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the difference

between a contest
and a sweepstakes?

2. Sweepstakes are

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an example of a
consumer incentive.

Why might
businesses use
sweepstakes as a
sales promotional
device? companies
highly suggest that
you do. Think of
techniques to
encourage
participants.

Chapter 17

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Promotional Concepts
and Strategies

The company review
of staff, financial,
production, and
marketing mix can be
found in this section
of the marketing plan:
Economy: the current
state of this is
important to
businesses:
performance
standard:

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Expectations that
reflect marketing plan
objectives:

environmental scan

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