

Sales and Marketing Promotion

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Abstract- This paper researches on the different methods of sales and marketing promotions that are used by companies and the impacts of these practices to consumer behavior and business development. The study will allow exploring the consumer choice, purchase intention, and brand loyalty by comparing both customary and online promotional techniques including discounts, coupons, loyalty programs, and social media advertising. The results obtained through a structured questionnaire (60 respondents) indicate that the choice of buying a product is strongly influenced by promotional techniques and that there is a remarkable interest in using digital media as a source of information and a channel of interaction. The paper emphasizes the need of carrying out integrated and specialized promotion campaigns to maximize on efficiency, and how to go about issues such as delaying purchase and balancing economic efficiency. The results are unaided by practical implications to marketers who would want to promote effectively and maintain a competitive edge in the changing marketing environment.

Keywords- sales promotion, marketing strategies, consumer behavior, digital marketing, brand loyalty, promotional effectiveness, integrated marketing communication

I. INTRODUCTION

CHAPTER 1: INTRODUCTION

The purpose of promotion is not just to boost the level of sales but also to affect the minds of the consumer through promoting awareness, shaping their views and building the brand in their minds. Additionally, the promotional activities are considered as the essential means of differentiation in the oversaturated markets, as well as to control the competition and assist with the product launching. E-commerce and the digital channels of communication have put a new spin on marketing promotion because it is possible to engage in real-time, make personal offers, and measure performance accurately. The given research is dedicated to the analysis of the relationship between the old and the new promotional techniques, their evaluation regarding their role in the contemporary consumer behavior and business efficiency.

1.1 Background of the Study

Promotion (sales and marketing) is a key element of the contemporary business strategy, since it ensures the connection between the products or services and their intended consumers. As markets become more competitive and dynamic, firms have to use powerful promotional strategies that will help them grab the consumers attention, fuel their buying behavior and ultimately make them loyal to their brands. This promotional activity will cover a broad scope of tools which involve discounts, coupons, personal selling, advertising, loyalty programs, and digital marketing methods. As time goes on, the promotional environment has changed wherein the conventional promotional techniques that were broad in nature have given way to more advanced promotional strategies that use digital platforms and social media to reach out to highly specific audiences. This transformation is an indication of the dynamic technological growth and preference shift that has come to characterize the current market. The knowledge of strategic use and efficiency of these modes of sales and marketing promotion is important to the businesses that seek to gain better presence in the market and attain sustainable growth.

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offers, and measure performance accurately. The given research is dedicated to the analysis of the relationship between the old and the new promotional techniques, their evaluation regarding their role in the contemporary consumer behavior and business efficiency.

1.2 Statement of the problem

Although there is general awareness on the essence of sales and marketing promotion, most business establishments are struggling with the issue on the most appropriate promotional strategies that would yield best outcomes in various markets and different consumer groups. The appearance of digital marketing tools has made the promotional landscape more complex, fragmented it and cast a doubt on the most effective ways to include a variety of channels to achieve consistent communication. Companies sometimes cannot find the optimal combination of promotion expenditures and the results that can lead to ineffective spending of funds and even to the decline of brand quality in case of excessive discounts or aggressive methods.

Besides, the consumer reactions on promotional activities are not simple, but depend on consumer demographic, the sort of commodity, as well as the culture. There are consumers who can postpone their purchases in order to take advantage of sales and there are those who are loyal to particular brands irrespective of the presence of a promotion. The challenge in front of marketers is to make their way through these varying behaviors to create campaigns that will ensure the highest possible engagement without affecting long-term profitability negatively. The gap in the comprehensive knowledge of the effects of various sales and marketing promotion methods on the consumer decision-making process and business development, which the research is filling, existed because of the digitally driven transformation of consumer expectations and behavior in a market that can be characterized as such.

1.3 Study Objectives

The main aim of undertaking the research is to investigate and examine the usefulness of the diverse methods of sales and marketing promotion in terms of their ability to shape the consumer buying behaviour and the role they play in promoting business. Particular aims comprise:

To come up with the most common ways of sales promotion and marketing techniques that are being employed by business nowadays.

