Introduction to Train Advertising by Harry Tan

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Did you know that there are other platforms aside from billboards when it comes to advertising outdoors? Yeah, billboards are not the only option for advertisers who prefer outdoor advertising. Let me introduce you to train advertising which refers to a method of out of home advertising that makes use of trains and trains stations as media platforms.

The great thing about train advertising is that it is able to provide various platforms that advertisers can choose from. Advertisers can place their advertisements on walls, floors, stairs, pillars, ceilings, escalators, and even on the outside and inside of train stations. Advertisers can even use different platforms simultaneously in order to create repetitive advertisements. And train advertising is not only limited to using stickers and kiosks. Digital Media can also be used to create interactive and engaging advertisements. There are a lot of spaces and options available when it comes to advertising on trains. And itâ€™s cheaper too! Even small businesses can benefit from outdoor advertising because itâ€™s cost- effective and is able to generate positive results.

Another benefit that Train Advertising provides to advertisers is its wide range of audience. There are millions of commuters who use the train every day. Therefore, it allows a huge amount of exposure for train advertisements. And since almost the same people use the train every day, advertisements are repeated at least twice a day and a few more times a week. This potential for repetitive advertising enables great recall for audiences.

Trains are also usually connected to major cities, malls and populated areas which mean that the advertisement is brought to where the people are. And placing your advertisements near to where your business is located can increase the chance of the consumer to purchase the product you are advertising. It also provides a greater call to action which will effectively persuade your customers or potential customers.

There are a lot of Out of Home Media Owners out there that provide solutions for outdoor media advertising on trains. These advertising agencies will also be able to help advertisers, especially new ones, with their advertising needs. There are agencies that own transit systems and offer these platforms for advertisers to use.

It will be helpful for advertisers to look into other options and possibilities for their advertising needs to achieve Effective Advertising Campaigns. The usual option for a particular successful advertiser may not be the best option for other advertisers. Find the one that best suits your budget and advertising needs without sacrificing quality.

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