

Promotion - Public Relations - Communication

Public relations

<https://euepixeirein.gr/>



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Advertising

- Paid and impersonal presentation of ideas, products or producers by an easily recognizable entity.

- <https://www.cnn.gr/style/politismos/story/>



Personal selling

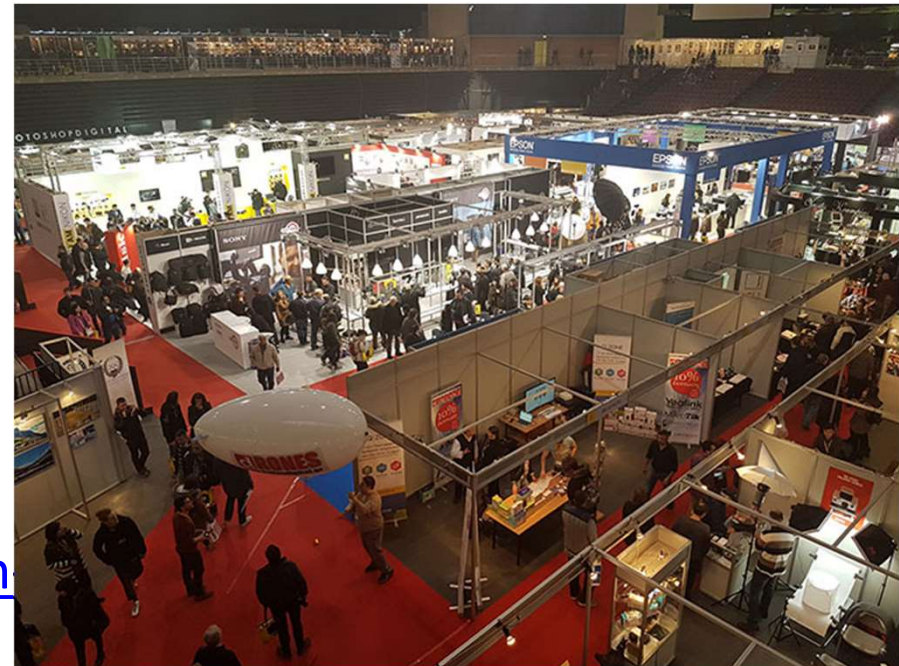
- Personal selling is the most effective tool at certain stages of the buying process.



- <http://salesmind.gr/category>

Sales promotion

- Exhibitions
 - Product demonstrations
 - Promotion at the selling points
 - Competitions
 - Demonstrations
 - Gifts
- <https://www.pttl.gr/photovision>



Publicity

- Publicity is usually done by publishing articles, news, press conferences and photos related to a business.



- <https://www.dailymotion.com/video/x7tq89l>



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Promotion strategies



- <https://epsa.gr/el/media-center/media-tv/page/2/>
- <https://www.skroutz.gr/s/25316406/>

Push



- <https://openclass.teiwm.gr/modules/document/file.php/AF105>

Pull



- <https://openclass.teiwm.gr/modules/document/file.php/AF105>

The subject of persuasion

- The difference between the two strategies is the subject of persuasion. In the Pull strategy, the subject is directly the Consumer and indirectly the Wholesaler and the Retailer. In the Push strategy it is directly the Wholesaler and the Retailer and indirectly the Consumer.



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Memory and persuasion

- Entering a store, the Consumer has with him all the images he remembers from the advertisement (Pull). But in the end, the Retailer is the one who with the brands he shows him (Push) and the way he shows them (Push) leads him to buy.



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The purposes of promotion

- Information
- Persuasion
- Reminder



- <https://www.youtube.com/watch?v=10mBwHx1Z0>

Information

- It informs about new products or new properties in existing products.



- <http://diatrofisos.gr/>



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Persuasion

- When the messages focus on the advantages of the product and call for immediate purchase.



- <https://www.aquafresh.gr/too>

Reminder

- When the messages focus a lot on the brand of the product.



- <https://t53vorini-gr.blogspot.com/2011/12/coca-cola.html>

Plenty of messages

- Consumers realize 70 to 80% of the messages they receive daily.
- So businesses need to find a way to differentiate their message from the rest, in order to lead consumers to change their behavior.