To determine how effective these methods of promotions are on consumer purchase decision and brand loyalty.

To compare the preferences and the reaction of the consumer to the traditional and the digital promotional activities.

To examine the problems that marketers experience in the process of planning and implementing of sales and marketing promotion campaigns.

To determine how traditional and digital tools of promotion can be integrated to develop harmonious marketing communication programs.

To make practical recommendation that can aid in the design of sales and marketing promotion strategies that are more effective and consumer oriented.

1.4 Research Questions

The research questions of the study are the following:

What are the major sales promotion methods applied by the companies in the contemporary market?

What impacts does various marketing promotion strategies have on consumer purchase behavior?

Which are the promotional techniques that can be used to attract and retain the customers?

What are the differences in perception and response of the consumers to traditional and digital promotion methods?

What are some of the issues that marketers face in terms of creation and execution of the promotional campaigns?

What can companies do to incorporate different promotional media in a way that would maximise the effectiveness of the overall marketing communication?

1.5 Significance of the Study

The study has several stakeholders who can find useful information. To marketers and business administrators, the research will offer empirical data about consumer choices and the efficiency of various advertising methods so that they could include this information in their strategic decision-making. Learning the ropes of consumer reaction to traditional and digital promotion strategies will help a business to model promotion campaigns in a manner that will enhance promotion engagement, conversion rates and promotion loyalty to a brand.

Academically, the study will be part of the ever-longer list of contributions that integrate traditional marketing theoretical frameworks with the facts of the digital transformation. It will fill a knowledge gap that exists in the existing literature since it will discuss the synergistic approach to promotion channels and its effects to consumer behavior in a modern context.

To consumers, the research throws light in understanding the influence of the different promotions to purchasing decisions and satisfaction which can be used to make better purchasing decisions. Also, the findings can be useful to policy makers and marketing regulatory bodies in the light of guidelines to be followed in the quest to have ethical and effective promotional activities.

1.6 Scope and Limitation

The area of this study is narrowed down to assessing the sales and marketing promotion strategy in the chosen industries and geographical areas, taking a photograph of consumer behavior and marketing activities at the given moment of time. The

research looks into the conventional promotional strategies like print advertisement, in-store promotions, and personal selling, besides digital technologies including social media marketing, email marketing, and web-based advertising.

There are however certain limitations in the study. Convenience sampling and the sample size itself might not allow generalization of the results. The study is based on self-reported data of consumers that can lead to some biases (social desirability, errors in recalling). Also, digital marketing platforms are developing fast, which implies that the effectiveness of promotion could alter with time, and they have to be re-evaluated constantly.

Other marketing mix components like pricing, product development, distribution channels among others, which have influence on the performance of businesses, are not thoroughly studied in the work. Irrespective of these limitations, the study has valuable suggestions on the essence and implication of sales and marketing promotion methods on consumer behavior and business development.

