Promotional Methods

|  |  |  |  |
| --- | --- | --- | --- |
| **Method** | **Explanation** | **Advantages** | **Disadvantages** |
| Advertising |  |  |  |
| Sponsorship |  |  |  |
| Sales Promotion |  |  |  |
| Public Relations |  |  |  |
| Direct Marketing |  |  |  |
| Personal Selling |  |  |  |
| Merchandising |  |  |  |
| Websites, Banners and Pop-ups |  |  |  |
| Social Media |  |  |  |