

Sales promotion as strategic communication tool: a case of Syrian market

Hayan Dib, ¹ *Marketing and International Trade Department Higher Institute of Business Administration Syria –Damascus*

Mokhles Alnazer ² *Marketing and International Trade Department Higher Institute of Business Administration Syria –Damascus*

ABSTRACT: *The strategic effect of sales promotion is continuous issue between scholars, because some researchers concluded that sales promotion is not short term incentives use to increase the sales volume only, but it has long term effect on brand elements. In this paper, an attempt has been made to analyze the effect of different sales promotion types on brand image and the moderating role of awareness level, This research uses a cross-sectional experiment to manipulate, brand awareness level, type of promotion and measure the brand image, The results obtained suggest that at all levels of brand awareness, there are not differences between the effect of promotion type on brand image. The findings offer guidance to managers who might benefit from knowing what is the best strategy to promote their products and services. Our work also extends prior related research because, to this date, the effectiveness of price discounts and premiums across promotional benefit levels and brand awareness levels is an under-researched issue.*

KEYWORDS: *Free gift, price Discounts, brand awareness level*