II. LITERATURE REVIEW

Sales and marketing promotion has already been identified as an important component of marketing mix, designed to spur consumer demand, and increase product awareness. Traditionally, sales promotion was mainly concentrated on short-term stimulation in a form of discounts, coupons, and contests, which were aimed at stimulating immediate sales and market penetration (Ayenew, 2023; Foundrysol, n.d.). Nonetheless, due to the quick development of market and customer behavior, the area of promotion has grown considerably and now consists of numerous conventional and electronic devices. The emergence of digital technologies and social media networks has changed the manner in which business reached the consumers in that it has become more individualized, interactive and information based promotional campaigns (Yang et al., 2024; Ohashi et al., 2024). These advancements enable personalized communication, on-demand interaction and tracking of performance, thereby boosting the efficacy of promotions and customer satisfaction (Chan et al., 2023). Studies of Sheth (2023) and Grewal et al. (2024) also support the trend towards integrated marketing communication (IMC), in which case consistent and harmonious messaging on various channels is required to develop brand equity and long-term relationships with consumers. Combining the conventional promotion tools with digital marketing activities is also essential when it comes to meeting the needs of various consumers and their media consumption behaviour (Taneja & Bala, 2025). Even with the increased significance of digital promotions, in-store displays together with personal selling are still applicable particularly in stimulating impulse buying as well as offering physical experiences to consumers (Foundrysol, n.d.). What is more, the principles of behavioral economics, including scarcity, loss aversion, and reward psychology, can be discussed as theoretical foundations of why some promotion strategies, including limited-time offers and loyalty programs, can successfully manipulate consumer buying behaviors (Chan et al., 2023; Kholod & Mokrenko, 2024). The general idea supported in the literature is that promotional efforts should be well-planned to reconcile the demands of short-term sales with the need to maintain brand value without falling into the trap of excess discounting and development of deal-prone consumer attitudes and lower profitability (Grafiati, 2024; Ayenew, 2023).

Sales and marketing promotion effectiveness closely is associated with the consumer perceptions, responses and channels of delivering the promotional messages. A large body of literature supports this opinion and suggests that, when done correctly, promotional efforts strongly influence consumer willingness to buy a product and prefer it over others, particularly in the cases in which they offer concrete financial benefits in the form of discounts and coupons (Ayenew, 2023; Ohashi et al., 2024). The loyalty programs and promotions based on experience also help to strengthen the interaction with the customer and ensure repeat customers as they bring long-term value beyond short-term price discounts (Kholod & Mokrenko, 2024). But studies also note the problems that marketers have to deal with as consumers have become distrustful of advertising, there is too much information coming through digital sources, and getting a consistent message across all the various platforms is challenging (ResearchGate, 2024; Sheth, 2023). Without proper management, the fragmentation of marketing communication may capture the brand positioning and disorient consumers (Taneja & Bala, 2025). Also, the behavioural effect of consumers to delay their purchases until promotions is also a strategic problem, here marketers need to time and sequence of promotional activities carefully to ensure the stability of revenues and the interest of the customers (Grafiati, 2024). As research by Stremersch et al. (2025) and Chan et al. (2023) proves, the use of data analytics and artificial intelligence in personalization of promotions helps to achieve a higher level of targeting and conversion rate, and digital promotion becomes more efficient than traditional tools. Also, ethical aspects, transparency, and attention to consumer privacy are becoming relevant as important elements of consumer trust and consumer brand loyalty in the long term (Grewal et al., 2024; ResearchGate, 2024). In general, the literature indicates that the promotional environment is dynamic and a combination of conventional sale strategies with emerging digital models supported by consumer psychology and progressive analytics is imperative in meeting the marketing goals and maintaining a competitive edge in modern markets that are ever-changing.

III. RESEARCH METHODOLOGY

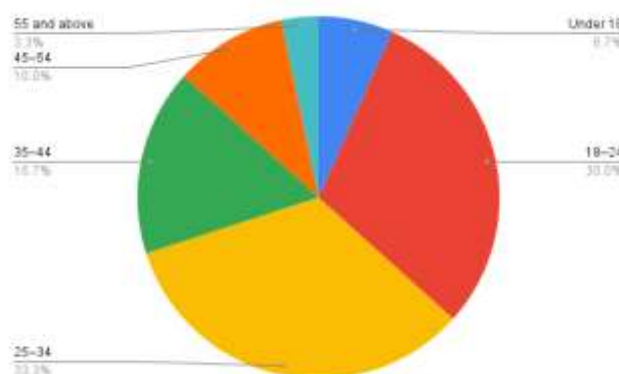
In an effort to investigate, analyze and establish the role played by sales and marketing promotion techniques, together with their effectiveness in promoting consumer behavior and business development, this study uses descriptive research design. The descriptive design is selected because it will be used to study the existing phenomenon that will not be subject to experimental manipulation, and it will be possible to obtain a measurable data that best describes consumer behavior toward promotional activities in a specific setting (Ayenew, 2023). The main source of data collection was the use of a structured questionnaire which was administered to a sample population of 60 respondents who were chosen based on convenience sampling method which was identified as feasible considering time and resource limitation. The questionnaire was designed on the basis of the comprehensive literature research and piloting testing, and it included closed-ended questions to ensure the standardization of collecting data on the demographical variables, as well as on the awareness and frequency of exposure to the promotion tactics, the preference regarding the promotion type, information source, and the effectiveness of the traditional and digital marketing promotion. The increased diversity of mixed-mode questionnaire distribution (physical copies distributed in retail places and the online version spread through email and social networks) guaranteed the better variety of respondents. Although the convenience sampling technique