- <https://phyllisgabriel.com/>

Message causing attention



- <https://athensville.blogspot.com/2014/03/270.html>

Frequent communication



- <https://www.iefimerida.gr/news/465606/protergia-o-koryfaios-promitheytis-energeias-syndeei-noikokyria-kai-epiheiriseis-me>

Focusing on advantages



- <https://www.xblog.gr/diafimisi-iphone-5-se-othoni-samsung/>

Intense differentiation



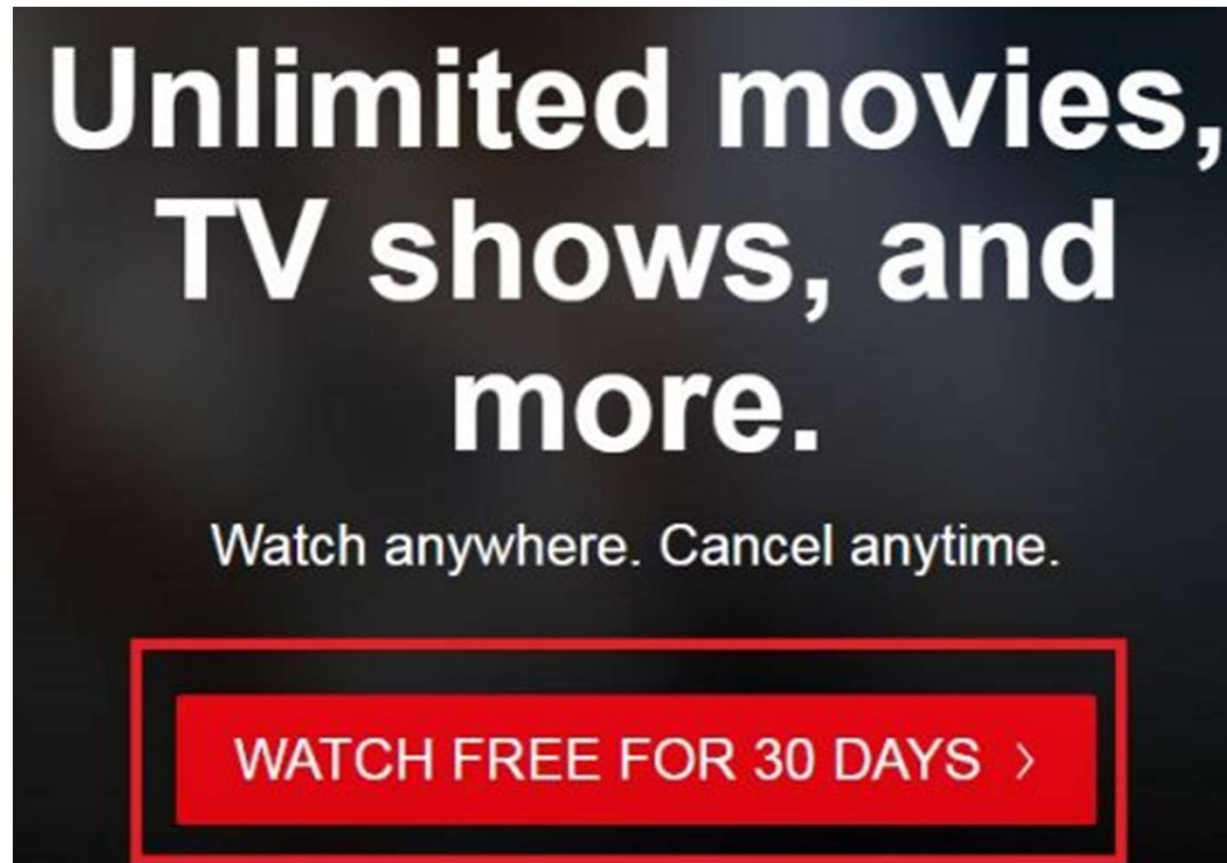
- https://hamomilaki.blogspot.com/2016_07_06_archive.html

Direct comparison



- <https://www.robotaki.gr/tecnologia>

Free trial



- <https://clausvisby.com/ci/5527-how-to-create-a-netflix-account-unlimited-free-trials.html>



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Mobile marketing

- More and more users are using "smart" mobile devices, so various ads are mainly adapted to these devices.



- <https://buildfire.com/mobile-marketing-trends-2017/>

Instant reaction

- Online businesses can very easily react to changing circumstances. During lockdown, an advertising message was promoted "Support the businesses in your area, see the offers now and order from them".

**Delivery
On-line
και ανοικτά
καταστήματα
στον Αλμυρό!**



- <https://www.almvros.gr/2020/11/09/lokarovme-tis-agores-mas-stin-poli/>



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**ΕΠΙΜΕΛΗΤΗΡΙΟ
ΔΡΑΜΑΣ**
Drama Chamber of Commerce and Industry



Mass Media and Advertising

- The Mass Media available to a business that wants to advertise itself varies according to the evolution of technology and the preferences of consumers.
- Electronic media are beginning to dominate the advertising market, are aimed at a targeted audience and have much lower prices than traditional media.



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Customer loyalty program (Loyalty)

- Customer Loyalty Program is the system whose main purpose is to reward the consumer/customer on a long-term basis for the purchases he makes in products and services of a specific company.



