

Promoting product : Product promotion is **the process of explaining the value of a product to potential and existing customers to educate, generate interest, and spur purchase**. It is one of the four P's of the marketing mix, along with product, price, and place.

Promoting service : Advertisers use effective services marketing strategies to **build trust with their customers and show them how their service can benefit them**. Businesses may base their services marketing strategies on the promotion of ideas, benefits and promises to help them sell their services.

Promoting event online : If you want to promote an event online, you need to leverage **social media marketing** for your business. With social media marketing, you can promote your events through your social media profiles. It's a great way to generate buzz around your events and entice people to attend.