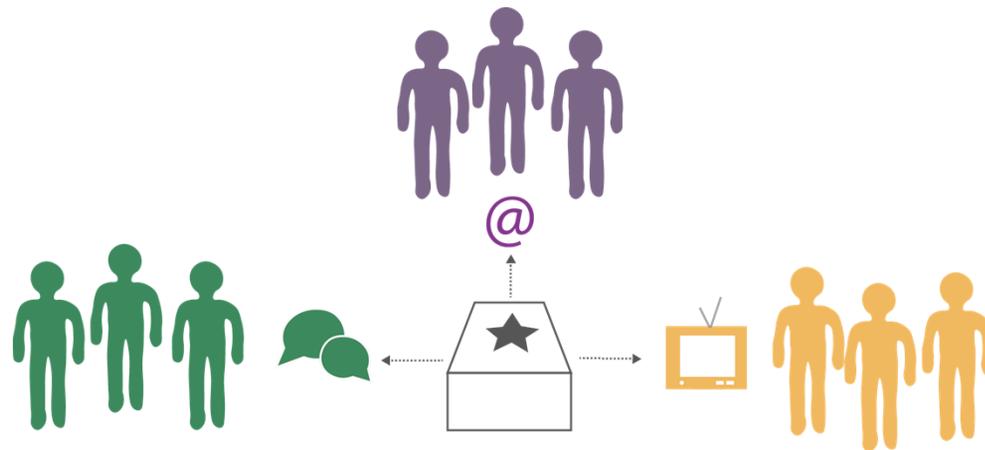
Senior Lecturer Carmen Acatrinei, Dr.

What is the difference between **Advertising** and **Promotion**?



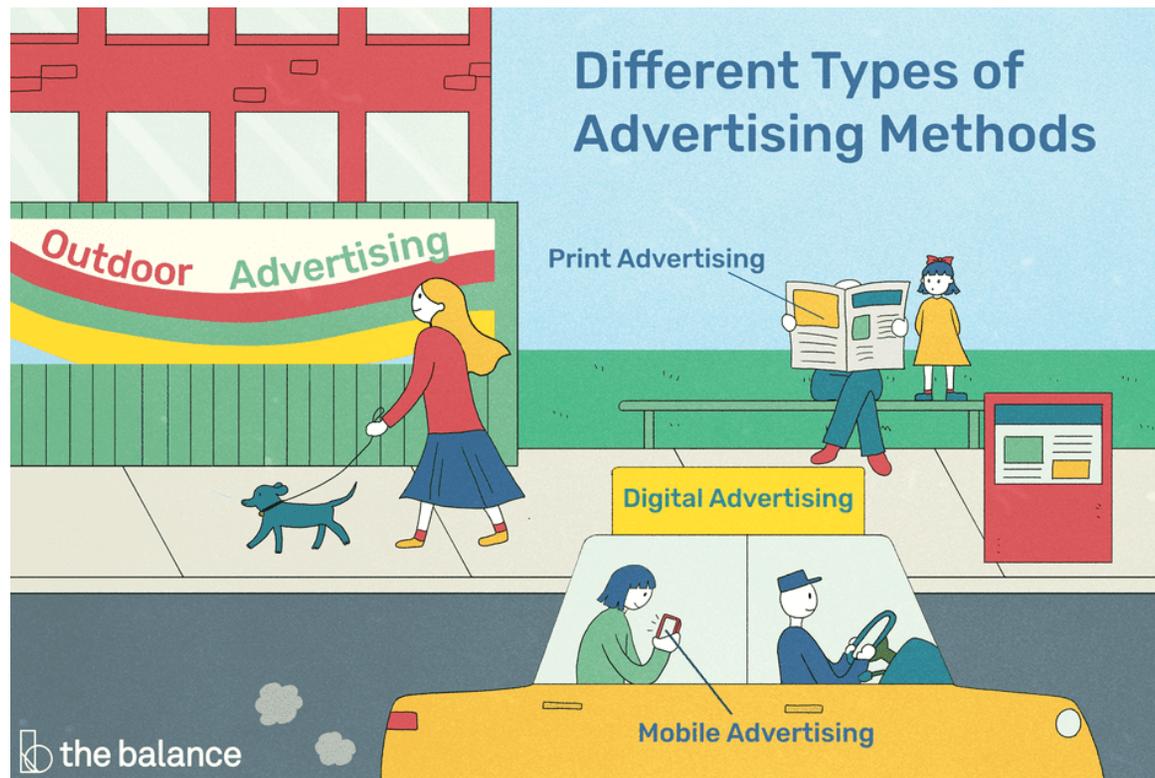
Promotion

- comprises the collectivity of communication measures and the adequate selection of concrete measures given a defined target group and the marketing goals;
- communication is important for cultivating an organization's relationship with supporters;
- includes:
 - Informing existing and prospective customers / beneficiaries about the existence of the organization's products / services;
 - Creating knowledge about the products' / services' features and benefits and the potential innovative edge;



