5 Outdoor Advertising Mistakes by Harry Tan

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Feeling like youâ€™re not getting your moneyâ€™s worth on advertising and marketing? Then maybe you doing it wrong. Take a look at these questions and see for yourself.

5. Are you advertising enough?

Effective advertising does not happen in an instant. It actually requires constant advertising to make sure that your advertisements really sink in. Donâ€™t be afraid to keep repeating on advertising. You may consider Digital Outdoor Advertising since it offers a repetitive means of capturing audience attention. Grab the opportunity and make the most of it.

4. Are your advertisements clear and easy to understand?

Donâ€™t forget what it is you are advertising. If you want your customers to buy your products and services, then make sure you tell them what it is. Itâ€™s the simplest things that could cause huge damages to your advertising campaigns.

3. Are you engaging the audience with your ad?

What makes a successful outdoor advertising campaign is how it motivates the consumers to take action. Itâ€™s that strong sense of desire an advertisement brings that moves the customer from knowing about a movie to actually watching that movie. You have to make them feel like they really want and need your products or services so that youâ€™re able to reap the benefits of your Outdoor Media Advertising advertisements.

2. Are you aware of your target audience?

Do take time to research on your consumers. In order to effectively convince them that they want your products or services, you have to know what it is your consumers exactly want. Find out what will motivate them to buy what it is youâ€™re offering.

1. Are you advertising at the right place?

What makes an ad really effective is being in the right location at the right time. Knowing your target audience also means that you have to know where they usually are. If for example youâ€™re targeting commuters, then the last place youâ€™d want to advertise is on a highway. Yeah sure, chances are that commuters will pass by. But examine the percentage of commuters that pass by highways than non-commuters. Put yourself in your consumersâ€™ shoes and think outside the billboard box. The best place for you to advertise would probably at transit systems. Not to worry, there are a lot of Media Owners out there that offers these kinds of services. Like SMRT Media who offers one of the largest outdoor advertising solutions and network in Singapore. Make sure your target audience actually sees your Outdoor advertisements and Outdoor Digital Media advertisement. Otherwise youâ€™re just wasting money selling make-up in front of an all-boys school.

If you answered mostly â€œnoâ€• to these question then you definitely need to rethink your advertising campaign. Advertising and marketing is an investment and in order to get all the benefits, itâ€™s important to be strategic about it. Plan ahead. Taking time to plan how you advertise will increase the chances of your advertising success.

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Harry Tan - About Author:
SMRT Media is an a Outdoor Advertising Agency based in Singapore that offers reliable Outdoor Advertising Solutions. For a Effective Outdoor Media Advertising Campaigns, check: a http://smrtmedia.com.sg/

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