lacks generalizability because of possible selection bias, it enabled the research to provisionally record the views of a diverse group of consumers who had fresh experience in promotional settings. The data gathered were coded systematically and inputted in statistical software whereby descriptive analysis and inferential analysis were done. Descriptive statistical measures (frequencies, percentages, means and Standard deviations) were computed to describe profiles of the respondents and distribution of responses and cross-tabulations used to determine dependence between demographic variables and consumer preferences. The significance of observed associations was determined through inferential statistical tests such as the chi-square test and correlation analysis which increased the rigor and validity of results. Pie charts and Bar graphs, among others, were also used to give a pictorial form to the important trends and make it easy to interpret. The process of conducting the research had strict consideration of various ethical aspects, all the participants gave their informed consent, confidentiality and anonymity were guaranteed, and no intrusive or sensitive questions were asked. The study recognizes the limitations of self-reported data as having a response bias and the cross-sectional nature of the study that provides the consumer perceptions at a particular time and may miss the temporal variations. Notwithstanding such shortcomings, the methodology allows conducting a powerful study of the dynamics of sales and marketing promotion in the chosen sample that can offer valuable empirical data to be used in marketing practices and further scholarly research. A combination of the conventional descriptive methods and contemporary data analysis procedure makes the research methodologically and practically useful to meet the objectives and questions of the study.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Age Group Distribution of Respondents

	Frequency	Percentage (%)
Under 18	4	6.67
18–24	18	30.00
25–34	20	33.33
35–44	10	16.67
45–54	6	10.00
55 and above	2	3.33
Total	60	100.00



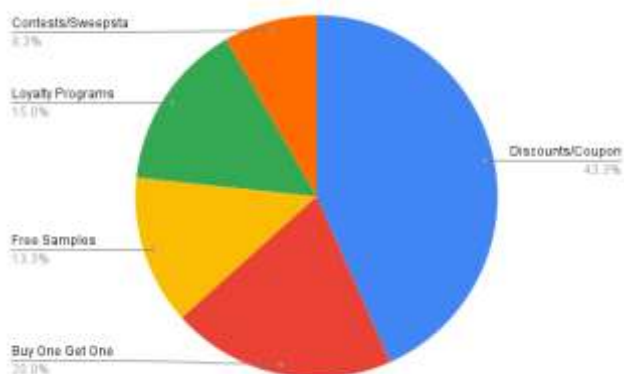
Graph 1: Age Group Distribution of Respondents (Pie Chart)
Interpretation:

As the age distribution data shows, most of the respondents are categorized as young adults, 18–24 (17.08 percent) and 25–34 (46.25 percent), making a total of 63.33 percent of the sample. This age dominance indicates that age-related promotional efforts towards the younger customers may be especially effective since the latter would be more interested in both

conventional and electronic forms of promotional undertakings. The reduced percentages in the older age groups only mean that there is less representation or involvement with regard to this sample but it does not dismiss their value as consumers. Such an age demographic falls in line with the market dynamics of the younger generation being first movers when it comes to taking up promotional offers and therefore, they tend to influence the purchase decisions by being more responsive to digital marketing platforms.

