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Techniques for effective advertising by Harry Tan

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Advertising is all about the way information about products and services is presented. Advertisements are created to generate the interest of the consumer, facilitate increased consumption of products and services. Most companies prefer to hire the best Ad Agency to create awareness about their brands, or rely on their in-house advertising team to do so. Mediums used to propagate information are television, Subway Advertisements, radio advertising, Advertising Billboard digitally, newspaper advertising, banner advertising, online advertising, digital Taxi Cab Advertising, and airport advertising. Although not everyone buys the message transmitted through advertisements, at certain times we go get intrigued by some of them. This intrigue and curiosity can translate into sales in the longer run. And all creative advertisers have a few tricks up their sleeves in order to grab the potential consumerâ€™s attention and turn it to sales.

1. Arouse curiosity

Humans, by nature, are always drawn toward the unknown or something new and advanced. Arousing curiosity with words, prints, images or visuals will definitely make an impact. On an average, an individual spends less than 5 seconds to go through an entire advertisement. If your subject does not arouse curiosity immediately, it is a lost opportunity. A well-crafted and effective advertising should be eye-catching and difficult to ignore.

2. Promise a benefit.

The headline must also promise a benefit for the consumer, because in most instances, it is the headline that sells the product more than the copy, images or the celebrity. Advertisements should also carry general information about the service center address, phone numbers, credit cards that the business accepts, and the name of a person to ask for when calling for more information. Marketing And Advertising should have a great call to action in order to convince the consumer to buy your product and take action about it immediately.

3. Emotional appeal

Many advertisers also attract attention by pulling at the heart strings and triggering emotions. An emotional response is by far the most powerful reason for making decisions. Emotional and rational thoughts are independent, as the ability to decide rationally is determined by issues that drive the emotions. We have the tendency to get more attracted to products that make us feel good and safe. In order to create an effective advertising campaign, you should not be afraid to push the consumersâ€™ buttons. Just remember to push the right ones.

4. Children and celebrities

In most houses, children have a say in every big or small purchase made. So it would also be incredibly helpful to take advantage of this fact and focus the advertising and marketing on targeting the childrenâ€™s desires. A celebrityâ€™s larger-than-life image, whether downright weird or righteous, al strikes a chord with people of all ages. They can convince consumers that their products are worth purchasing.

5. Consumer intelligence.

As a rule, never underestimate or insult the consumerâ€™s intelligence. So be careful not to put

irrelevant and over-the-top exaggerated information on your advertisements because it will definitely turn off the potential consumer. It is important to appeal to the basic sense and culture of the different markets while creating effective advertising.

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