



An Effective Advertisement Within A Minute

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Media, product, competitor, goods

A. R. Kanagaraj

Assistant professor, Department of corporate secretaryship Dr NGP Arts and science college, Coimbatore-48

S. Archana

Assistant professor, Department of corporate secretaryship Dr NGP Arts and science college, Coimbatore-48

S. Tamilmani

Assistant professor, Department of corporate secretaryship P.S.G College of Arts And Science Coimbatore-48

ABSTRACT *The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. The wise thing to do is to go for a combination of various ad mediums and each advertising medium should spread the same message. These all can be followed according to the related grounds. The advertisement can be made effective by selecting the appropriate ways, medium and golden rules of advertisement.*

Advertisement:

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

Advertisement has been defined differently by different persons. A few definitions are being reproduced below:

- ❖ According to Wood, "Advertising is causing to know to remember, to do."
- ❖ According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy."

The above definitions clearly reveal the nature of advertisement. This is a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume.

Main objectives or functions of advertisement:

- Preparing Ground for New Product
- Creation of Demand
- Facing the Competition
- Creating or Enhancing Goodwill
- Informing the Changes to the Customers
- Neutralizing Competitor's Advertising
- Barring New Entrants

Ways for effective advertisement:

Media is getting fragmented day by day. So the wise thing to do is to go for a combination of various ad mediums and each advertising medium should spread the same message.

- Advertisement Should Be Consistent: Everyone is leading a very fast life and the consumers don't have much time to give to one medium. Therefore, repeating your message through the same medium will not make any sense. In order to hit your customers consistently, it's a need to reach them through multiple mediums. Only then we can turn the viewers into potential customers.
- Medium is Addition Value to Advertisement: It is not possible for us to go for each and every medium. we can choose three to four mediums according to our budget but the advertisement has to be consistent on all the mediums we have chosen. Before choosing a medium also

try to know whether the target audience are exposed to that medium. The ways we place an advertisement also add value to our product. So be careful before in choosing a medium. For example, leaflet is not the right medium for the advertising of a diamond company.

- Who Is the Target Audience: Before making an ad we should have a clear idea about who is our target audience? This will also determine the medium. For example if we sell fashionable clothes the target audiences are the young crowd and we can go for Internet advertising. If we sell kitchen wears that are mainly used by housewives Internet advertising is not a good option as they are less exposed to Internet so, TV ads will be a good option in this case because most of them watch serials.
- Budget Determines the Medium: While choosing a medium of showing ad the most important role is played by the budget. Budget determines the advertising medium. If we sell perfume we can go for TV ad but if we have a SEO company, placing an ad on the TV is nothing but wastage. In such case we must put our ad on the Internet. Online advertising is ideal for us. TV ads, newspaper ads, and radio ads are fine for big budgets. They are in fact the most recognized advertising mediums.
- Having a Great Web Site Is Not Enough: By choosing the Internet as a medium to place the ad and it make a great Web site. However, designing a great Web site will not help in any way if the site is not visible. In order to make it visible, it need to get high search engine ranking. It should go for link exchange, directory submission, forum participation, etc. to popularize the site.
- Involve Experts: If we make the ad in own, we can follow a trial and error method since you are not an expert in this field. So it is better to hire an advertising firm and involve experts who know this job better. In fact, different mediums demand different sorts of ad though the message is the same. The creative minds will make use of their experience to make the most effective ad for you.
- If not satisfied with the result, go for a different medium or make slight changes to the existing medium to get the desired result.

Tips for effective advertisement and the golden rule of advertisement:

Detailed marketing plan:

If we place advertising for a business without a definite plan that will not going to work. A detailed marketing plan let you go far for very long. Proper planning will reduce advertising costs and advertising waste and provides with a comprehensive understanding of the businesses. Certain areas that are covered under marketing plan are Market Research, Imple-

mentation Schedules, Evaluation Strategies, internal/external situational analysis, Positioning, Core Competencies, Pricing, Distribution and Strategies and Tactics.

2. Plan in advance:

The best way to plan advertising in advance is to take a blank calendar and fill in the days or months to advertise to the target market. We have to face severe results like poor creative, poor copy, rush charges, rate increases and many more, if advertising is not planned in advance. A lot of money is also wasted if we fail to plan in advance.

3. Hire Professionals:

Concentrate on efforts and time in areas where there are proficient. We can't tell a doctor what treatment to advice, just like we can't tell a professional what to do and how to do. Professionals are experts who charge for time and experience. We can save a lot of money and time by hiring a professional.

4. Save information:

One should save copies of ads, press releases and printed material. To design an effective ad, it is vital to know what work has been done in past. We can use elements from previously successful ads as this will provide a consistency in your ads.

5. Honesty is the best policy:

Make honesty and integrity of policy as these are keys to repeat sales and repeat business. We should avoid misleading copies to get attention of audience.

6. Correct advertising message:

Advertising message should be focused on the audience and not what is important to us. Keep in mind the desires of the audience and what they are looking for. Create an ad that speaks their language and in a way that they can understand.

7. Test your copy and ads:

Sometimes testing copies and adjusting ad layout make a difference between an average response and a great response.

8. Up to date research:

You have to be familiar with Cost per thousand (CPM), frequency, readership, demographics, BPA statements, and other terms. The up to date research will help to identify and target the best audience and it also helps to determine the best vehicles to arrive at best audiences.

The best media for advertisement:

Types of Media

There is no dearth of media today. It may be direct or indirect. Direct method of advertising refers to such methods used by the advertiser with which he could establish a direct contact with the prospective hand involve the use of a hired agency for spreading the information. Most of the media are indirect in nature, e.g., press publicity, cinema, etc. The various media that are commonly used are being explained here under:

(i) Newspapers

Newspaper (Hindi or English) (morning or evening editions) are bought largely for their news value as such they are most appropriate for announcing new products and new development of existing products. The choice of a particular newspaper for advertising depends upon many factors i.e., circulation of the newspaper, the type of readers it serves, the geographical region in which it is popular, the costs of space and general reputation of the paper etc.

(ii) Magazines

Another medium under press publicity is magazines and journals. They also offer good facility because magazines are read leisurely when the reader is mentally prepared to receive advertisements.

Benefits of Advertisement:

Through the above steps of advertisement the following persons are benefited:

- (i) Manufacturers
- (ii) Wholesalers and Retailers
- (iii) Consumers
- (iv) Salesmen
- (v) Community or Society]

Conclusion:

The product may be advertised for Preparing Ground for New Product Creation of Demand, Facing the Competition, Creating or Enhancing Goodwill or etc.. To increase the sales and profit of the company the ad should be given continuously and it should be short with the above consistent information. And the media for advertisement should be selected according to the related grounds.

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