



PR si BTL

	Ian	Feb	Mar	Apr	Mai	Iun	Iul	Aug	Sept	Oct	Nov	Dec
Eveniment lansare												
Experience* B2B												
Experience* B2C												
Training vanzari**												
Expunere mall-uri												
Advertoriale & TD												
Porti deschise												
DM & e-mailing												
Mobile marketing												
Last minute offer***												

*test-drive, sampling
 **prezentare, incentives
 ***pachete speciale, reduceri