

# USE OF ELEMENTS OF THE MARKETING COMMUNICATIONS MIX IN SLOVENIAN FURNITURE COMPANIES

*Univerza v Ljubljani*



**Matej JOŠT**, PhD

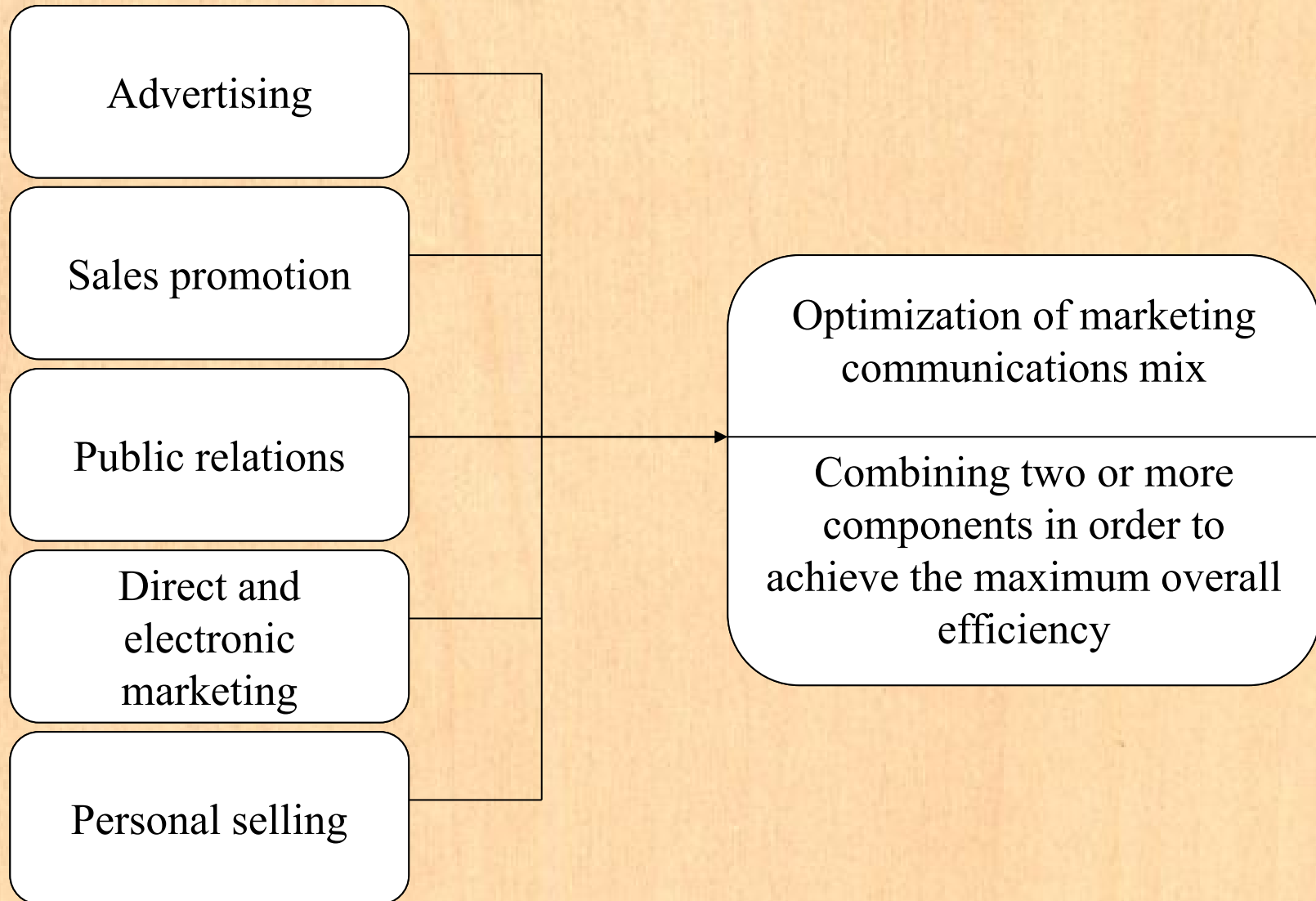