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Rewarding customers

- Many companies design and implement special customer loyalty programs, with the ultimate goal of rewarding their customers' preferences, boosting their trust, but also attracting potential customers.



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Properly configured software

- Advertising notification can make a customer request the issuance of a bonus card, however the sellers are usually the ones who suggest them, stating the advantages of acquiring these cards and undertaking their issuance.



- <https://www.iceland.co.uk/bonus-card.html>

After the sale

- The retailer must monitor the completion of the process to make sure of the condition of the products delivered to the customer.



- <https://www.google.com/search>

Socially influential advertising

- The Volkswagen car industry sent a strong social message to the world through a film advertisement and an experiment set up in the Tokyo cinema.

- <https://flix.gr/news/vw-eyes-on-the-road.html>



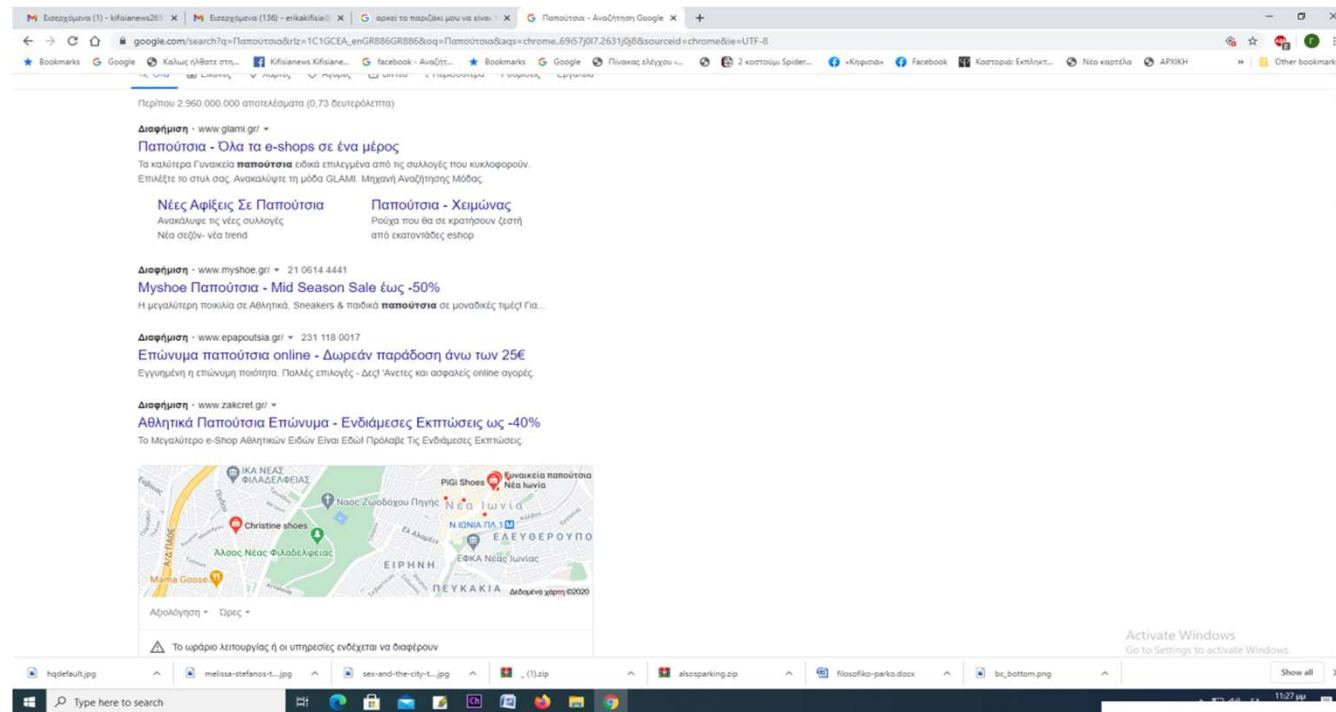
Business symbols



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

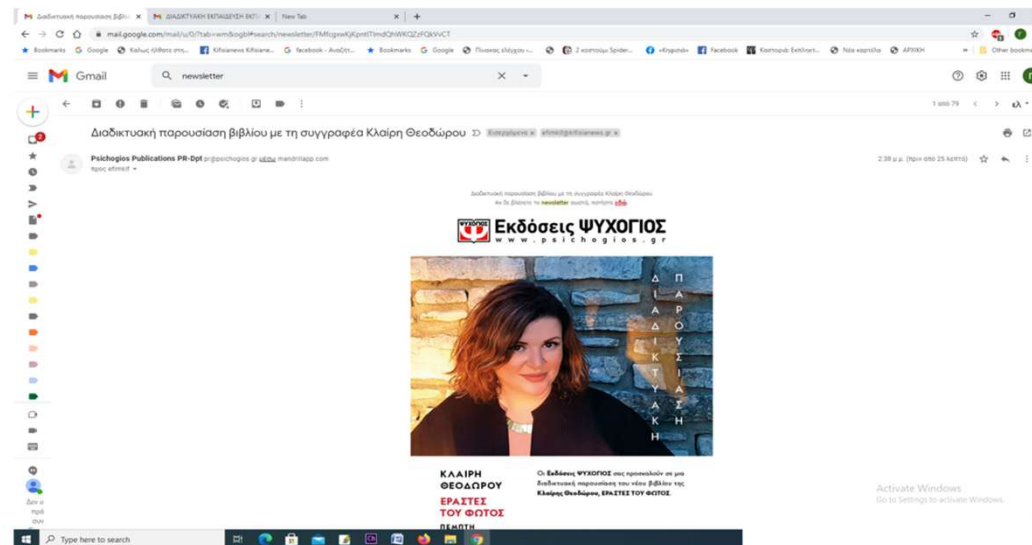
Internet

- Online advertising is often associated with keywords, where keyword-related ads first appear in the search.



Newsletters

- Mail, that has been traditionally used by marketing, is now almost replaced by newsletters to registered users. The use of this medium provides regular repetition, but not too frequent and tiring. Two to four times a month is considered to achieve the best communication with potential customers and clients.



Social Media

- Advertising through the Social Media is now very common and enhances the interaction between consumers and businesses. Consumers' preference for specific social media changes and depends on the age of the users. Platforms that are popular today are: Facebook, Twitter, Google plus, Youtube, Instagram. The ad can be shared by users if they find the product quality or the ad interesting.



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Viral

- Some ads often go viral and are shared among millions of users.



- <https://www.youtube.com/watch?v=38Bw8MSumh8>

Message

