Higher ROI with out of Home Advertising by Harry Tan

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The main reason why marketers advertise is to not only attract more consumers but to also increase their profits. But an Effective Advertising requires a huge amount of investment and for marketers to make sure that they have something to benefit from advertising, they must see a significant return from that investment. How much marketers take out from their wallet must increase when they put it back. And in line with that statement, it is good for marketers and advertisers to know that for each dollar spent on out of home advertising, an average of 2.80 dollars is received on product sales.

Outdoor advertising may be one of the oldest marketing media but it still remains as one of the most effective. Advertisers and Out of Home Media Owners around the world were able to see their sales increase when they used out of home advertising to keep brands at the top of the consumersâ€™ minds and reach the audience at near points of sale.

It was also seen that when a high proportion of outdoor Digital Media is employed in a media mix, the outdoor media advertising campaignâ€™s effectiveness also increases. Sales also tripled when campaign spending on out of home advertising was moved from a low amount to a medium amount but sales more than doubled when a high amount was spent. Using Outdoor Advertising in combination with other media also helps improve the decay rate or the time it takes for a consumer to forget a campaign message. This is because consumers are constantly reminded of what the brand can offer when various advertising media is used for a campaign.

People are spending more of their waking hours out of their homes. How and what people see have changed thanks to the continuous development of technology and the changes in our cultures. It would be wise for marketers, advertisers, and Advertising Agencies to target their consumers according to these preferences and criteria. But the greatest benefit outdoor advertising can offer is that is has the ability to boost sales at a cheaper cost than other forms of advertising media. And even when it is used with other forms of advertising media, it is still effective enough to extend the reach of a campaign and reinforce the intended brand or advertising message. With all the benefits and uses that out of home advertising can offer, it seems like it may be the best advertising platform in the advertising industry.

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