Assoc. Prof. **Leon OBLAK**, PhD

**Anton ZUPANČIČ**, BSc

**Jure KOS**, MSc

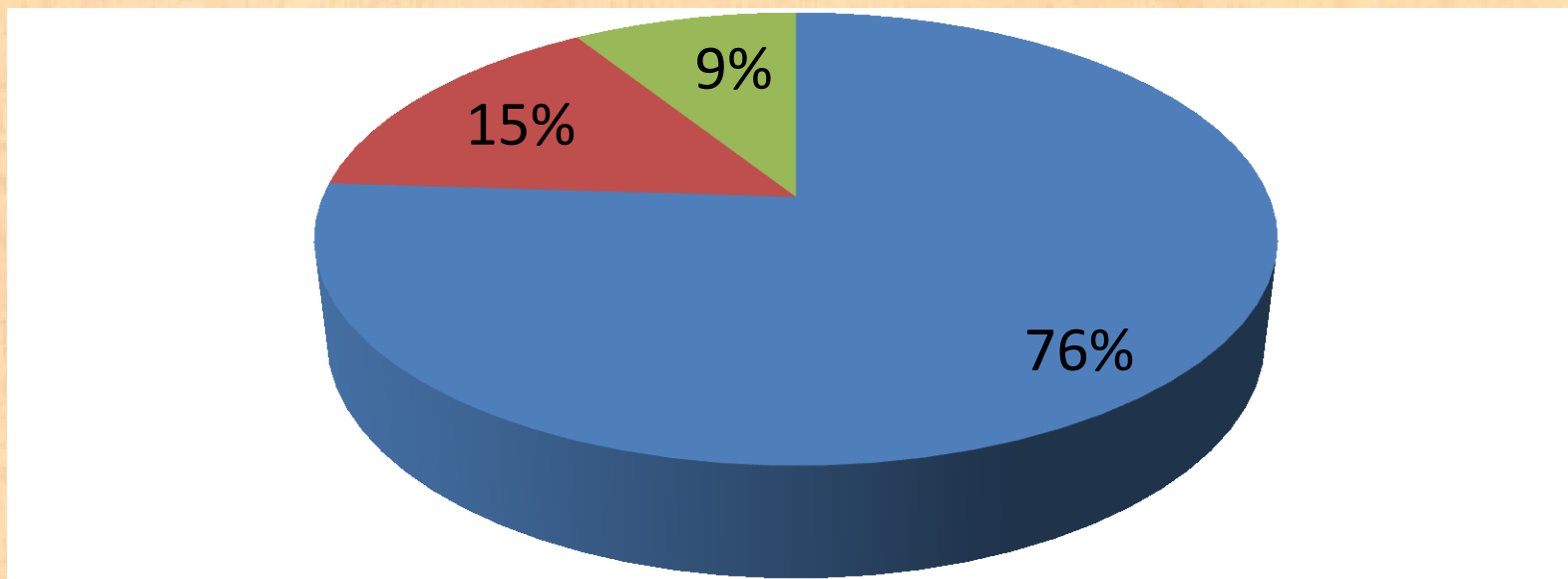


# Marketing communications



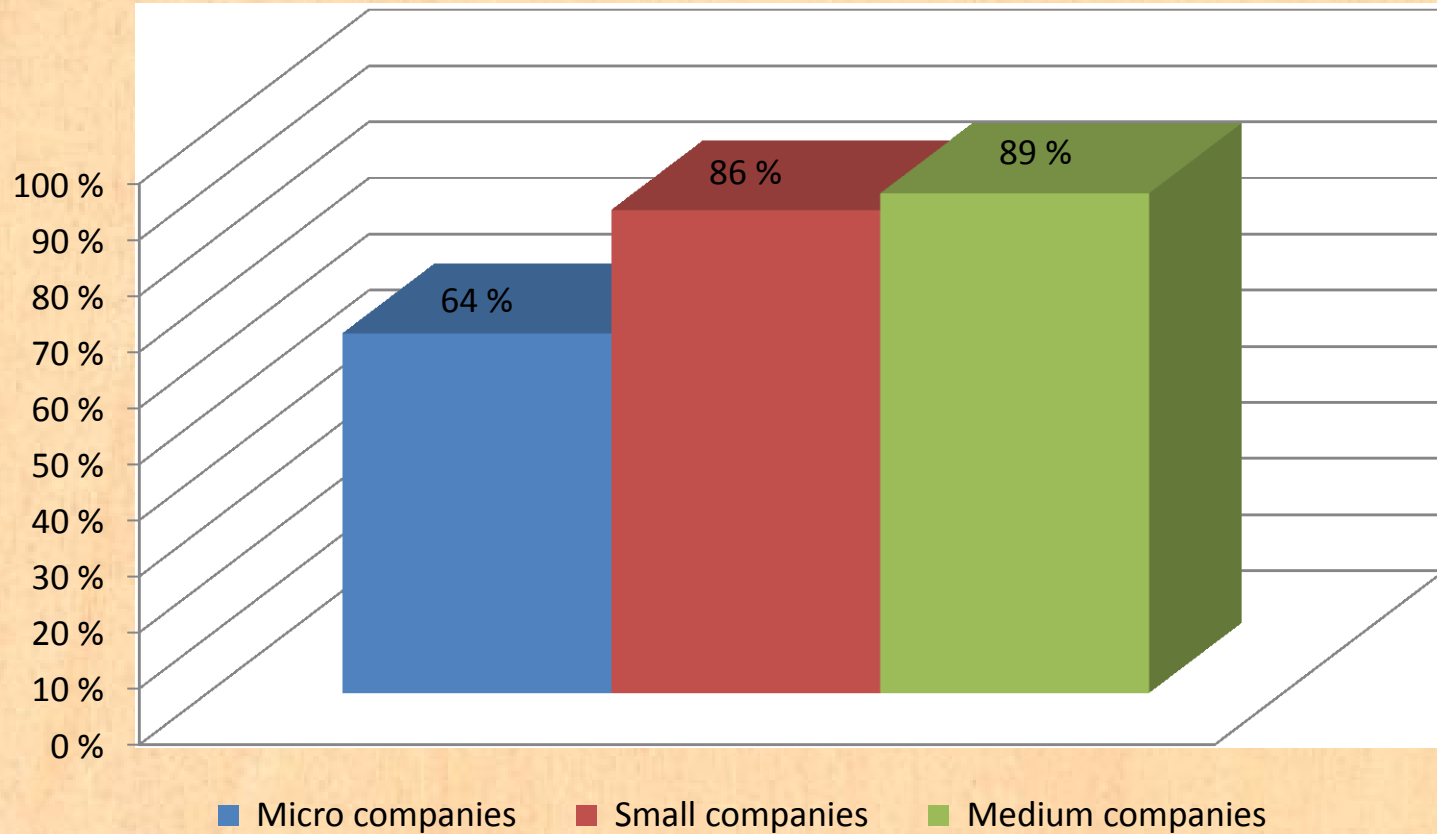
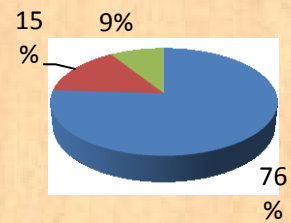
# Survey

- questionnaires → Slovenian furniture companies
- e-mail and fax; phone (few)
- 96 responded



