



ADVERTISING: WHICH TYPE IS RIGHT FOR MY BUSINESS?

Advertising comes in various forms. From online [rich media] to offline advertising [billboards], it can be very overwhelming. There are at least five steps to selecting the most effective broadcast mediums, for your business.

1. The first step is analyzing your target audience. What are the demographics [gender, age, ethnicity, etc]? What are their purchasing behaviours?
2. Secondly, to indicate the amount of expenditure for advertising, you will need a budget. The size and type of business will further determine the amount of dollars spent.
3. Thirdly, goals and objectives must be clearly defined. Do you want to increase the amount of awareness and customers to your company? Do you want to broadcast a large promotional event? Different advertising objectives will also resolve the types of mediums that you will choose.
4. The fourth step is deciding the geographical markets needed. Do you want to reach a certain town, suburb, small or large city, or even just a place within a city [i.e. the north side]? This choice also affects the type medium that you choose.
5. Consider all forms of advertising available. Some advertising mediums that you use now, may not be of use for you in the future [and vice-versa]. For a competitive edge, keep up to date with the different forms of advertising, and the diverse rates of expenditure.

Below is a table indicating the various types of advertising, and their advantages/ disadvantages.

MEDIUM**ADVANTAGES****DISADVANTAGES**

NEWSPAPER	<ul style="list-style-type: none">- Good local marketing reach.- Flexible-the message can be inserted and altered quickly.	<ul style="list-style-type: none">- Very short life span; a few days.- Reaches a broad, not specific audience.- Too many ads in a newspaper; makes your ad less noticeable.- May be expensive.
RADIO	<ul style="list-style-type: none">- The type of music reaches a selective audience.- Cost is reasonable.- Message is able to reach a lot of people.	<ul style="list-style-type: none">- Short attention span; message is no more than 1-2 minutes long.- For maximum effectiveness, message needs to be repeated frequently throughout the day.- Various rates.- Needs a print visual to accompany radio message.
OUTDOOR AND TRANSIT i.e. BILLBOARDS SUPERBOARDS MALL POSTERS BACKLIGHTS	<p>BILLBOARDS/SUPERBOARDS:</p> <ul style="list-style-type: none">- Very effective; creates a great awareness of product and service, especially in a high traffic area. <p>GENERAL:</p> <ul style="list-style-type: none">- Repetitive exposure.- Mass reach of awareness- Flexibility due to the location[s] needed.	<ul style="list-style-type: none">- Very expensive.- Short exposure time per view.- Limited copy ability- Outdoor advertising can create poor coverage.
TELEVISION	<ul style="list-style-type: none">- Combines the three senses sight, motion and sound.- Very high reach ability rate among all demographics.- Product can be shown and demonstrated visually.	<ul style="list-style-type: none">- Expensive; costs can be high due to production and time.- Cluttering of various commercials may decrease impact.- Audience may miss television ad due to diverse choices of

	<ul style="list-style-type: none"> - Product or service may be advertised at certain times of the day during certain programs. 	channels.
MAGAZINE	<ul style="list-style-type: none"> - Specific magazines reach defined target group. - Long life. - Credible source. 	<ul style="list-style-type: none"> - Long lead times for advertisement placements. - Inflexible. - Expensive.
DIRECT MAIL i.e. COUPONS FLYERS PERSONALIZED AD MAIL	<p>COUPONS:</p> <ul style="list-style-type: none"> - Effective to get customer to buy now! <p>FLYERS:</p> <ul style="list-style-type: none"> - Has some immediate "call to action" for promotion or sale. <p>PERSONALIZED MAIL:</p> <ul style="list-style-type: none"> - Targets specific clients [upper middle to upper class]. - Very formal and personal from company to consumer. - Exclusive promotions, sales and coupons to special customers. 	<p>COUPONS:</p> <ul style="list-style-type: none"> - Short time span due to expiry date. - Short memory span for customers due to no expiry date. <p>FLYERS:</p> <ul style="list-style-type: none"> - Not effective. - Too many flyers results in too many other choices and more competition from businesses. <p>PERSONALIZED AD MAIL:</p> <ul style="list-style-type: none"> - Consumers may trash the mail due to spelling errors and other mistakes. - Not a frequent form of advertising. Done occasionally.
YELLOW PAGES	<ul style="list-style-type: none"> - Very important for continual existence of your business. - Can put a visual advertisements as well as the basic name, address and phone number. 	<ul style="list-style-type: none"> - Can be expensive due to additional advertisements.
BROCHURES	<ul style="list-style-type: none"> - Extremely important. - Conveys the basic products and services that your company provides. - Very visual. Gives a first impression of company. 	<ul style="list-style-type: none"> - May be a one time read for the customers. - Some parts of target audience may view brochure as 'junk mail'. - Misspelled words and other errors can

		result in trashing of brochure.
TRADE AND CONSUMER SHOWS	<ul style="list-style-type: none"> - Extremely effective; you can meet and greet potential clients face to face. - Great venue for networking. - Can visually demonstrate and talk about products and services. 	<ul style="list-style-type: none"> - Recipe for disaster if not well informed of knowledgeable about company's policies, products and services.
E-MARKETING i.e. RICH MEDIA BANNER ADS BLOGS EMAIL MARKETING SEARCH ENGINE OPTIMIZATION NEWSLETTERS E-COMMERCE	<ul style="list-style-type: none"> - Endless possibilities due to the vast changes in technology. - Internet access is available 24 hours a day, 7 days a week. - Cost to advertise is cheap or free. - Updating information or adding new clients is instant. - Information sensitive business can be sent directly to the clients without the use of a courier service. 	<ul style="list-style-type: none"> - Impersonal. No direct physical contact with consumers [and vice-versa]. - Cost of software and hardware to create advertising could get costly. - Security, confidential, and hacking issues exist. Do you provide anti virus, and spy ware software on your sites? - Heavy competition; many other businesses offer websites with similar products and services. - Many web visitors expect something for free. Does your site offer coupons, wallpaper, audio and video streaming?

In summation, there should be careful consideration when choosing the proper forms of advertising. Being flexible about the various choices and creating a budget will produce a cost-effective campaign for your business.

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