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Follow the Process of Consumer Decisions for Effective Advertising by Harry Tan

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Following the process of how customers make their decisions can be helpful for advertising.

Problem recognition

The first step for customers is when they realize that they have certain need or problem. But sometimes customers wonâ€™t be able to realize their problem unless you tell them. Their need for a solution to their problem will be their main motivation for purchasing a certain product or service.

Where you come in: Itâ€™s up to you to find out what the needs and concern of your customers are. It is also up to you to show them that they may have these problems and that you have the solution to it. Remember that people have different needs. But according to Maslowâ€™s hierarchy of needs, there are certain needs that we all have in common. Each need is leveled based on importance. Use the customersâ€™ most basic and important need that is relevant to your products and services to motivate and encourage them to buy your product.

Information search

The next step is when customers look for information that will ensure them of the credibility and quality of your product. Customers want to make sure that they will be making the right decision in choosing your product.

Where you come in: Provide all the information the customers need about your product by making use of different methods such as your own website and social medias. When it comes to other traditional advertisements such as Outdoor Advertising, make sure that you donâ€™t provide too much information. Advertisements, say Train Advertising, should still be clear and concise. Having too much in your ad will only make it confusing and unattractive.

Evaluate alternatives

Your customers will also check other options and alternatives before they make their purchase decision. They will be comparing your brand with your competitors and your product with other models to see which one is better suited for them. Online search engines have made this much easier.

Where you come in: Do your own research on your competitors and find out what makes you different and better than them. Then advertise that quality to your customers to show them that you are the best in the business. Make sure that your ad makes you stand out and is able to showcase your brandâ€™s uniqueness.

Decision

After much persuasion, your customer has finally made the decision to but your product. But your work doesnâ€™t stop there. Some customers might put aside the actual purchasing for later but eventually forget about it.

Where you come in: Itâ€™s your job to keep on encouraging them to make that purchase. That is also

why itâ€™s important that your advertisements have that â€œcall to actionâ€• factor. Successful Advertisi
Campaigns are the ones that actually generate results and increase your profits.

And the last step for customers is Action â€“ the actual purchasing of the product. When this happens, it means you have successfully achieved Effective Advertising of your brand. Congrats!

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