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11 Tips on out of Home Advertising and Marketing by Harry Tan

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Advertising and marketing can be really hard especially during times like these when competition is really tough. If youâ€™re wondering about what those successful advertising campaigns have in common, itâ€™s because they have the right strategy. Those who are new in the business of advertising will able to survive if they only knew what strategies work best in helping them with their campaign. The good news is that here are a few tips that will help you get that successful Outdoor Advertising campaign your business needs in order to survive. These bits of information will help you strategize effectively for a more effective advertising.

1.â€œAds that are viewer-aware allow advertisers to create more interactive messages and engage the viewer in new and unique ways, while better matching cost to value.â€•

-Technology has opened doors for innovative advertising. Motion- sensor ads and other form of Digital Media advertisements can help capture your audiences.

2.â€œOver-the-top videos almost guarantee viral video success, though companies will need to find a balance between entertaining and selling.â€•

-You just need the right amount of shock- value to get the attention you need.

3.â€œAds become their own product demo, allowing consumers to get a feel for what the product can do before even knowing exactly what the product is.â€•

-Itâ€™s all about the experience.

4.â€œCampaigns stretch across many different channels, both offline and online, and unique ads draw the audience in and reward them for their participation.â€•

-Reach out as much as possible using all means available.

5.â€œSponsoring pieces and parts of a large event keeps sponsorship costs down while still allowing consumers to see and interact with your products on a large scale.â€•

-Sponsoring events are a great way to get a lot of coverage.

6.â€œClever and creative â€˜on the streetâ€™ advertising impresses consumers and cuts through their ad to speak directly to their fundamental needs.â€•

-Being different and unique always helps when you want to stand- out. It stands to reason that if you make any Outdoor Media advertisement creative and unique, thereâ€™s no way people could ignore it.

7.â€œInteractive ads give customers a voice, and let them easily share that voice with others.â€•

-Encourage participation and learn to socialize.

8.â€œFree product giveaways for all kinds of events allow companies to test out new product, boost in-store sales, and offer a friendly gift to deserving (and eager) customers.â€•

-Everybody loves freebies.

9.â€œâ€˜On the streetâ€™ advertising allows you to interact directly with consumers, and creates a lasting personal connection.â€•

-Focus on your target audience.

10.â€œAds move away from traditional billboards and towards creative outdoor installations as companies â€˜think outside the billboardâ€™.â€•

-Be cost- effective and innovative.

11.â€œTurn any negative into a positive with quick thinking and a good sense of humor.â€•

-Everyone needs a good laugh sometimes. Adding humor to your Outdoor Digital Media ads, it will entertain people and help them keep in mind about your product or service.

These tips will come in handy for coming up with an advertising campaign to help boost your business. Learn to strategize effectively and find out what works best for you and for your consumers.

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