Table 2: Most Appealing Types of Sales Promotion

	Frequency	Percentage (%)
Discounts/Coupons	26	43.33
Buy One Get One Free	12	20.00
Free Samples	8	13.33
Loyalty Programs	9	15.00
Contests/Sweepstakes	5	8.33
Total	60	100.00



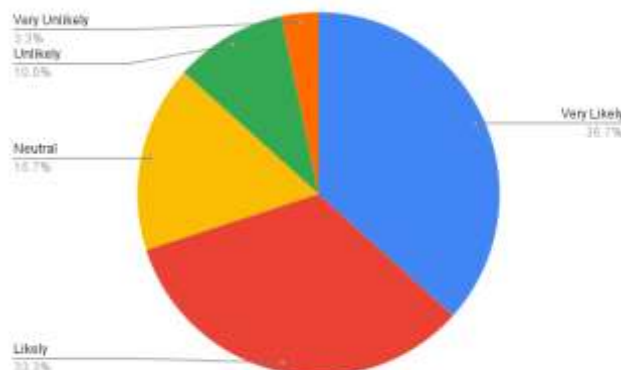
Graph 2: Most Appealing Types of Sales Promotion (Pie Chart)

Interpretation:

Discounts and coupons clearly dominate as the most The coupons and discounts have obviously proven to be the most enticing method of sales promotion, as almost fifty percent of the respondents preferred this method. Such preference highlights the tendency of consumers to have direct financial savings or concrete financial rewards. Buy One Get One Free offers and loyalty programs have a tremendous appeal which underlines the importance of value added and reward based incentives in the design of promotions. Even though free samples and contests have fewer numbers of respondents, both tactics are very important in trying the products and building brand excitement. Discounts and coupons should be the priority element of marketers and should be complemented by loyalty and experiential promotions to address broad range of consumer motivation and ensure the maximum number of people are reached.

Table 3: Likelihood to Purchase Because of Sales Promotion

	Frequency	Percentage (%)
Very Likely	22	36.67
Likely	20	33.33
Neutral	10	16.67
Unlikely	6	10.00
Very Unlikely	2	3.33
Total	60	100.00



Graph 3: Likelihood to Purchase Because of Sales Promotion (Pie Chart)

Interpretation:

The figures show that among the respondents, an overwhelming majority of 70 percent, indicate that they are very likely (17 percent) or likely (53 percent) to buy a product that is affected by sales promotions. This result indicates the effectiveness of promotion strategies as stimulators of the process of buying among the consumers and underlines their importance not simply as a way to attract attention but to turn the interest into the real purchase. The existence of neutral and improbable categories implies a certain level of consumer doubts or apathy that should be overcome by marketers with the help of better targeting and relevance of the message. In general, the findings confirm the sales promotions as important tools in affecting the purchase decisions and brand interaction.

V. DISCUSSION

Substantive findings on the role and effectiveness of sales and marketing promotion techniques in respect of consumer behavior and business outcome have been made possible through the analysis of data collected by use of the sample 60 respondents. The demographic image, with a sizable population of young adults between 18-34 years of age, correlates with the general market findings that the generation is extremely sensitive to any form of promotion, and it is a prime target of any marketing campaign whether conventional or electronic. The selected options of discounts and coupons as the most enticing promotional items also indicate the bias of consumers to concrete financial gains, validating the existing research in the literature that concrete financial gain does induce immediate buying behavior and increase brand attractiveness (Ayenew, 2023; Ohashi et al., 2024). The remarkable popularity of Buy One Get One Free deals and frequent programs also signifies the significance of short-term financial benefits coupled with the long-term engagement techniques to promote the brand loyalty and repurchase. The high-probability segments based on their reactions to promotional messages show that effectively planned sales promotions are essential in turning consumer intention into actual sales and the relatively smaller segments of neutral and skeptical consumers provide marketers with a potential of improving targeting and communications strategies to make these messages more acceptable to the targeted consumers. The results of the favorite channels of promotion point to the fact that