Advertising

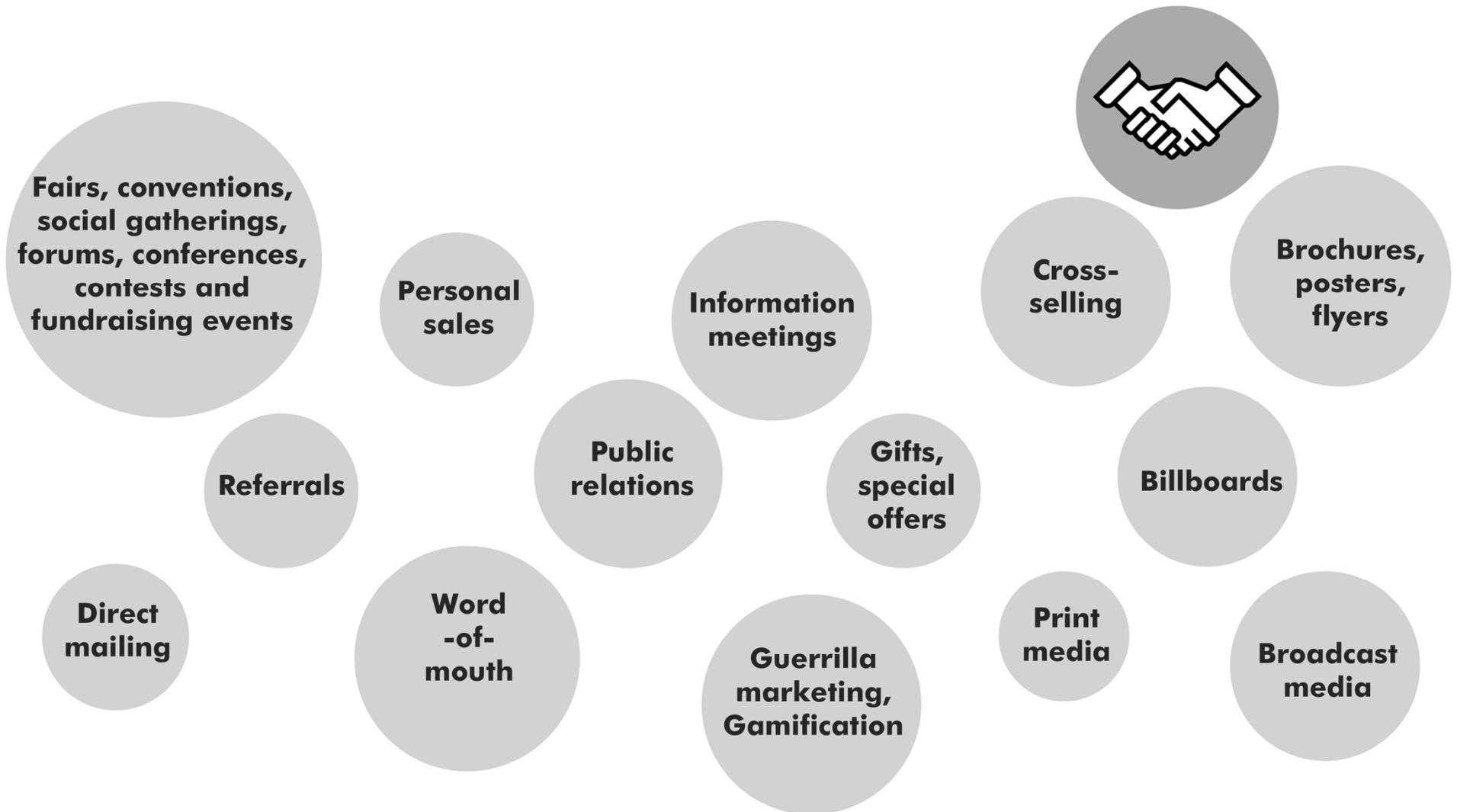
- **Advertising** is an impersonal promotional tool which is used to draw public attention towards a product or service, through a selected and paid media. It is a means of communication that helps to communicate a single message, to a large number of people, in less time.
- Various channels are used for the purpose of advertising like *television, radio, newspaper, magazines, billboards, pamphlets, posters, cabs, buses, walls, etc.*



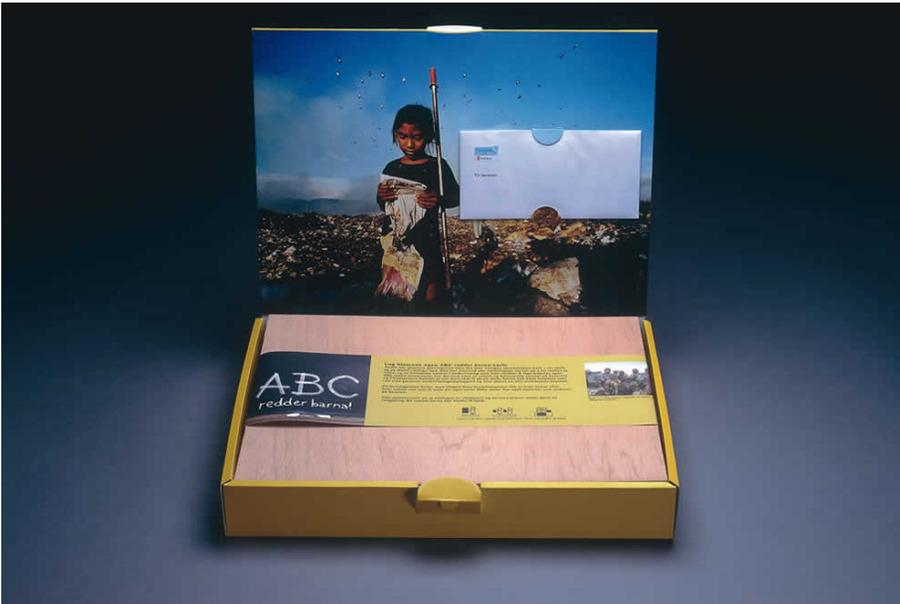
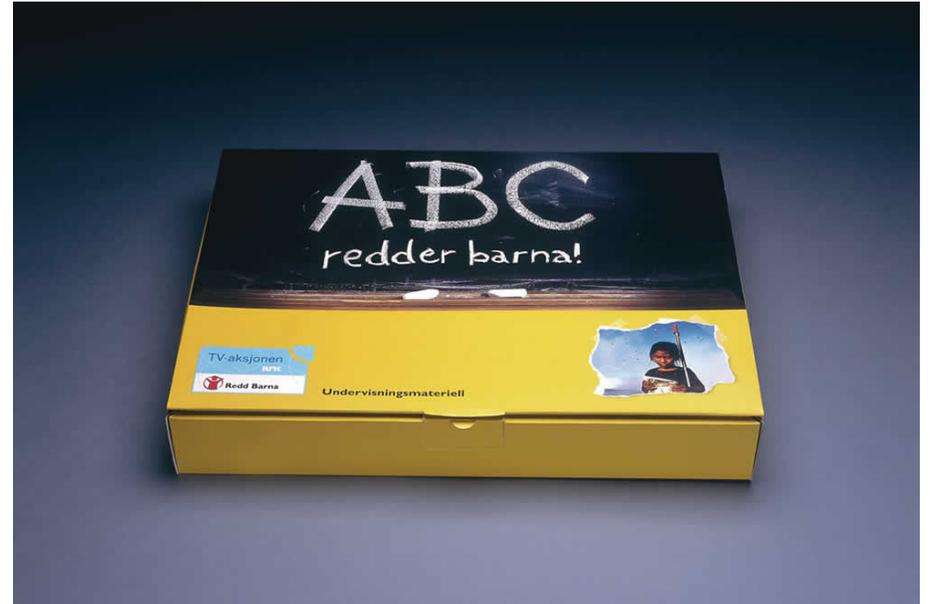
What **offline promotional channels** do you know?



Offline promotional vehicles



Direct mailing – Fundraising Norway



Direct mailing – Fundraising Germany



Translation

Book Title:

Iraq's Cultural Treasures

IRAQ'S WORLD CULTURAL HERITAGE IS IN JEOPARDY.

A FEW HOURS AFTER THE IRAQ WAR ENDED, THE NATIONAL LIBRARY IN BAGHDAD WAS IN FLAMES AND THE NATIONAL MUSEUM HAD BEEN LOOTED.