- What is important in advertising is the message. That is why in the various media people mainly refer to "content". Many of the successful commercials are like short films with a script where there is anxiety, humor, overturn. It is important that the message is clear and that the consumer remembers not only which product is being advertised but also the brand of the business.



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SEO

- Search Engine Optimization are the actions that take place inside and outside the website in order to succeed in the search for a keyword that represents the content of the page, so that the online store appears in a higher ranking position.



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Public Relations

- Public Relations refer to the effort of a company, an organization, a political party, a public figure to create a positive image.
- Public relations differ from advertising in that there is no fee for public relations.



- <https://www.tovima.gr/2008/11/24/finance/oi-dimosies-sxeseis-anoigoy-n-ORIZONTES/>

The purpose of Public Relations

- Preserving and enhancing its image
- Transforming unpleasant situations into favorable ones
- Increasing reputation and customer base
- The wide consumer acceptance of the company's products
- Facilitating the introduction of new products
- Facilitating the investments of the company
- Connecting the company with the society in which it operates



Programme co-funded by the
EUROPEAN UNION



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Public Relations Tools

- Press Release
- Press Conference
- Meetings



- <https://www.taneatismikrospilias24.com/alpharhochiiotakappaeta-sigmaepsilononlambdaiotadeltaalpha/-3-1303>

Public Relations Tools

- Articles - Videos (Advertorial)
- Interviews
- Press Communication
- Speeches - Presentations



- <https://www.taxydromos.gr/Ekdilwseis/211968-omilies-stoys-treis-ierarxes.html>

Public Relations Tools

- Publication of documents
- Organizing site visits
- Product demonstrations - exhibitions
- Sponsorships
- Participation in clubs or trade associations

- <http://eeeek-volou.mag.sch.gr/>



The Concept of Communication

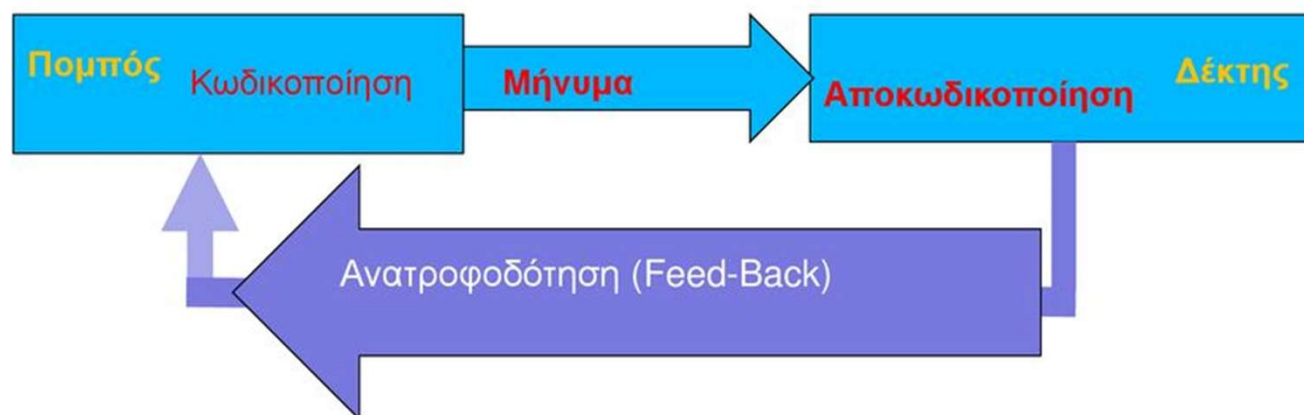
- Communication is the two-way sending and receiving of data, thoughts, beliefs, behaviors and emotions that provoke a reaction.