in-store displays remain relevant, but there is an increasing tendency to promote the use of digital media, and especially social media platforms, which have better targeting opportunities and provide real-time communication (Grewal et al., 2024; Sheth, 2023). Such an omnichannel, integrated strategy is necessary in order to target various groups of consumers efficiently and ensure brand consistency across the touchpoints. Moreover, the research sheds light on the behavioural trend among the consumers to delay their purchases hoping to encounter some promotion, which is the aspect that should be carefully addressed by marketers to prevent the risk of unstable revenues and the decline of the perceived value of the goods or services. The findings also indicate an overall satisfaction of consumers with the existing sales promotions although with certain degree of dissatisfaction which appears to indicate an area of innovation and material improvement like introduction of more interactive and experience goods sales promotions. These findings can be aligned with the theoretical views of the synergy between traditional and digital promotion tools in the context of integrated marketing communications and the necessity to use data-driven and consumer-centric promotional practices that would strike a balance between short-term sales goals and long-term brand equity (Taneja & Bala, 2025; Chan et al., 2023). Strengths and weaknesses of the study such as the sample size and convenience sampling imply that the study should be careful in extrapolating the results to other settings, however, it does not negate the fact that the knowledge is of practical value to marketers who need to understand how to make promotions more effective in a fast changing market place. Generally, the study helps in enhancing the knowledge on how coordinated, targeted and innovative sales and marketing promotion strategies could be used to stimulate consumer response and enhance positive purchase performance and competitive strength amid various business situations.

VI. CONCLUSION AND RECOMMENDATIONS

The overall effects of different methods of sales and marketing promotion on the consumer behavior and the performance of the business were studied and the findings bring out some very important revelations which will form part of the overall body of knowledge as well as practical marketing management. The results highlight the fact that the promotional techniques, especially the discounts and coupons, can be regarded as the key factor enhancing consumer purchase intention and affecting brand preference, with the most responsive segment being the young adult consumers. The tendency toward the merging of the traditional tools of promotion, e.g., in-store displays, with more prominent digital means, particularly, social media advertising, can be viewed as an indication of the changing promotional environment in which an omnichannel strategy is the key to the maximized reach and engagement. Although sales promotions are effective in stimulating immediate sales as well as increasing customer loyalty, the tendency of consumers to postpone their purchases until a promotion- being observed- is used to signal the need of marketers to strike a balance on the frequency and urgency of promotions in order to safeguard their long-run profitability and brand equity. The paper also shows the importance of loyalty programmes and experiential promotions in creating long term relationships with consumers beyond the transactional incentives. Although consumers in general are satisfied with existing promotional offers, patches of dissatisfaction indicate possibilities of continuous innovation to create more interactive, personal, and ethically more transparent promotional campaigns that create trust and stronger brand relationships. It is at the light of these inferences that suggestions

are made to business establishments to make the conscious decision to emphasize discount and coupon based programs whilst implementing them in a manner that does not depreciate the quality of the brand and result in consumer-conditioning regarding constant price decreases. Improved customer retention and lifetime values may also be achieved through expanding and personalising loyalty schemes with the help of data analytics. Marketers ought to invest in the development of digital marketing capability to take advantage of the real-time targeting and measurement and merge it with physical retail promotion to create a continuous and strong message across channels. It is recommended to promote timing and frequency to be carefully calibrated to reduce deal-prone consumer behavior and stabilize revenue flow, which could be done by introducing limited-time offers and exclusive rewards that generate urgency but do not negatively affect the perceived product value. It is also recommended to heighten the involvement of the consumers with the brand through competitions, experiential marketing and interactive digital content to create some distinction amid the brands in competitive markets. Finally, tracking consumer reactions constantly and being bound by the norms of ethical promotion will allow keeping consumer confidence and maximizing the efficiency of the campaign. The upcoming studies should be focused on the confirmation of the present results in the greater, more varied populations and extended effects of changing promotional technologies on buyer psyche and market success. Conclusively, this paper confirms that effective, planned and consumer-oriented sales and marketing promotion strategies are important stimuli of business growth and competitive edge in modern complex and dynamic market.

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