THOUSANDS OF TESTIMONIES TO THE EIGHT-THOUSAND-YEAR-OLD HISTORY OF CIVILIZATION ARE NOW MISUSED AS TENDER ON THE BLACK MARKET.

THEY INCLUDE PRICELESS ARTIFACTS, SUCH AS THE WORLD'S OLDEST SCROLLS, LAW BOOKS, AND SCULPTURES.

UNESCO NEEDS ANY HELP IT CAN GET TO RETRIEVE THESE CULTURAL TREASURES AND RETURN THEM TO WHERE THE HISTORY OF CIVILIZATION BEGAN – TO IRAQ.

Donation account: Reference "Iraq", Bank account: Deutsche UNESCO-Kommission Sparkasse Bonn, Routing No. 380 500 00, Acct. No. 43 59 3003.
All donors will receive a certificate for tax-exemption directly from the German UNESCO Commission, Colmantstrasse 15, 53115 Bonn, Germany.

This missive was given to UNESCO free of charge.

2020 *This Is What Happens In An Internet Minute*



What **online promotional channels** do you know?



Online promotional vehicles



Website

somaro.org/en/welcome/



somaro
Magazinul Social



[how it works](#) [locations](#) [about us](#) [faqs](#) [contact](#)



CONCEPT

SOMARO is a NPO selling products in its own stores at symbolic prices to low-income customers. These products are donated by retailers, producers or wholesalers. They may have damaged packaging or are close to their expiry dates and are therefore no longer saleable on the regular market. [read more...](#)

LOCATIONS

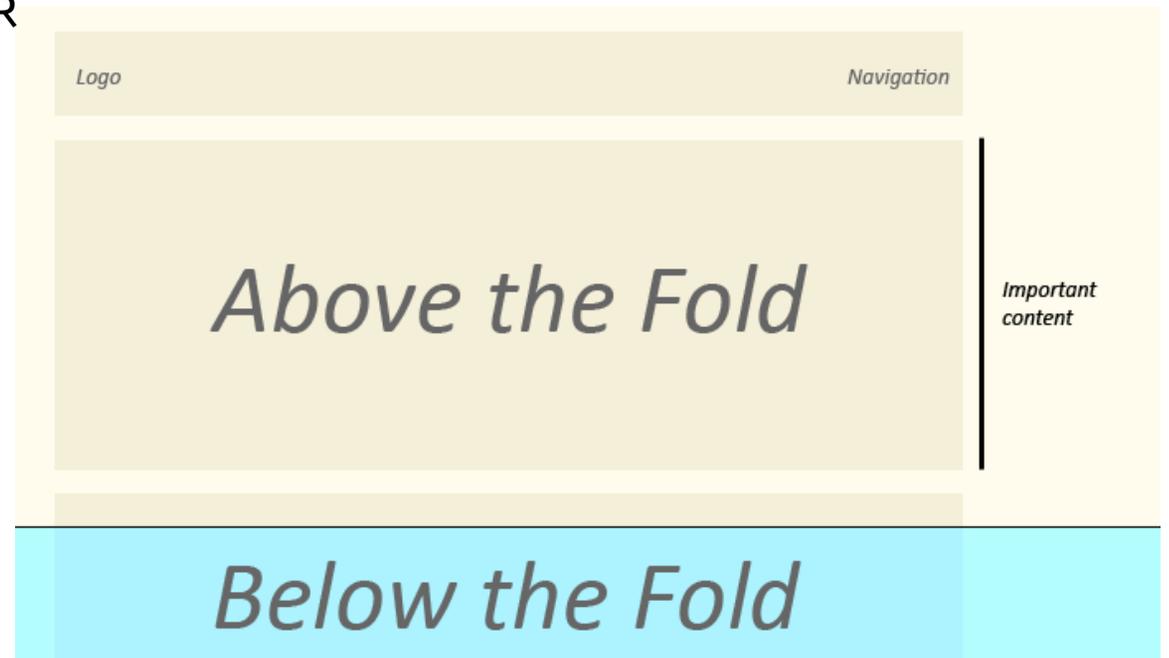
SOMARO currently runs three social supermarkets in Romania: in Bucharest, Sibiu and Satu Mare. SOMARO sells products such as food and household essentials as well as clothing, shoes, etc. We do not sell products that have passed their expiry dates, or which have been significantly damaged. [read more...](#)

YOU CAN HELP

-  **by donating products**
We are grateful for any donation and will collect them!
-  **by donating money**
Even small contributions are most welcome!

Website

- It is the most important online marketing tool that an organization owns;
- Traffic should be driven to the website by all means;
- Should communicate to the target market;
- Users who get on the website can be retargeted;
- Checklist:
 - √ HTTP Secure
 - √ Site Speed (Google Speed Test)
 - √ Setup 404
 - √ Multi Device (Chrome DevTools)
 - √ Privacy Policy and GDPR
 - √ Web analytics
- Content – Above the Fold



What differences do you know between:
email marketing campaigns vs.
newsletters vs.
email advertising campaigns?



Email marketing

La Style Conversations: Mai supla, doar prin vestimentatie!

Irina Markovits | Style Diary office@imagematters.ro via mailin.fr
to me

Invata ce sa imbraci pentru a parea cu 5 kg mai supla!

[See the online version](#)



Draga Carmen,

te invit sambata, 6 iunie, la Stefanel Concept Store, sa discutam 2 ore pe tema "[Style Me Slimmer](#)".

Vei invata, prin 25 de idei & reguli stilistice, cum sa pari si sa te simti mai supla, doar prin vestimentatie!

Dupa workshop, vei stii:

- care sunt croielile, culorile si accesoriile care redeseaza silueta
- sa folosesti culorile strategice
- cum sa maschezi zonele care au potentialul de a complexa orice femeie: talia, burtica, soldurile...
- cum sa iti valorifici trasaturile si punctele forte
- ce jeansi, fuste, bluze, rochii sa cumperi
- sa alegi cele 10 piese vestimentare care au efectul unei diete-minune
- cum sa porti si alte culori inchise in afara negrului

[VREAU SA MA INSCRIU!](#)

Ne vedem la workshop,

Irina
(0730) 618.433 | office@imagematters.ro

VREAU SA MA INSCRIU!

vs. Newsletters

Cum purtam negrul pe timpul verii

Irina Markovits | Style Diary office@imagematters.ro via mailin.fr
to me

Afia cum porti vara tinutele all-black!