- <https://sxoleiogiaolous.gr/>

Basic Communication Model

Βηματική προσέγγιση της Επικοινωνίας



<https://sites.google.com/site/1001755/>

External Communication Barriers

- Natural noises
- Difference in class, position



- <https://helina.gr/gr/news/31/>

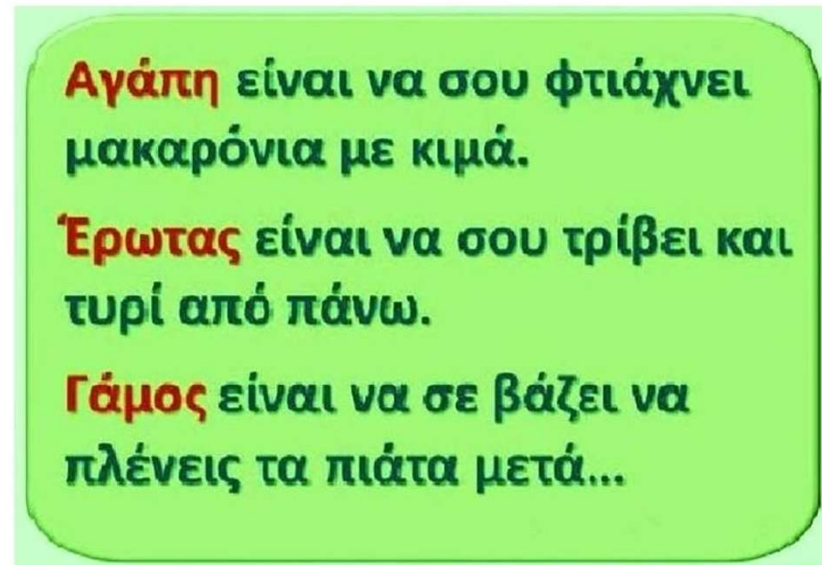
External Communication Barriers

- Physical barriers, due to disability, psychological problems
- Time pressure
- Information overload
- <https://stmar87.wordpress.com/>



Semantic Problems

- Different people give different meanings to each word.



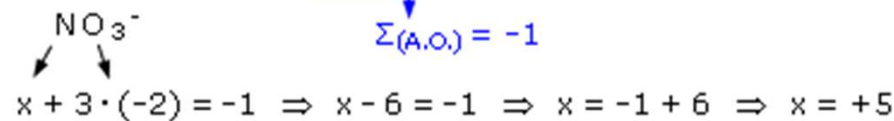
Το ανέκδοτο της ημέρας **DROLL.GR**

- <http://droll.gr/5397/agape-einai-ya-sou>

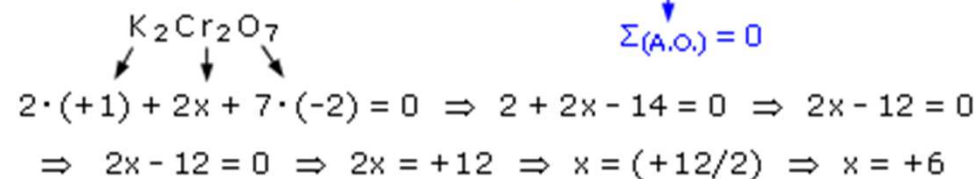
Specialized vocabulary

- Often a team working together has its own vocabulary, which is difficult for others to understand.

1. του αζώτου στο νιτρικό ιόν $[\text{NO}_3^-]$



2. του χρωμίου στο διχρωμικό κάλιο $[\text{K}_2\text{Cr}_2\text{O}_7]$



- http://users.sch.gr/marbagana/eKef04/page04_4.html

Time in Communication

- We choose a time when our request will be most pleasantly accepted.



- <https://www.neolaia.gr/2018/09/08/protri-fora-se-aeroplano/>

Place of Communication

- The space of communication should be chosen carefully. For example if we have an angry customer, we try to find a quiet place to chat, away from other customers - spectators.

- <http://kataskevesktirion.gr/>



Situation

- The situation in which communication takes place, for example if one is sitting and the other one is standing, a specific situation is formed between the two interlocutors .