■ Micro companies ■ Small companies ■ Medium companies

# Advertising

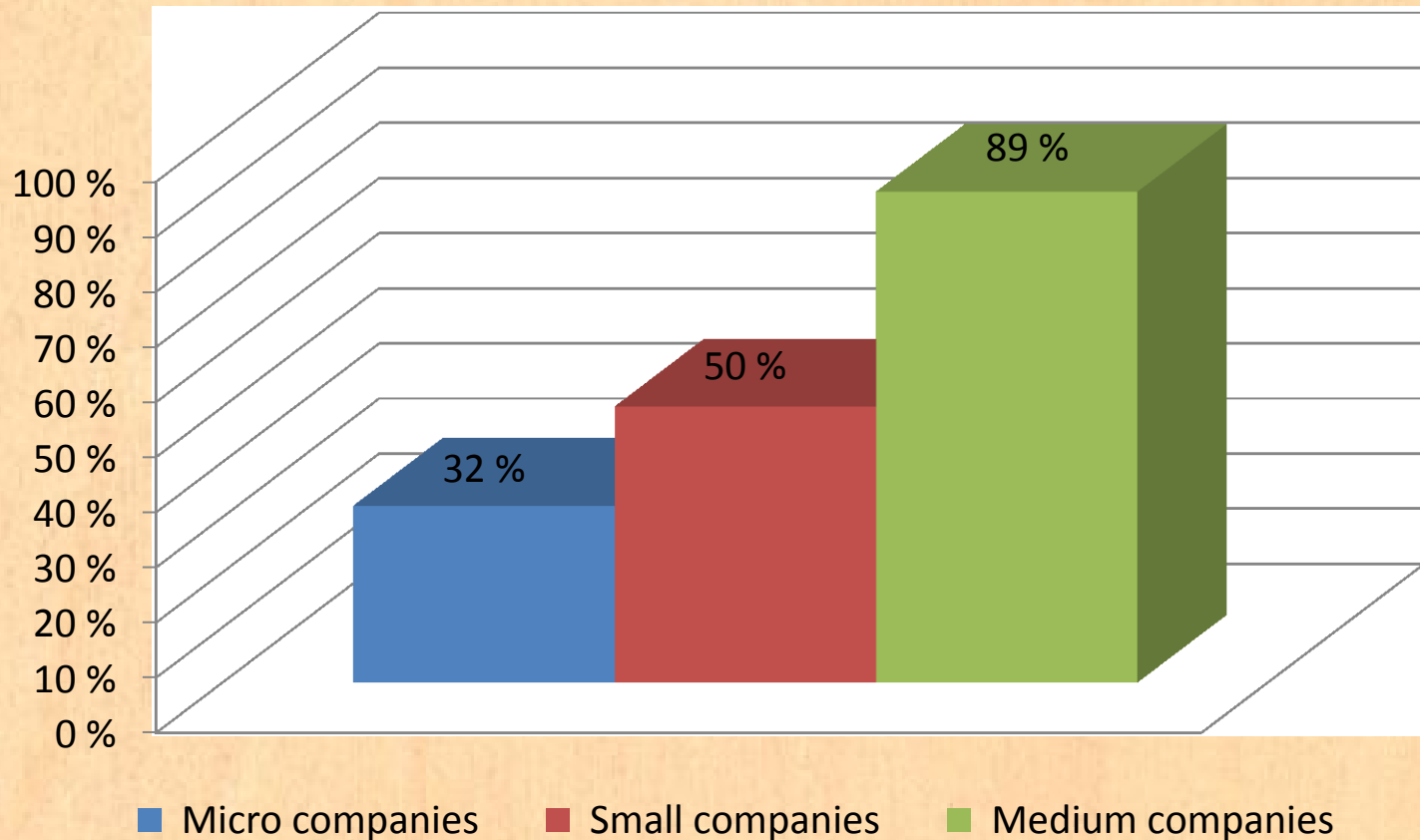
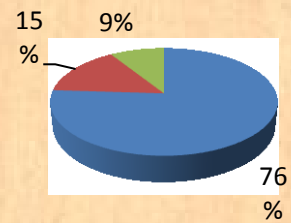


- print ads
- posters
- brochures
- billboard

- mobile billboard
- local newspapers
- local radio stations
- online (www) advertising