[Vezi versiunea online](#)



CUM PURTAM NEGRUL PE TIMPUL VERII

Percepem negrul ca fiind sinonim cu moda sezonului rece, iar albul cu cea estivala. Dar asta nu inseamna ca cea mai intunecata nuanta ar trebui sa fie tabu vestimentar pe timpul verii!

Negrul, interpretat in cheie moderna si urmarind tendintele, poate fi purtat din mai pana in septembrie. Cu cateva conditii...

#1: Sa purtam doar tesaturi sau materiale potrivite sezonului

O geaca din piele neagra, un sacou din catifea neagra, un tricou negru din jersen cu maneci lungi sau dresurile negre groase sunt total nepotrivite purtate vara. Stiu ca vi se poate parea evident, dar nu mai departe de acum cateva seri am intalnit o domnisoara care, la un eveniment elegant, purta dresuri groase negre si ghete!

(Acelasi principiu al adecvarii materialelor se aplica si pentru genti si incaltaminte: gentile mari de birou negre, pantofii inchisi de tip oxford, escarpentii negri din piele lacuita, din par scurt vopsit sau orice alta incaltaminte nedecupata raman in dulap pana in octombrie).

Pastrati in garderoba rochii diafane din voal sau sifon, culottes sau bermude din vascoza, cateva fusta pana la genunchi din materiale fine, usoare sau cu perforatii, maieuri matasoase si lejere cu bretele subtiri, bluze subtiri, chiar si pantaloni lungi si largi. Exceptiile de la regula sunt bermudele din piele neagra, jeansii negri si incaltamintea neagra (daca este decupata sau are barete de diferite grosimi)...



#2: Purtam accesorii cu aspect organic

	Email marketing campaign	Newsletter
Purpose	<ul style="list-style-type: none"> - to convince the audience to take an action (e.g. click the hyperlink to find out more information about the brand / product / service / event promoted; to buy the product / service; to ask for details about the brand / product / service / event); - to make a good offer to a selected audience that has some common characteristics and it is highly probable it is interested in that product / service; 	<ul style="list-style-type: none"> - to keep the audience updated with the news (one, or more) related to the brand / products / services; - to educate / to train the audience about the brand / products / services;
Subject	<ul style="list-style-type: none"> - short (4-7 words); - includes a call-to-action; - should be formulated so that the recipient understands what the email is about or on whose behalf it was sent; 	<ul style="list-style-type: none"> - is representative for the news presented; - if it is a series, it can start with „[...]” to be easily recognized by the reader;
Personalization	is mandatory	it is not mandatory
Hyperlink/s	<ul style="list-style-type: none"> - it is mandatory to have at least one hyperlink; - if there are two links they both must direct the subscriber to the same landing page; - the first link should be written like: www.company.domain/offer - the second link can be a button; 	<p>there is no rule related to hyperlinks in newsletters:</p> <ul style="list-style-type: none"> - there can be none, meaning that the information transmitted can only be read in the subscriber's inbox; - there can be n links and each one can direct the subscriber to a separate landing page, where he can read more information about that news;
Images	<ul style="list-style-type: none"> - there must be one representative image of the product / service / event; - the brand's logo can be included in the ending salutation formula; 	there is no rule related to images in newsletters
Frequency	whenever	periodically
Miscellaneous	<ul style="list-style-type: none"> - the text is justified; - keywords are highlighted with bold or <i>italic</i> letters; - maximum two colors can be used; - there is always a person who signs the email (! avoid signing on behalf of the whole team / company eg. Echipa ASE) - it is mandatory to: have previously obtained the recipient's consent to email him (and to take into consideration all aspects related to GDPR) 	

Email advertising



Descopera curatorul cu abur SC 1

Aparatul de curatat cu abur Kärcher SC 1 va ofera posibilitatea de a face curatenie fara efort sau solutii chimice intr-un mod ecologic.

Cu o putere de 1200 W curatorul cu abur Kärcher SC ajunge la temperatura optima de lucru in doar 3 minute.

Curator cu abur Kärcher SC 1

Cod produs: 1.516-260.0

Avantaje produs:

- Poate fi utilizat pe gresie, faianta, granit, mozaic, sticla, linoleum, PVC, cabine de dus, oglinzi si alte suprafete rezistente la apa.
- Timp redus de incalzire.
- Curatorul include duza cu jet punctiform, duza manuala, perie cilindrica, duza de putere, husa din frotir pentru duza manuala.

355.00 lei

[Comanda online](#)

Pretul este valabil pana in data de 15 August 2015, in limita stocului disponibil din magazine.



Date tehnice

Lungime cablu de alimentare (m):	4
Presiune maxima de lucru (bar):	3
Putere de incalzire (W):	1200
Jet de abur continuu (g/min):	35
Timp de incalzire (min):	3
Capacitate rezervor apa (ml):	200

[Vezi produsul pe www.dedeman.ro](http://www.dedeman.ro)

Acest email este trimis de SC DEDEMAN SRL, inregistrata la Registrul Comertului cu nr J04/2621/1992, CIF: RO2316464.

SC DEDEMAN SRL este operator de date cu caracter personal inregistrat la Registrul General al Agentiei Nationale de Supraveghere a Datelor cu Caracter Personal sub nr. 6523. Primesti acest email deoarece te-ai abonat prin intermediul website-ului www.dedeman.ro, prin intermediul unui concurs sau tombola publicitara organizata de SC DEDEMAN SRL.

Pentru a te dezabona foloseste link-ul: [Dezabonare](#)

Te rugam sa nu raspunzi la acest email. Pentru a ne contacta, poti folosi [formularul de contact](#) sau numarul unic de contact 0234 525 525, apelabili din orice retea.

Back to office with Zapatos!

Zapatos

10 Aug 11, 10:13 AM

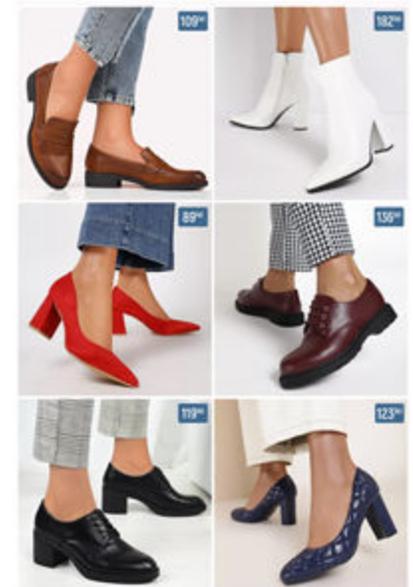
Zapatos



Pantofi cu toc
Botine

Mocasini
Pantofi casual

Colecții de sezon:



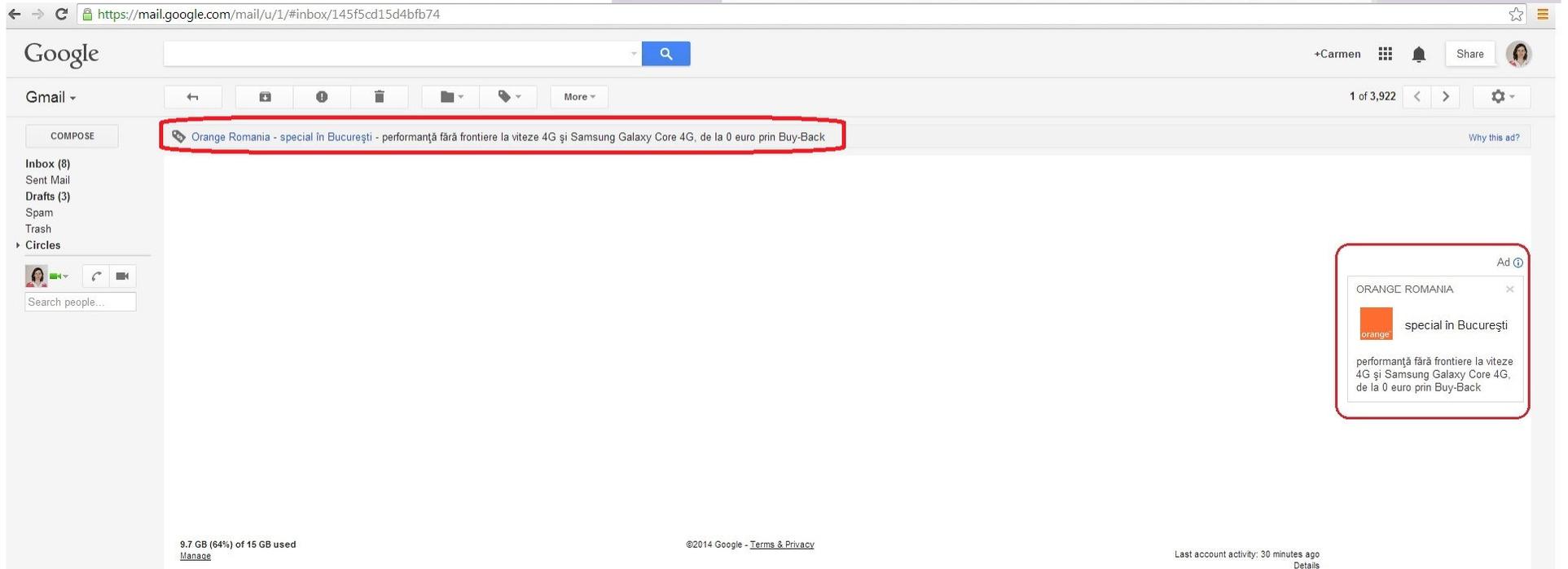
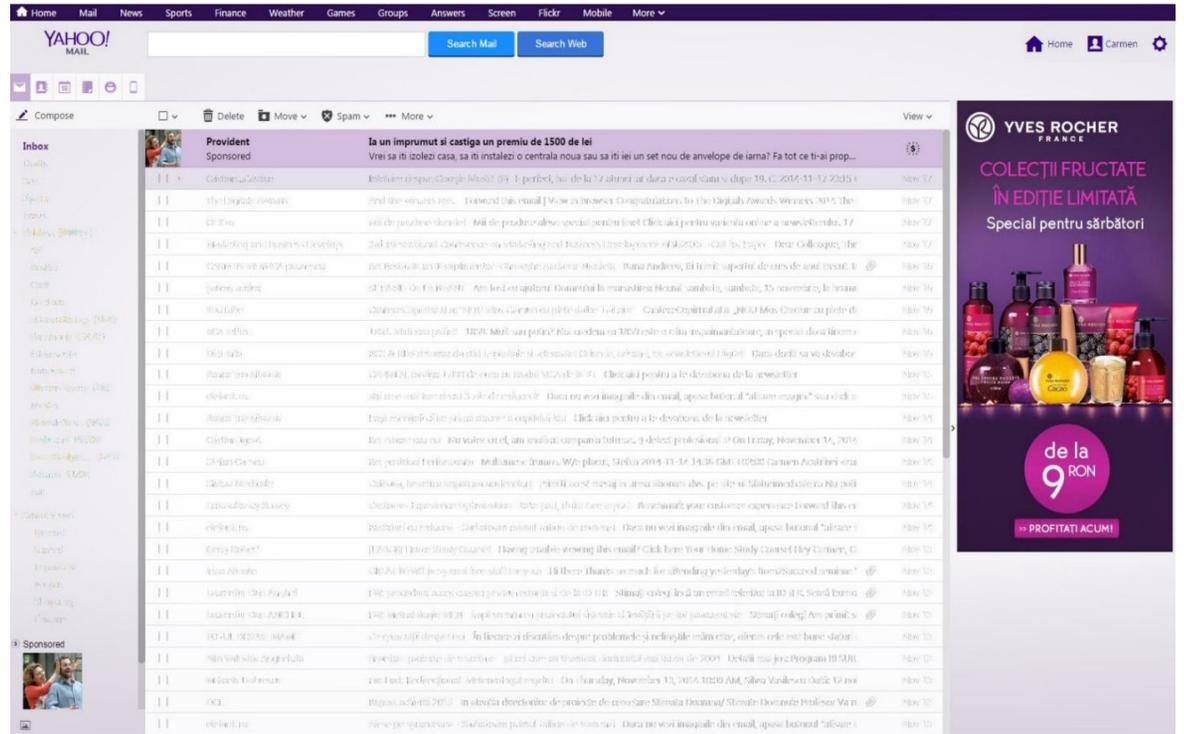
[VEZI TOATE MODELELE](#)



Primesti acest email pentru ca esti client Zapatos sau pentru ca te-ai abonat la newsletterul nostru. Si multumim pentru increderea si inregistrarea ta pe platforma online Zapatos.ro.

S.C. Zapatos Mall S.R.L.
 Nr. R.C.J. 184/16/2015, 22.08.2015
 C.U.I. 600479700
 Adresa: Str. Sufletu Marei 53, Sector 6, Bucuresti

Email advertising



Blog marketing

https://universitatealternativa.ro/blog/



DESPRE NOI MODEL EDUCAȚIONAL **BLOG** CONTACT | 



Obiceiurile tale spun totul despre tine

By Mona Toma | Autonomie | No Comments

Spune-mi ce obiceiuri ai, ca să îți spun cine ești Toată lumea a căzut de acord în privința obiceiurilor. Dacă părerile sunt împărțite când vorbim despre caracteristicile unui om de succes și ce trebuie să faci ca să ajungi ca...