- <https://www.matchoffice.com/cn/lease/25-79283>



Presence of others

- There are times when the presence of others is desirable and other times when it makes the communication difficult.



- <http://www.gnto.gov.gr/en/>

Previous events

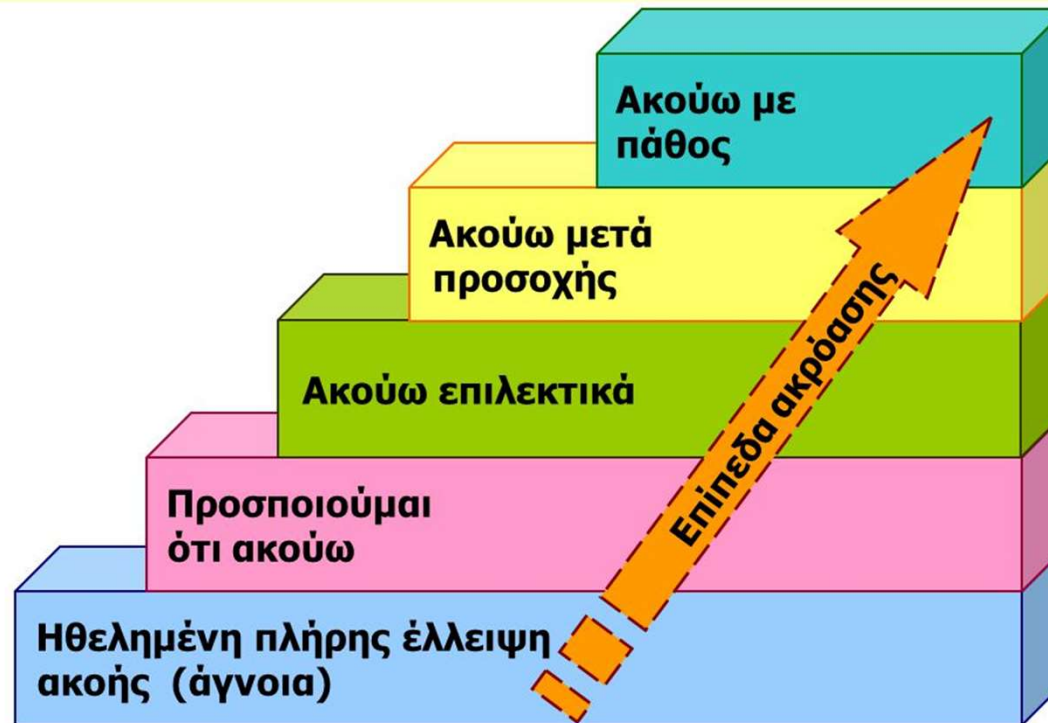
- Communication is also affected by previous events between speaker and recipient.

- <https://www.paraskhnio.gr/>



Levels of Listening

ΤΑ ΕΠΙΠΕΔΑ ΑΚΡΟΑΣΗΣ



<https://slideplayer.gr/slide/3091850/>

Effective Listening

- We stop talking, even in our heads.
- We do not draw premature conclusions.
- We do not interrupt.
- We appreciate the silences.



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Effective Listening

- We make our interlocutor feel comfortable.
- We encourage him to speak, mainly by showing interest in what he is saying, asking clarifying questions where needed.
- We remove the distractions.
- We should not repeat what our interlocutor says but find the meaning of what he said and convey it in other words.

The Importance of Questions

- Exploratory "open-ended" questions that cannot be answered with a yes or no are recommended. Multiple choice questions restrict the freedom of answer.



- <https://www.fmvoice.gr/index.php/stiles/satyros/item/45898>

Perception

- We gather information through our sensory organs. Our mind selects some information, organizes it, explains it and evaluates it. The result of this process is perception, but there is also the possibility of misinterpretation.



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Nonverbal Communication

- **Verbal communication** contributes **7%**
- **Voice communication** contributes **38%**
- **Body language** contributes **55%**



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Vague

- Nonverbal communication is more vague than verbal communication, it can be transmitted intentionally or unintentionally, it can represent many different messages.

- <https://www.oroskopos.gr/nea/ermis-antithesi-me-poseidona-149-pseytika-logia-kai-yposxeseis-20504>



Common mistake

- The most common mistake that can be made, especially by those who have read about posture, is to interpret a single gesture, expression or hand movement isolated from other expressions or conditions.



- <https://city.sigmalive.com/article/2015/4/8/epityhimenon-anthropon/>

Breaking the ice

- Η μη λεκτική επικοινωνία, γίνεται συνήθως ασυνείδητα, κερδίζει τις πρώτες εντυπώσεις, «σπάει» τον πάγο ή σηκώνει τείχη αδιαφορίας με τον συνομιλητή μας, προκαλεί οικειότητα και ζεστασιά, γοητεύει, δημιουργεί προσμονή, αποδοχή ή προκαλεί θυμό και εκτοξεύει σιωπηλές απειλές.