- selected magazines
- television ads

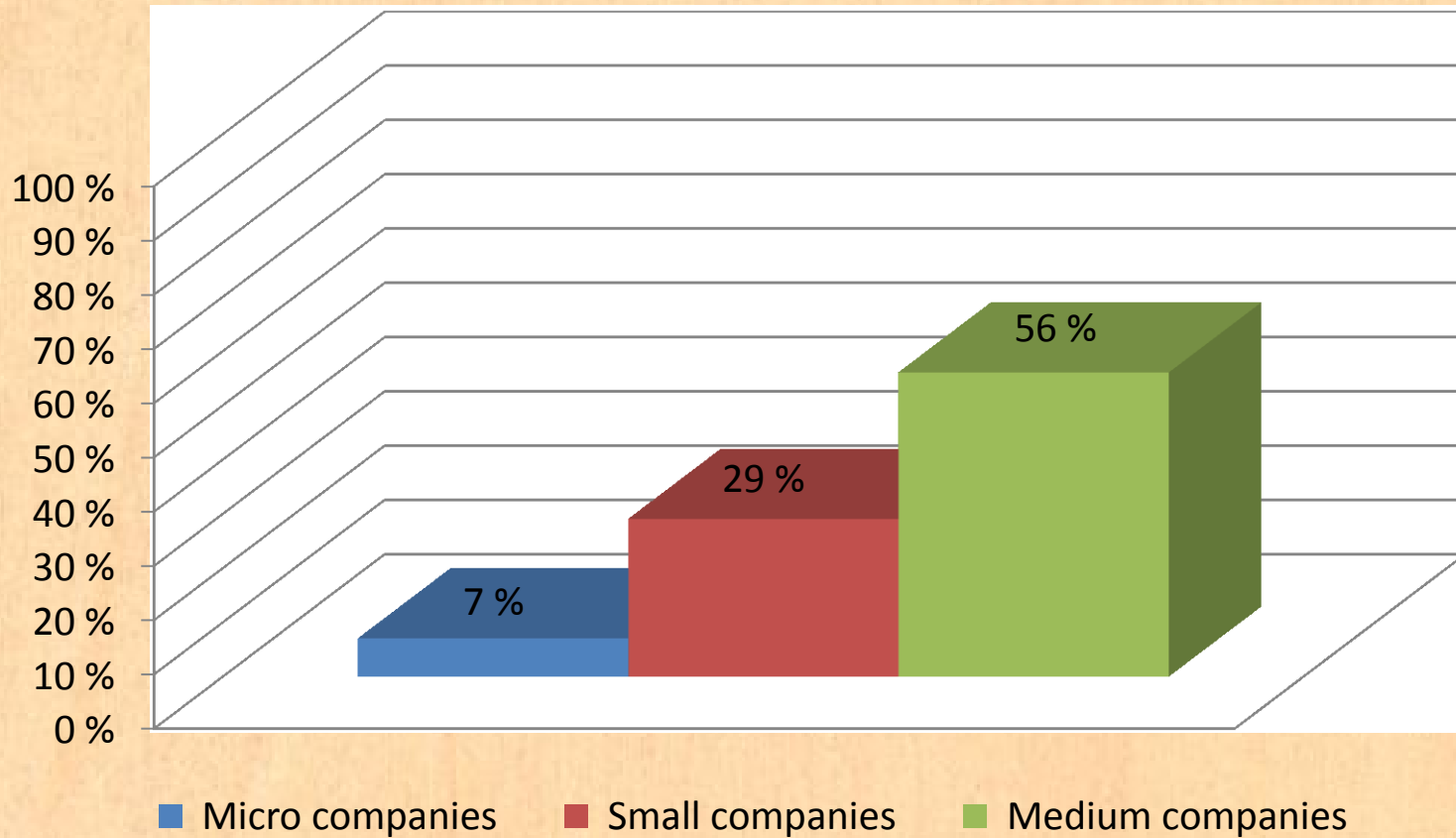
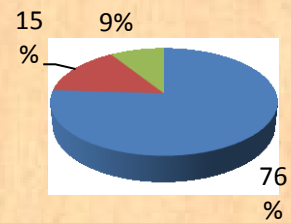
# Sales promotion



