EA Grown

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EA Grown is a non-pharmaceutical company that is selling certified medical marijuana. The product is used by patients who suffer from pain due to chronic diseases. The company targeted customers are physicians, pharmacist as well as the healthcare department. To increase its sales, the company needs to apply to different promotional tools such as advertising and personal selling. These are the best tools for the company as the product was once illegal and requires the persuasive selling and efforts to make it an acceptable product in the market and society.

 Advertising is a non-personal presentation as well as the promotion of product or service. Different sources can be used for this such as print media. Today the internet is the most popular media used for promotion of different products. Advertising can be used as a pull strategy that can instigate clients to check the product. Striking graphics of the product can be used to get client's attention that eventually grip their consideration and impacts the purchase verdict.

On the other hand, personal selling refers to a personal presentation of company products with a purpose to increase sales and strengthen customer relationships (Kotler & Armstrong, 2010). EA Grown can go for sales presentations for selling medical marijuana. For this purpose, individual and group sales presentations in seminars can be delivered.

Additionally, EA Grown should set an explicit communication task as an advertising objective. The aim of the advertising should be enhancing the public and healthcare professional’s knowledge about the product and its advantages. This informative advertising would assist the company in establishing primary demand for the product (Kotler & Armstrong, 2010). Similarly, the organization can further go for comparative advertising and compare its brand with other brands.

Moreover, once a company has customers then it can go for closer connections with them and provide them with better customer service with CRM tools. EA Grown can also use technology and manage these relationships with Cloud CRM. Internet is then used to transfer customer data to end-users. CRM system administrator just has to log in their systems or access the data via their mobile apps.

 References

Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.