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Advertising, that increases the profit by multiple %!

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Advertising has been happening for year. Earlier, I was done through word of mouth or hand written. It has evolved over the years and now with the advent of television and internet to be more specific, advertising has attained a new level. A product has to be advertised to reach people nowadays and with the increase in competitors advertising has become a key to marketing. There are so many options for advertising; they can be done with whatever budget the advertiser has. Previously, it used to be just a communication of messages about the product and service, now with increasing competitors for every product; businessmen try to outdo one another by getting their communication as aesthetically done as possible without the communication getting lost. Though advertising does not sell products directly, it is the most effective means of increasing the profit rate.

Advertising also helps in creating brand awareness. For example, if a particular ice cream is planning to start an exclusive chain of parlors with a completely different brand name, then advertising is the best means to make people aware of the parlors that are available in the city that they are living in. Thus, a product that is unknown to the public can become a known name in a matter of hours or days depending upon the kind of advertising done. Brand positioning can also be achieved through advertising. Brand positioning can be defined as creating a distinct impression on the targeted audience; this is done by careful planning and marketing.

Some of the mistakes that are done during brand positioning are under, over, confused or double positioning. Under positioning happens when the targeted audience doesnâ€™t get the message and are unclear about a particular brand. Over positioning happens when the customer has limited resources to know about the brand that is being advertised. Confused positioning happens when the targeted audience is confused about the message that the brand gives out. Double positioning happens when a customer does not accept or believe the claims that are done by the brand. To avoid this, the similarities and differences with the competitors have to be ascertained, the targeted group has to be determined and a proper brand image has to be created.

When advertising, business men have to keep the following things in mind: the popularity of the product in the market, target audience (the group of people who will buy the product), the budget that is allotted for advertising, the best media that can be used to promote the product (television, radio, news paper, print, internet, social media, etc.), sustainable or a periodical product or service, the geographical areas that are going to be covered, etc.

Online advertising is gaining popularity among a lot of marketers because of its reach and the price for marketing is relatively cheap or no cost at all. There are so many types of advertising online from marketing through videos in websites like youtube to SEO marketing which is indirect marketing to increase the traffic to the websites. Nowadays, there are so many internet providers who provide deals like Cox deals and other packages which have made the prices of internet connection rather economical and the number of users have increased because of this. This has made online advertising even more popular, the reach that it has is steadily growing every year. Now even small businesses are starting to advertise and have gained a platform for advertising because of the increased usage of internet and the many websites that offer direct and indirect marketing. So, now it is not just businesses with a huge investment for marketing, but also the smaller business with limited budget that get into advertising and commonly through online.

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