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How to Create Effective Advertising by Harry Tan

Article published on March 19th 2012 | Marketing

If you are currently looking for a very cost effective way to promote your business through a medium of advertising that has the potential to be seen by hundreds of thousands of potential customers per day, then digital billboard advertising is the perfect medium for you. Just recently, this form of advertising has become a popular way to reach a large amount of people. And it can be an excellent addition to your business promotion campaign. How to create Effective Advertising using this particular advertising medium? Just follow these tips.

1. Contact an advertising agency

Outdoor advertising agencies usually place their contact information on the bottom of digital billboards. You can also get in touch with city departments to find out who owns what billboard and how you can reach them. Another way to find digital billboard ad agencies is by searching online. There are probably dozens of advertising agencies out there so make sure that you pick the Best Advertising Agency that you could find. One sign that you have come across a great ad agency is if they are able to provide you with a variety of platforms, a wide range of audience, and affordable price ranges.

2. Choose a location

Youâ€™ll want to choose a location that receives a high traffic volume. This will optimize the exposure of your business and allow it to be seen by a maximum amount of potential customers. You also want to make sure your business is in a reasonable proximity to the digital billboard location. The location is crucial to the success of you Digital Billboard Advertising campaign. Remember, digital billboards are not limited to highways only. They can be placed near bus stops, subways, or even airports. Check out other options too such as Digital Bus Advertising, Subway Advertising and Airport Advertising.

3. Sign your contract

Your ad contract will specify the length of time the ad will run as well as the cost of the advertisement. So make sure that you read your contract thoroughly to ensure that you are completely satisfied with the contract stipulations. Advertising and Marketing can help your business attract new customers, improve your sales and increase your revenue. Planning ahead and going over every detail will make sure that your advertising efforts are a success and you will be able to reap its benefits.

4. Compose your message

Compose a brief and attention grabbing message that will catch the eye of your traveling audience. Your ad display time is approximately 8 seconds which means that you will need to create and provide the audience effective advertising in a short amount of time. The recommended word usage is 10 words and no more than 5 words for your headlines. Choose fonts that can be easily read from a distance and donâ€™t forget to use bold fonts in rich colors. White is too bright and tends to blur and make the message hard to read to try to avoid that one. Following these tips and using advertising correctly should make for a successful and effective advertising campaign.

Article Source:
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SMRTMedia, a a Best Advertising Agencylocated in Singapore and who is expert in Outdoor a Advertising and Marketingoffers businesses various a Effective Advertising campaigns such as a Airport Advertisingand a Bus Shelter Advertising.

Article Keywords:
Bus Shelter Advertising,Digital Bus Advertising,Banner Advertising,Outdoor Advertising Banners,Subway Advertising,Airport Advertising

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