- <https://ipop.gr/themata/eimai/mathe-pos-na-spasis-ton-pago-se-mia-gnorimia/>

Contradictory messages

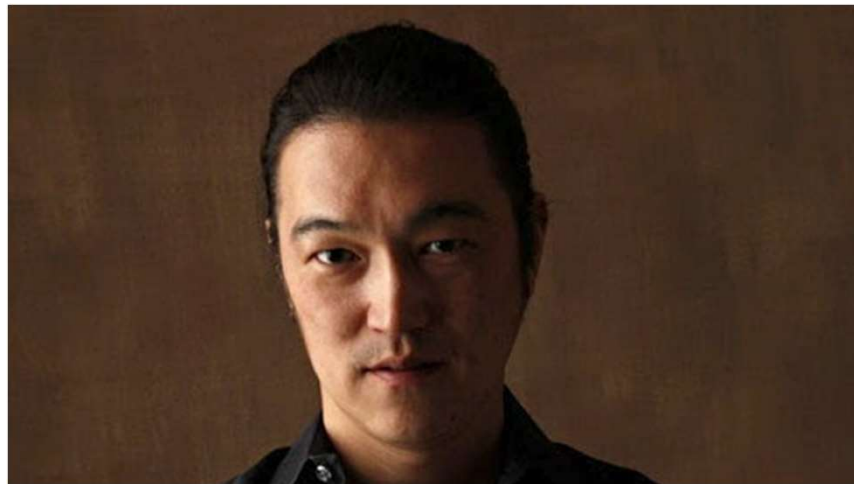
- Things are not always simple, nor are there magic recipes for encoding or decoding non-verbal messages. First of all, the signals we send with our look, our face, our hands, as well as with our whole body, can be contradictory, so it is not enough to rely on them.

- <https://www.teacherspayteachers.com/Product/Contradictory-Non-Verbal-Messages-11111111>



Culture

- Culture greatly influences body language and the way it is interpreted.



- <https://www.protothema.gr/world/article/446630/metaferetai-apo-ti-suria-stin-iordania-o-iaponas-omiros/>

Instinct

- We often show more confidence in our intuition than we should.



- <https://www.awakengr.com/to-entikto-mas-panta-echei-dikio-2/>

Voice

- The voice is directly related to the personality of the individual and reveals elements related to his cultural, social and professional level. In the voice we pay attention to the volume, the tone, the quality and the voice timbre, the melody, the toning and the speed.



<https://www.onmed.gr/ygeia/tin-ygeia-sas>

[i-gia-](#)

Face

- The face is considered the most important source of nonverbal communication. The look in particular is considered very revealing.
- Usually the short duration of eye contact is perceived as rudeness and indifference.
- It is good not to focus on the eyes of someone for more than 5 seconds, while it is okay to look at the wider area of the face. Absence of eye contact can be perceived as an attempt to deceive, hide the truth or lack knowledge or self-confidence.



https://www.typosthes.gr/arheio/135317_ti-pathainoyme-otan-koitame-ton-allon-sta-matia-gia-10-lepta

Lies

- When a person sees, tells or hears inaccuracies, lies or mockery, he often tries to cover his eyes, mouth or ears with his hand.
- The same thing means when someone touches his nose.



- <https://www.flowmagazine.gr/pos-diavazoume-to-psema-mesa-apo-ti-glossa-tou-somatos/>

Support

- When someone supports his chin with his palm and puts his index finger on his cheek, then he is probably criticizing his interlocutor.

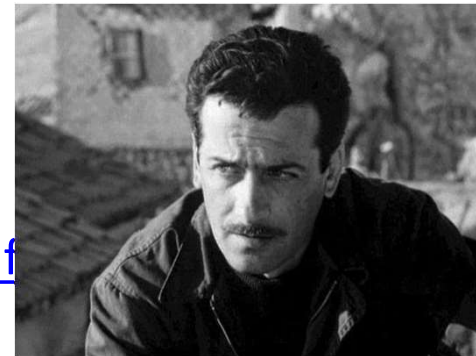


- <https://www.kathimerini.gr/world/1086346/h-glossa-toy-somatos-mporei-na-apokalypsei-to-psema-video/>

Eyes

- Those who do not look directly into the eyes, may lie or have a lot of nervousness, while those who look sideways means that they do not trust us.
- Dilated pupils of the eye prove the other's interest, as long as he has not drunk any alcohol.
- When one looks at the floor then one either has unpleasant thoughts or tries to hide something.
- If someone rubs their eyebrows or presses the glasses to their nose, they are going to disagree with us.
- When someone stares at the void or his gaze "travels" while we talk, then he is bored or just does not believe our words.

