Article Side

How to make Outdoor Media Advertising More Persuasive by Harry Tan

Article published on March 1st 2012 | Article Marketing

Persuading someone to buy something is really difficult unless youâ€™re good looking. There are a lot of factors to consider when persuading someone such as their interests, habits and expectations. You also have to be really good with communicating with other people and be talented enough to come up with unique and creative ways to attract the consumer. For new and small business owners, advertising must look like a really hard and expensive job. But the good news is there are a lot of Best Advertising Agencies out there who can provide the advertising solutions that the advertiser or marketer needs. They have talented and experienced professionals who can make sure that your campaign is a success. But for those who canâ€™t afford an Advertising Agency, here are a few tips to make outdoor ads more persuasive.

1. Link with current news and events

Linking advertisements with current news and events would make the product or service more relevant to the consumer. It will also make consumers more interested in the ad because they can relate to it. Outdoor media advertising is all about advertising outside the consumerâ€™s home so it will be easier to link advertisements with news and events. Advertisers can sponsor certain events or make use of whatâ€™s trending right now among consumers.

2. Use a famous icon or celebrity

Icons and celebrities are the ones people look up to and sometimes worship. They are the ones who already have the power to persuade people with their good looks and awesome talents. So using an icon or a celebrity to promote your brand or business will definitely improve your outdoor media advertisingâ€™s persuasiveness.

3. Consider having partners or affiliates

Having partners and affiliates will keep consumers coming back for more. Why? Itâ€™s because partners and affiliates can provide freebies or discounts for loyal customers. For example, an airline can offer free or discounted hotel lodging to loyal passengers. This will motivate customers to continue purchasing the product or service. It will also allow the partner or affiliate to promote their product or service. Outdoor media advertising can make use of this strategy to keep customers and gain new ones.

4. Communicate the brand in an unexpected way

Brands that can provide consumers unique and great experiences will be able to attract and gain their loyalty. And outdoor media advertising is one way to communicate to the consumers that unique brand experience. Through outdoor Digital Media advertising, advertisers can communicate the brand experience at a very public space which guarantees a huge amount of exposure and more possibilities for effective brand promotion.

Article Source:
http://www.articleside.com/article-marketing-articles/how-to-make-outdoor-media-advertising-more-persuasive.htm - Article Side

Harry Tan - About Author:
SMRTMedia, leader in a Advertising and Marketingprovides a Successful Advertising Campaignsat an affordable rate thus making them as one of the a Best Advertising Agencies in Singapore.

Article Keywords:
Subway Advertising ,Advertising Agency ,Advertising and Marketing ,Billboards Advertising ,Successful Advertising Campaigns,Digital Media

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!