29 April 2019

 0



De la curiozitate la succes

By Mona Toma | Uncategorized | No Comments

Tot ceea ce mă înconjoară pe mine și pe tine în acest moment există pentru că cineva a avut o curiozitate în trecut. Laptopul la care scriu, becul care îmi luminează camera, biroul și scaunul pe care stau, cana, ceaiul...

15 April 2019

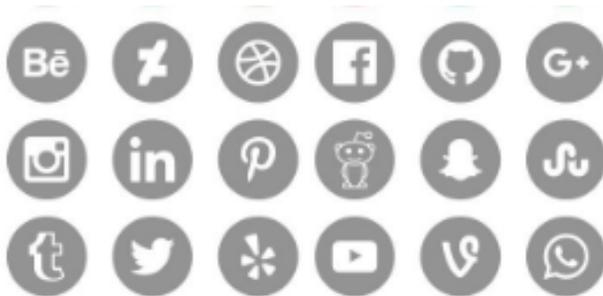
 0

CATEGORII:

Select Category 

Social networks

- Facebook
- Instagram
- YouTube
- LinkedIn
- Pinterest
- Twitter



https://www.facebook.com/bineboutique/

Bine Boutique

Like Follow Share

Bine Boutique
15 May at 13:53 · 🌐

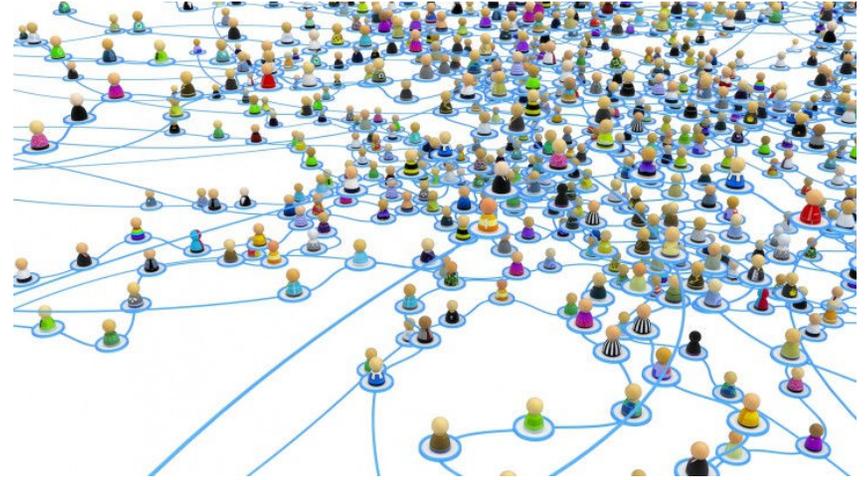
Ai făcut o faptă bună și ai luat parte la inițiativa [The Empty Shop – ediția a II-a?](#) Binele continuă la Bine Boutique, unde numeroase haine frumoase așteaptă să facă parte din noua ta garderobă. Alege să porți haine care se poartă bine cu mediul. Te așteptăm cu drag ❤️



24 1 share

Like Comment Share

Social networks



- Identify and join Groups;
- Identify and contact Pages;
- Identify and contact Influencers / Professionals;

Be where your audience is!

YOU GOT EVERYTHING
YOU NEED.

BE PRESENT!

Social networks



28 Posts 862 Followers 139 Following

Atelier Mercei

Atelier social de croitorie care susține cazuri sociale și medicale prin: angajare
reciclare produse, folosirea profitului în sprijinirea copiilor.

www.ateliermerci.ro/

Followed by [mateib_craciun](#)

See Translation

Follow

Message



38 Posts 365 Followers 269 Following

Atelierul De Pânză

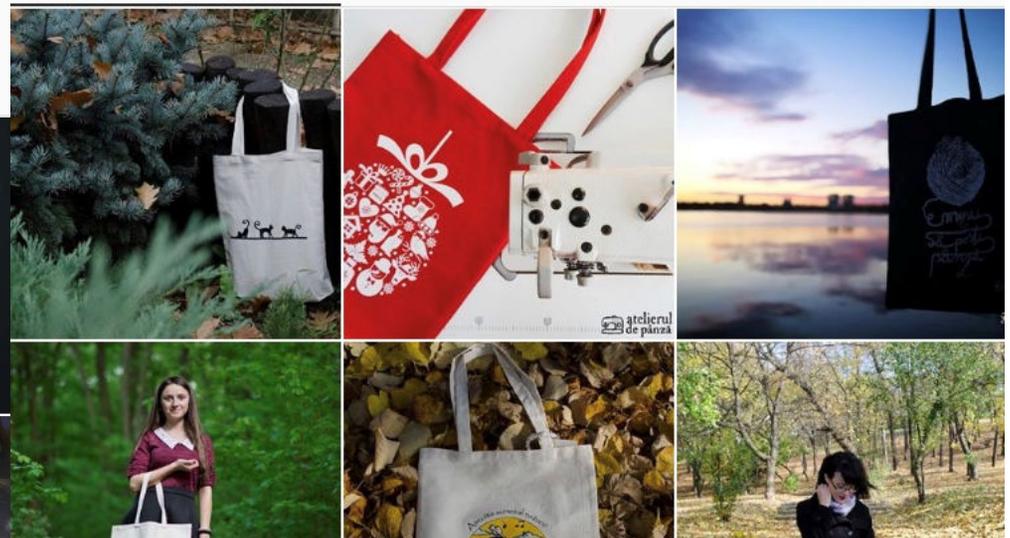
❄️🧑‍🎨 un atelier social care realizează produse din bumbac țesut local, neînălbit, nevopsit și netratat • un proiect ViitorPlus • #AtelierulDePanza 🧑‍🎨❄️
goo.gl/t71xBm

Followed by [irina.markovits](#)

See Translation

Follow

Message



Instant messaging

The image shows a Facebook page for "Sports Business Academy" with a blue header. The page features a profile picture of a shield with a soccer ball and a star, and the text "Sports Business Academy @suntemsport". The main content area has a large graphic with the text "SPORTS BUSINESS ACADEMY" and several circular images showing people in a classroom or meeting. A blue "Send Message" button is visible. An instant messaging chat window is overlaid on the right side, showing a conversation with "Sports Business Academy" with several blue buttons containing text in Romanian.

