Airport Promotion â€“ an Effective Marketing Concept

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Article published on April 11th 2012 | Business

There are different methods of marketing a product or a business. Apart from outdoor procedures, there has been the online marketing concept that has become exceedingly popular with the corporate houses and industrialists. Online marketing through the help of internet is getting popular because it assures global exposure within the shortest time range. However, there are some cons to online marketing procedure. The major con is website development for marketing purpose as well as the associated procedures to deal with. This can be troublesome and may lead to engagement of time. While website development and designing phase can well be managed through the help of bookish knowledge, the SEO tasks may not get done in a similar pattern. SEO refers to search engine optimisation. It is a procedure to improve on the overall performance of websites in the search engines/web directories. SEO expert professionals are difficult to find in the market. There may be a lot of SEO professionals available but they cannot be tagged as â€œexpertsâ€•. Without expertise in this field of work, visibility of websites will not improve within the search engines. This will act as a negative factor in the overall performance of websites. As a result, the major purpose of online marketing will get affected in a negative way.

Airport experiential marketing strategy is a fine way to reach before global audiences. Airport is a place where people from different parts of the world move around. Passengers come in and go by for different purposes. Airport promotion will be better to make these people become aware of some particular products or brand. Such a promotion strategy is a blend of both indoor as well as outdoor marketing. However, advertising within the airport premise do require proper permission from the associated authorities.

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Article Keywords:
airport experiential, airport promotion

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