- lower prices
- gifts
- samples

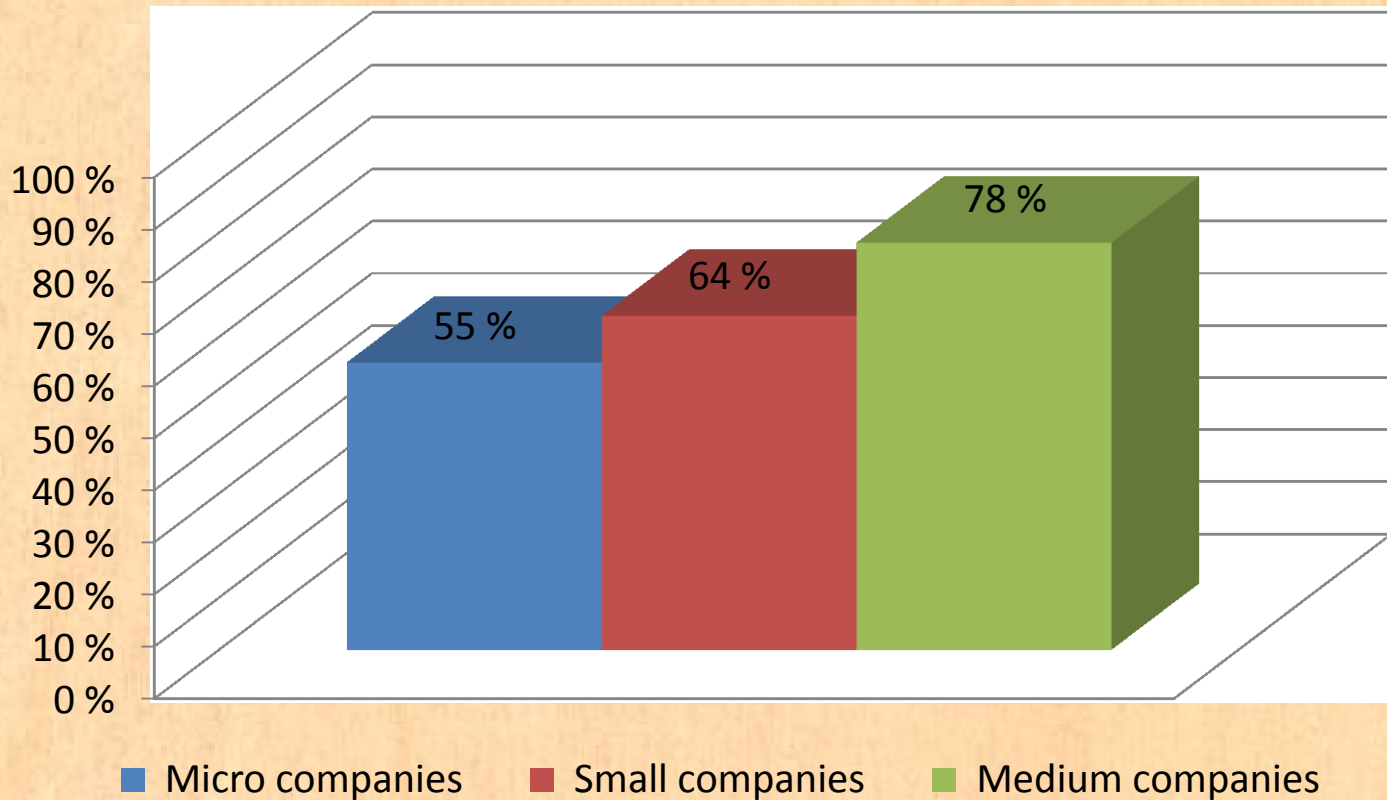
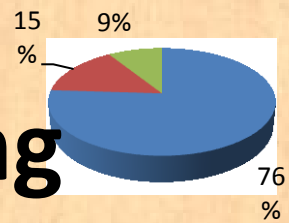
- free trials of products or services
- demonstrations of products
- awards