Facebook Page Header: Sports Business Academy

Profile: Sports Business Academy @suntemsport

Main Content: Sports Business Academy este prima academie dedicată profesioniștilor și iubitorilor sportului

Buttons: Like, Follow, Call Now, Send Message

Chat Window: Sports Business Academy

- sportsbusinessacademy.ro. O zi cu sport! SBA Team
- Cât costă? Toate pachetele sunt pe SportsBusinessAcademy.ro
- Unde gasesc informatii? Intra pe SportsBusinessAcademy.ro!
- Mai acceptati inscrieri?
- Unde are loc? Suntem in ASE, Sala 0320.

Post: Sports Business Academy 9 hrs · 16 Octombrie. START. Sports Business Academy 5th Edition. Editia 2019 incepe cu "sold out". Va multumim!

Instant messaging

https://www.topseos.com/ro/best-social-media-marketing-companies-in-romania

Best

TOP 10 SOCIAL MEDIA MARKETING COMPANIES IN ROMANIA

Best Social Media Marketing Companies and Firms in Romania - October 2018

ROMARG.RO Instant Messaging
Vrei sa-ti faci un site? Afla de unde sa incepi ... Acces Arta Client | Telefon: +40.372.681700

Prima Pagina Despre Noi Domenii Web Gazduire Site Email Hosting Reselleri Servere Publicitate Asistenta Clienti Comanda

Domenii .ro, .eu si .com acum la preturi unice!

- 87,244 domenii inregistrate pentru clienti din Romania si Europa.
- 25,521 domenii gazduite,
- 521 reselleri domenii, si 162 reselleri gazduire
- peste 500,000 de oameni se bazeaza zilnic pe noi

Numarul 1 in Inregistrare Domenii din Romania. **Cauta-ti domeniu acum!**

Inregistrare domenii .ro si activare conturi gazduire in **maxim 15 minute!**

Cautare nume domeniu

Ce este un Domeniu?

- Alege numele pentru **domeniu** si **extensia**
- Verifica domeniu si completeaza formularul de comanda
- Platesti prin transfer bancar, mandat postal, numerar sau online cu cardul

Domenii .RO 36.99 € .NET .INFO Domenii .COM 9.99 €/an! .BIZ Domenii .EU 8.99 €/an! .ORG .firm.ro .nom.ro .com.ro .info.ro .tm.ro .org.ro .store.ro

Suntem parteneri acreditati **ROTLD** si **EURID**.

Gazduire Domenii Web

Web Hosting Start	Web Hosting Small	Web Hosting Basic	Web Hosting Gold
50 MB spatiu Trafic necontorizat 10 email 5 subdomenii Site Builder Max. 2 domenii gazduite	max. 200 MB spatiu Trafic necontorizat max. 50 email 10 subdomenii 10 baze de date Site Builder Max. 4 domenii gazduite	max. 1200 MB spatiu Trafic necontorizat max. 100 email 50 subdomenii 20 baze de date Site Builder Max. 6 domenii gazduite	max. 6600 MB spatiu Trafic necontorizat max. 400 email 50 subdomenii 40 baze de date Site Builder Max. 8 domenii gazduite

Bine ati venit la ROMARG

Fiind una din primele 5 firme de web hosting din Romania, va punem la dispozitie cei peste 8 ani de experienta in Internet. Calitatea serviciilor fiind garantata contractual.

ROMARG este **partener RNC din ianuarie 2002**, Tucovs din martie

Ask us your questions
Support is online

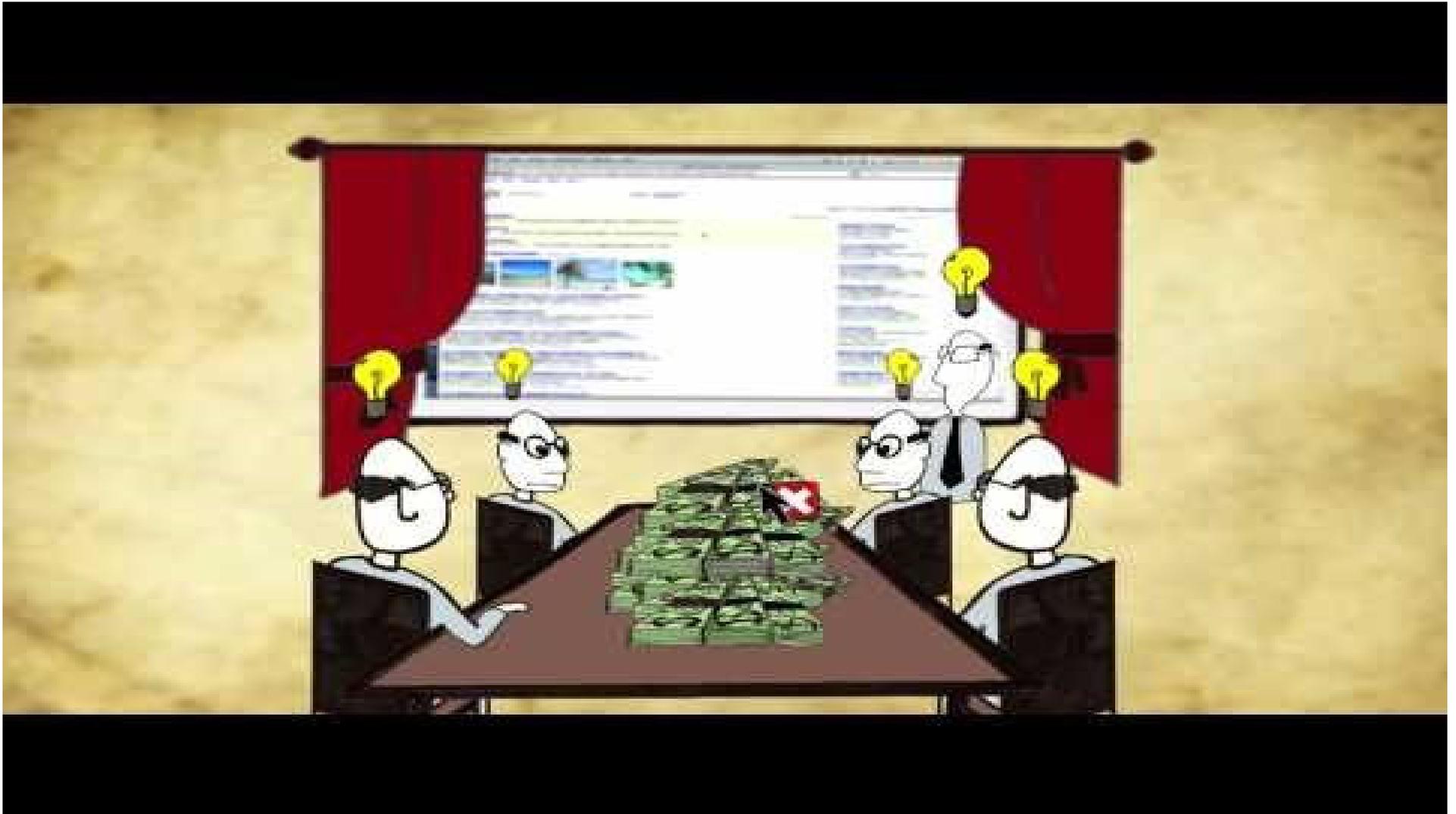
Hello! How can I help you? 😊

Compose your message...

we run on **crisp**

Social Media Marketing
Search Engine Optimization 100 98 99 100 99 99.2% +1

Be creative!



