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Advertising is a highly effective medium as long as you approach it correctly. It can bring you more customers and help you make sure that people will know your product, service, or brand. Having your photo or brand on a billboard in your town or in any form of advertisement is a reputation booster. And of course, it will also boost your sales and improve your revenue. It may cost a lot but it is definitely an investment that you have to and you would want to make for that sake of your business's success. And to ensure your advertising success, here are four important questions for effective advertising.

1. Who is your target audience?

Understanding and knowing who your customer are, how old they are, and what they like will help you prepare for the next step in the advertising process. It will also help you start to build the mood of your advertising campaign. The answers to this question will help lay the structure for building an Effective Advertising campaign and also in setting various performance-based metrics.

2. Where are they located?

It is also important to find out where your target customers are usually located. Find out if they are commonly found at urban or rural areas, or if they travel in and out of the city on a daily basis, and even if there is a major highway in the area. This will help you narrow down the most targeted areas to start searching for advertising locations. This will also help you get an idea about what types of ad mediums are available in that area. For example, you can opt for Bus Shelter Advertising or Digital Bus Advertising for targeting on the go consumers. There's also Subway Advertising, Airport Advertising and Digital Billboard Advertising. And then you can begin determining what the best medium for your advertising message will be. Understanding where your customer is located, how they travel, and in what location is best for the ad, will help you communicate most effectively with them.

3. What is your message and call to action

Make sure that your advertisement is able to get the consumers' attention and that your message has a call to action. Make sure that the message has a reason why somebody should interact with it, and most importantly, receives a reward for doing so. This reward is your gift to the customer for answering your call to action. Your message needs to be exciting enough that the audience remembers the ad and interacts with the message on their mobile device or when they get home. By creating a strong message with a call to action, you are able to help drive attention both online and offline and thus create effective advertising. Remember, understanding your call to action is extremely important. When you understand the desired outcome of your advertising campaign, you will be able to structure success metrics of which you have to monitor closely.

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A Singapore-Based Company, SMRTMedia offers expertise in Outdoor a [Advertising and Marketing](#) which has made them the a [Best Advertising Agency](#) that offers a [Subway Advertising](#) and a [Digital Bus Advertising](#) for an a [Effective Advertising](#) campaigns.

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