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4 Things to Consider for Outdoor Advertising by Harry Tan

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When it comes to advertising and promoting a business or a brand, planning is extremely important. Planning an advertising campaign is the first step in the process and there are a lot of things to consider especially for outdoor advertising. Outdoor advertising offers a 24/7 exposure rate to people passing by on a regular basis. It canâ€™t be turned off or easily ignored and it literally puts the business or brand in the publicâ€™s face each and every day. Here are four things to consider when planning an outdoor advertising campaign.

1. Types

Billboard Outdoor Advertising is not the only platform for any outdoor advertising. There are various alternative media that advertisers can choose from. Billboards may account for approximately 66 percent of outdoor advertising but it is not the only method to reach target audiences. Other types of outdoor advertising includes sports stadium, balloons, street furniture, blimps, land, air, or water inflatable, buildings, parking areas, human sign holders, airport, mall, cars, Digital Bus Advertising , taxis, and train advertising. Advertisers and marketers can choose between these platforms and find out which one they can use to reach their target consumers better.

2. Cost

Of course, the cost of advertising is important. The advertising budget must be figured out first before creating the campaign. The good news is that even small business owners can benefit from outdoor advertising. It may be expensive but it is the most cost- effective form of advertising with higher revenues generated starting from day one. Strategically placed advertisements are able to create a greater call to action which can benefit the brand or business. With this medium, advertisers and marketers can be assured that their investments were worth it.

3. Rates

It is also helpful to compare the rates of outdoor advertising to other advertising methods in order to make sure that this is the best medium for your campaign. Because outdoor advertising is available 24/7, there is no â€œhit and missâ€• factor that other forms of advertising have. This medium also advertises on a more local level therefore providing more opportunities to reach spontaneous buying consumers. it also gives small businesses opportunities to compete with their larger competitors while being cost effective. There is also an opportunity to reach a much larger audience with less competition which makes this medium ideal for small businesses.

4. Technology

Outdoor advertising is the oldest form of advertising but technology has helped improved this medium and has brought it to the modern digital age. Advertisers and marketers can incorporate Digital Media with their advertisements so that they can make it more interactive and engaging. With this, advertisers and marketers can reach the consumers easier and better. They also have the ability to tailor advertisements according to the consumerâ€™s digital profile.

Outdoor advertising is the most cost effective form of advertising and is able to bring higher revenue for the business. It also allows advertisements to become available nonstop to the consumers. Advertisers and marketers can explore their options with the various types of outdoor advertising because it allows them to be creative as much as possible.

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