# Public relations



- donations
- sponsorship of:
  - sporting events
  - cultural events

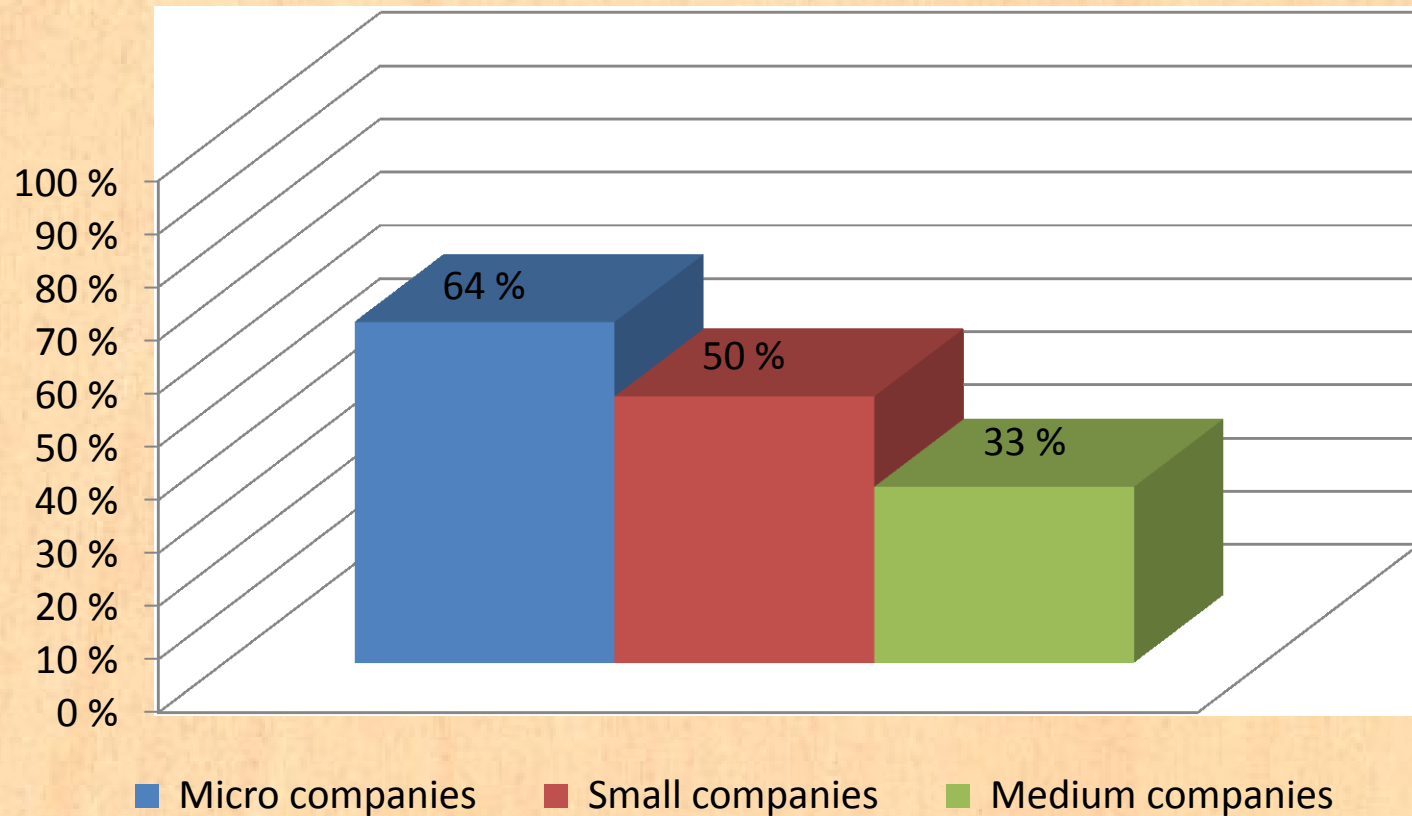
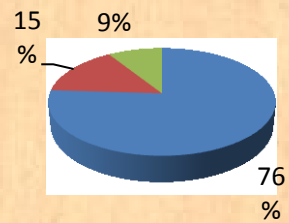
# Direct and electronic marketing



