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 advertng is only one element of the promotion mix but it
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 the use of certain keywords and keyword phrases seo
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 promotion mix consists of four major tools advertising
 personal selling sales promotion and public relations each
 tool has its own unique characteristics and costs
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web in a push strategy the promotional mix would consist of
 trade advertising and sales calls while the advertising media
 would normally be weighted towards trade magazines
 exhibitions and trade shows while a pull strategy would
 make more extensive use consumer oriented advertising and
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 marketing communication package consisting of advertising
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