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The importance of subway advertising by [Harry Tan](#)

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The use of subways as a powerful mobile advertising media is now a reality thanks to eye catching wraps created and installed on them. Yeah, billboards are not the only option for advertisers who prefer outdoor advertising. There's also Subway Advertisements. It does not only take in the transportation region but also in the walls and upper limit, waiting areas, opening and exit points of the subway. Actually, one of the main reasons why this is considered as relevant is because there are a multitude of people that come to pass, stay or linger within subways. Therefore, this is believed to be one of the greatest means of creating effective advertising like Taxi Cab Advertising.

With many people coming and going in the subways, there are now several companies that may want to utilize such platforms for their Marketing And Advertising so that they can reach a wider audience. Many people will know about their product and most of them will turn into customers who will actually purchase the goods that are presented in the advertisement. Another reason why there are companies employing such practice is because they do not have a lot of competitions when it comes to the ad space. Since there are many subways across the world, they can fully select which ones are right for them. But in order for this to be successful, you have to take some important factors into account.

One of these factors is the location of the advertisement. You should pick a spot where there are several travelers who enter and leave the subway so that you can capture their attention well enough. Obviously, the ad will not work if you select an abandoned subway, one that is away from the city or in towns that are quite populous. It has been a target of the companies to have subway advertising as part of their campaign because of the occurrence of many persons and travelers riding on the train going to and from their work places, school or the other destinations. As an aftermath, the commuters are more likely to act in response to the ads that are displayed in front of them.

In order to evaluate the success of train advertising benchmark, most companies use KPI as a metric. Nevertheless, there are some problems that happen here. The promoter cannot fully conclude the exact number of the customers that reacted to the advertisement. This problem, however, can be solved by conducting surveys to work out the arithmetical number of patrons and customers who reacted to the ads. Contacting the best Ad Agency will help you with this part.

So now, you can get your company to advertise on subways since this can prove to be very effective. Still, you have to make sure that you check all the important aspects first that may affect the efficiency of the whole advertising and marketing project.

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SMRTMedia, a [Taxi Advertising Agency](#) offers creative a [Taxi Advertising Display](#) for effective and high quality outdoor advertising campaigns.

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