- phone
- e-mail
- mail
- catalogue



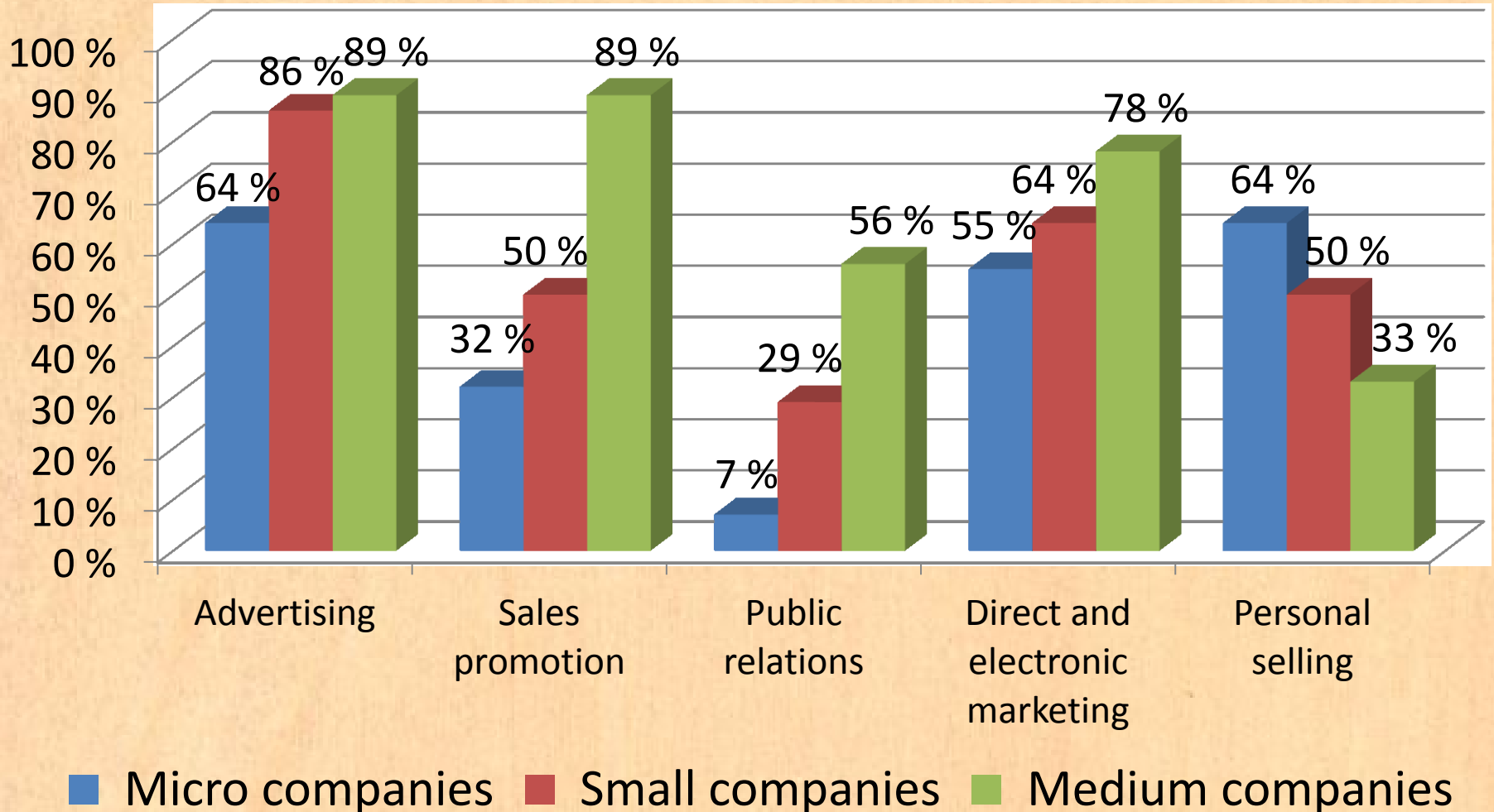
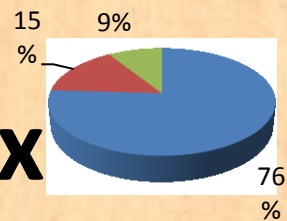
# Personal selling



- selling a custom made, expensive and complex products
- continuation of written or telephone communication
- selling to customers who buy large quantities



# Marketing communication mix



# CONCLUSIONS

- micro and small companies promote their products less than medium companies
- medium companies choose the more expensive forms of marketing communication

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Thank you for your attention

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