

Importance of communication tools by sector

There is a lack of research into the effectiveness of individual communication tools. Companies

generally refuse to provide any information in this regard, deeming it a “commercial secret”.

Tool	Service provider	Industrial goods manufacturer	Consumer goods manufacturer	Wholesale and retail
Advertising (in media)	●●	●	●●	●●
Information/training/advertising material for retail sector			●●*	
Sales meetings	●●●	●●●	●●●*	●
Personal relations	●●●	●●●	●●●*	
Telephone conversation	●●	●●		
Mailshot, direct marketing	●	●	●	●●●
Sales promotion/brochures, etc.	●●	●●	●●	●●
Merchandising			●●	
Trade fairs, presentations, conferences, congresses	●	●●	●*	
Pricing, special offers, discounts, free offers	●●	●●	●●*	●●●
Exclusive offers				●●
Additional services (e.g. parking spaces, services)				●●
Guarantees, service	●●	●●	●●	

Importance = significance and intensity of use

● = relatively important ●● = important ●●● = very important

* Targeting retail sector