- <http://skra-punk.com/2017/05/08/vgazontas-self-arrenopotitas-brosta-stis-floges/>



The Importance of the Smile

- The secret is to smile with our whole body and not only with our lips, in a cold way. The smile is perceived by the customers during telephone service, it facilitates the communication and it cheers us up.



- <https://www.beasty-press.com/xamogela-den-kostizei/>

Handshake

- A tight handshake gives better impressions in professional relationships especially.
- A short and relaxed handshake that touches the other only with the tips of the fingers, shows a gentle but cautious person.
- A tight handshake that waves the interlocutor's hand up, down and sideways, indicates an open, sociable and extroverted person, but not always reliable and stable.



- <https://www.newmoney.gr/roh/diethni/bbc-o-koronoios-isos-feri-to-telos-tis-chirapsias/>

Equality handshake

- The handshake with the palm down indicates a person who wants to emphasize on his power, while with the palm upwards, it indicates submission. Equality in the relationship is underlined by a handshake with the palm put vertically.
- Not reciprocating a handshake given to someone indicates intentional rudeness.



- <https://www.patrasevents.gr/ardinati-xeirapsia-simainei-dinati->

Legs

- A quick movement of the foot shows an impatient, frightened and nervous person. When someone slowly changes his legs to a cross, he may be bored by the conversation.
- The direction of the feet determines the direction of our interest.
- Someone standing with their legs together or sitting in a chair with their knees tight shows anxiety.
- When someone sits cross-legged and shakes his leg up and down, then he is quite impatient.

Vocabulary

- A rich vocabulary is considered essential for an effective seller. However, the seller must show off with the words he uses as the customers may not be able to understand.

- <https://www.babiniotis.gr/>



Slang

- The seller adapts the way he speaks in order to achieve the most effective communication with his customer. Slang should be avoided unless the type of products and the customer allow it.

- <https://foursquare.com/v/aek-shop>



Behavioral Imitation

- Emotions are contagious. We transmit and adopt moods from each other.
- If we want the other person to have a pleasant behavior, we must first become pleasant.
- When people see a smiling or angry face, their facial muscles unconsciously reflect the same mood.



- <http://metaximas.org/>

Technological Development in Communication

- Communication uses new channels as technology evolves. So there are now new tools that help in faster and more secure communication. Now conferences and business meetings can be held through teleconferencing. Teleconferencing is the simultaneous meeting remotely, usually via the Internet.
- There are various open source and commercial software platforms for supporting it.



- <https://www.3gymamarousiou.gr/index.php/82-mousiki-tilediaskepsi>

Communication via phone

- We ensure silence.
- We dedicate ourselves to the conversation.
- We make sure that the phone is off before commenting on anything.
- We do not “knock” the phone when we turn it off.

- <https://netton.gr/>



Communication via phone

- We never use the speakers unless we have informed our interlocutor that we will do so and we have informed who is present at the conversation.
- We mention our name and our position in the business.
- We usually pick up the phone in two to three rings.
- We make sure there is a pleasant waiting message.



- <https://www.paraskhnio.gr/to-neo-ksekardistiko-ringtone-poy-tha-paiksei/>

Ending the conversation

- Ending the conversation we summarize what was said or what we were assigned to do. If we have not heard or understood something we try to clarify it. We pay special attention to repeating contact details, name, phone number, email address.
- We should not get stressed with the silences.

Confidential information

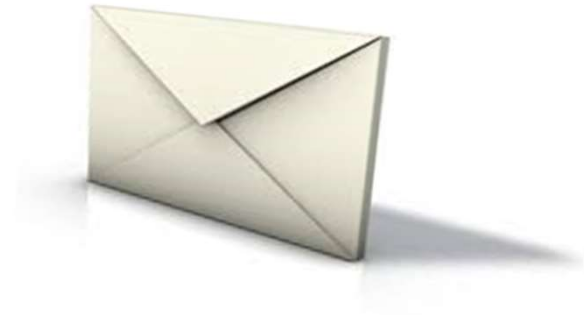
- There is a case for someone asking for confidential or personal information, claiming that he is someone who has the right to get it. If we are not sure about his identity and his right to them we should not reveal them.



- <https://www.youtube.com/watch?v=-6Ti851174k>

Business Letters

- Introduction
- Supporting material that reinforces the positions included in the letter
- New information
- Conclusions
- Suggestions / recommendations



- <https://www.oneirokriths123.com/2262/oneirokritis-fakelos>

Characteristics

- Simplicity and content, clarity and accuracy
- Use of positive expressions
- Brevity
- Important points in bold
- Logical sequence
- Professional style
- Correct use of language
- Good aesthetic presence
- Avoiding designs and colors that are not included in the company logo
- <https://templates.office.com/el-gr/>