<https://www.youtube.com/watch?v=5wx0GfbC0BA>

Be creative!



https://www.youtube.com/watch?v=UH_9Ax9XUcs

Be creative!



<https://www.youtube.com/watch?v=5RNkQaDcRAc>

Be creative!



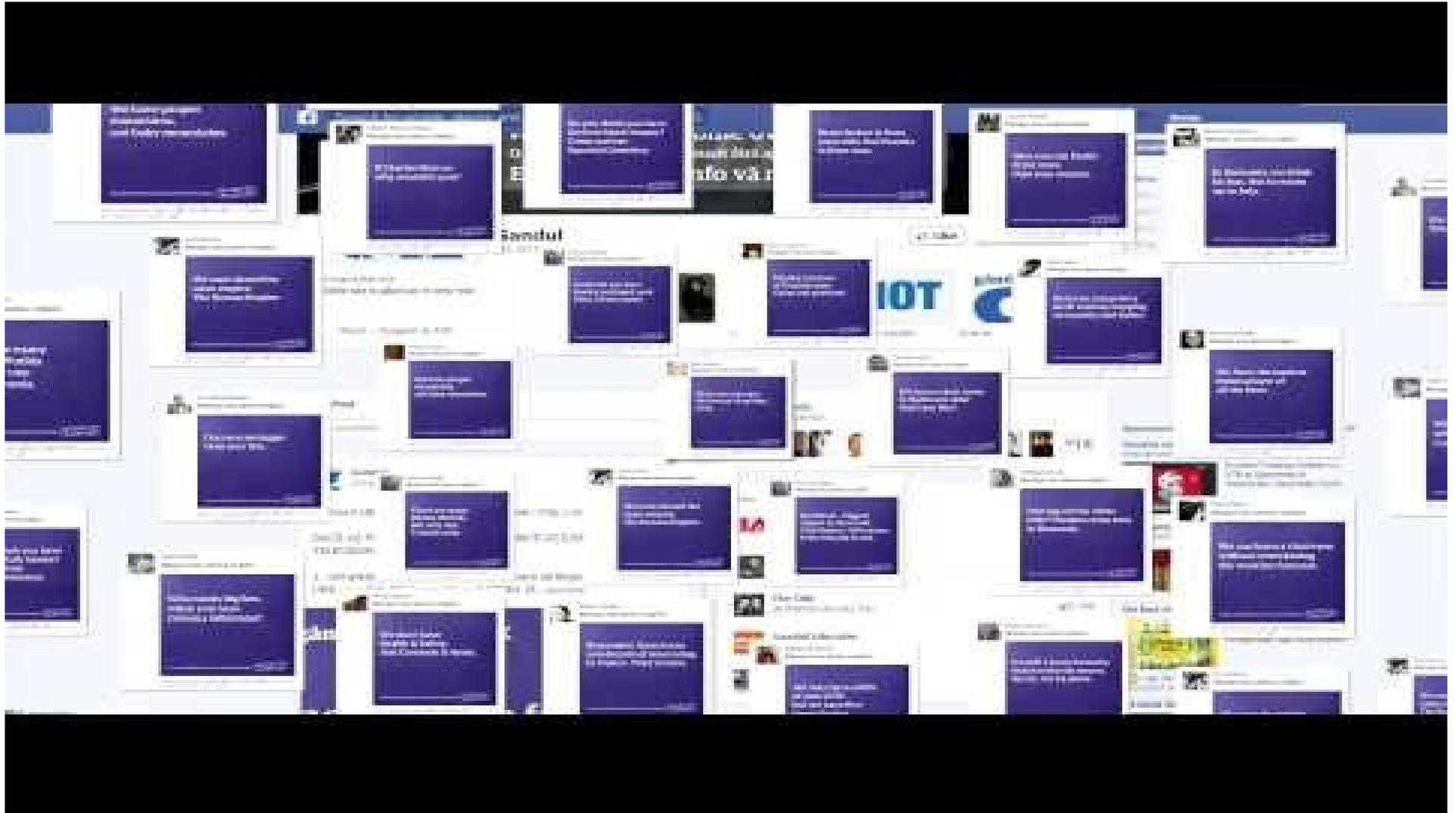
<https://www.youtube.com/watch?v=vWy4qd-S4Pk>

Be creative!



<https://www.youtube.com/watch?v=-V2vHSuUJog>

Social media marketing campaigns



<https://youtu.be/yEGl8OMG2cw>

Be creative!



https://www.youtube.com/watch?v=GCac_bRSqzg

But first, define your target audience

- **demographics:** age, gender, income, education, marital status, occupation, location;
- **psychographics:** personality, attitudes, lifestyles, behavior, values / fears, interests / hobbies etc.



Your themes

- *In Jordan/Wetland protection site:* Community Development based on urban agriculture and promoting local products;
 - *In Jordan/Wetland protection site:* Support structure/research center that develops organic agriculture with local farmers;
 - *Estonia:* a renting service for small tools necessary for ecological forestry, addressed to small-scale forest owners
 - *Romania:* a platform linking freelancers to potential clients;
 - *Romania:* a platform for food delivery and nutrition consultation (focus on multicultural food);
-

References / Resources

- Volkmann, C., Tokarski, K.O., and Ernst, K. (eds.) 2012. [Social Entrepreneurship and Social Business. An introduction and discussion with case studies](#), Springer – chapter 7: Selling good: The big picture of marketing for social enterprises;
 - Alter, S.K., 2000. [Managing the Double Bottom Line: A business planning reference guide for social enterprises](#), Save the Children – chapter 5: The Marketing plan;
 - Social Enterprise Marketing Toolkit by Octopus Strategies: [Module 1](#), [Module 2 part 1](#), [Module 2 part 2](#), [Module 3](#), [Module 4](#);
 - <http://bssec.org.uk/links-downloads/>;
 - <https://developers.google.com/web/tools/chrome-devtools/device-mode/>
 - <https://www.abtasty.com/blog/above-the-fold/>
 - <https://blog.hubspot.com/marketing/mobile-website-design-examples>
-