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How to advertising and marketing by [Harry Tan](#)

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Successful promotion of a product, service or company requires careful planning and focused effort. As an entrepreneur and marketer, it is important that you know how to create effective advertisements that are able to generate results. Knowing how to advertise and market effectively takes time, but with practice it becomes easier and easier. But then again, there is always that option of hiring the best advertising agency to help you create an effective advertising campaign. For the mean time, here are the steps to advertising and marketing:

1. Evaluate your products and service honestly.

You must first determine how you, your products and services differ from the competition. Find out what your competitors are doing better than you. Understanding the strengths and weaknesses of what you have to offer will help you improve your business and your Advertising and Marketing techniques.

2. Identify and understand your target market/s.

Research on who purchases your product or service. Find out where they live and how much disposable income they have to spend. And then compile a list of what defines your ideal customer. It's okay to have more than one target market. Examine your customers and the purchases they make. Find out who is buying your product or service and create a profile for each type of customer. This might make you look like a complete stalker but I assure you, all these data are essential for Effective Advertising.

3. Determine your marketing budget.

Effective advertising campaigns can be costly. So you need to know how much you can realistically spend. Knowing your budget will help you know your limits and narrow down your choices.

4. Evaluate your marketing options.

In today's age, there are so many options for advertisers and marketers and it will only be a matter of choosing the one that will suit your campaign the best. There are newspaper, radio, online, social media, direct mail, email, and of course, television. But these are indoor advertising. If you're looking for more exposure, then outdoor advertising should be your choice. Outdoor advertising can offer you cost-effective and affordable advertising mediums while guaranteeing maximum exposure. And these mediums include Digital Bus Advertising, Banner Advertising, Subway Advertising, Airport Advertising, and Digital Billboard Advertising.

5. Create a marketing campaign.

Write down the specific goal you intend to accomplish. Then choose a medium to begin your marketing campaign. Develop the materials you'll be using in the campaign. And determine a time frame for implementation. Make sure to allow time for delays and test marketing. Patience is essential. Successful marketing and effective advertising campaigns can take a year or more of careful planning. Contacting the Best Advertising Agency will also help you look for great mediums and making creative and unique advertisements. They even help with researching your target market. Don't forget to test market the campaign before you commit to extensive resources. Testing keeps costs minimal while you hone the campaign. Then evaluate test marketing results and use

this information to edit the materials as necessary. If results are unclear, consider test marketing on another control group. You need strong, consistent results in order to predict a successful campaign.

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a [Best Advertising Agency](#), SMRTMedia, located in Singapore, has a wide range of Outdoor a [Advertising and Marketing](#) campaigns that can exposes businesses to target audience through SMRTMedia's [Effective Advertising](#) strategies.

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