# Outdoor Digital Advertising: a Better Call to Action by Harry Tan

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The call to action of an advertisement is what will drive the brandâ€™s sales. It is the quality that will be able to push the consumer to purchase the product and service immediately. As an advertiser, you would want the consumer to make that purchase as soon as possible so that there is no chance that they will forget it. In outdoor advertising, the perfect location will be the one to provide this quality. By placing the advertisement near the point of purchase will increase the likelihood of the consumer to make the purchase. But in this digital age, there is a new way to provide a better call to action towards the consumers.

Sears and Kmart are using QR codes on out of home Marketing And Advertising to enable consumers to purchase products directly from their smart phones. Sears is calling their ads â€œmobile shopping wallsâ€• and is placing them in high- traffic areas such as airports. The advertisements will feature many of the hottest and most popular toys which will be perfect for the coming Christmas season. Consumers are living a fast- paced lifestyle nowadays and this way of outdoor digital advertising like Subway Advertisements will make Christmas shopping more easy and convenient for them.

By making shopping easier for consumers, advertisers and outdoor Ad Agency will be able to persuade the consumers to make the purchase right away. Advertisers and Marketing And Advertising Agencies wonâ€™t need to place advertisement near the point of purchase anymore. All they have to do is place the ads at locations where their target consumers frequently go to. The consumers wonâ€™t have to find the nearest store either. They can make the purchase using their smart phones.

This is a convenient and useful way to promote the products to the consumers and successfully sell it to them. And with this coming Christmas season, this outdoor digital advertising will prove to be even more advantageous for the business owners.

Customers enjoy simplified shopping and by connecting the in- store and online experience through mobile offers a more convenient option for how customers can shop. Customers will also be able to get more information on the product such as price, reviews, specifications, promotions and services. This is also a non- invasive way of outdoor advertising because it provides the consumer the choice to get more information if they want it. Outdoor digital advertising through QR codes that allows consumers to purchase the product directly from their mobiles provide consumers with more choice, convenience and value to shop how they want and when they want.

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Harry Tan - About Author:
SMRTMedia, a a Taxi Advertising Agencyoffers creative a Taxi Advertising Displayfor effective and high quality outdoor advertising campaigns.

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