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Advertisement plays a key role in the development of a business and its expansion. Advertisements multidimensional focus helps in sales promotion and general awareness. Most of the manufacturing companies adopted advertising as a tool to increase their sales. By having a highly evolved product or service without a prefect selling strategy will reduce the success percentage of the sales. Present world is offering various methods of advertising.

The different types of advertising that are commonly used in business are:-

Radio advertising â€“Three main advantages of radio advertising are wide reach, low cost and targeted audience. With the bloom of numerous commercial radio stations, radio is giving a wide-scale appeal to customers. Though so many alternative entertainment mediums are available today, radio still remains as a popular consumer choice. Most of the commercial radio stations are earning a good part of their revenue from the advertisement. In U.S alone there are nearly 13,000 radio stations. According to a survey report, 94% U.S population listens to radio programs every day. So the power of radio advertising is such that it is reaching at the right people at the right time with the right message.

Television advertising - Most of the production companies opt for television advertising because it can blend audio with video in a perfect way. The catchy dialogues and the beautiful video clippings tempt people to own the product. Television advertising can urge people to buy products in two ways. First thing is that we can identify the benefits of a product just from the video. And the second thing is that, even if we close our eyes we can hear the announcement. Nearly 76% of people watch television in a day. The tempting advertisements can make at least 5% of the people to buy products or services. That is why companies like Pepsi and coco-cola are going behind television advertising. We can see some of the eye-catching advertisements on television channels linked with service from providers like Time Warner Cable Deals.

Internet advertising â€“ Nowadays people are spending a good part of their time in browsing sites. This evoked advertisers to expand their campaign to innovative and modern advertising methods. Some of the modern methods of advertising and promoting techniques available are Email marketing, Online Banner advertising, pixel advertising, image advertising, blog advertising, keyword advertising and pop up advertising. If you have a computer at home with a connection from providers like Time Warner Cable Deals, you can also advertise your own business or service. Among various methods and techniques, email advertising is the most popular method. If a mail advertisement impresses a customer, then he will reply to the message. And image advertising is nothing but promoting an advertisement in the form of an image. People interested in the image will click it and read more information about the product. The advertising method that gets more response is keyword advertising. Yahoo was the first company to enter into keyword advertising. But today Google Ads program is getting more recognition. Keyword advertising is also known by the name par per click or pay per action advertising.

Print media advertising- This is the traditional way of advertising method. Print media advertising gives you the option to advertise in journals, magazines, fliers, newspapers and brochures. This type of advertising method can reduce cost and target specific customers. Brochures and fliers are the other efficient methods to convey message to target consumers. The number of subscribers will tell you the success of the advertising.

What are the advantages of advertising? In this highly competitive world advertising helps to

maintain sales and market share. Advertising facilitates mass distribution of goods and create regular demand by smoothening out seasonal and other negative factors.

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As a freelancer, Ann enjoys writing about advertisement and its impact on public. She is also interested in watching advertisement programs on her home television powered by a Time Warner Cable Deals.

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