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An advertising agency is required to increase trade and commerce by [Martinnorman](#)

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Advertisements are truly relevant, to increase the trade, and commerce of an object, and; thus, an advertising agency is of immense importance to increase the viewer ship of an object. The world is an ultra modern world of options. In every single field of life there are increased amount of options. Thus here the chances of the monopoly are decreased to a great extent and the competition is high and so optimization of each thing is required. It is believed that the object that is projected in front of the eyes of the commons for numerous times create a sense of craving for it. Thus advertisements keep this in mind that the maximum amount of viewer ship should be opted for and an advertising agency is looked for this particular purpose.

The main system of advertisements is the websites. This is a world of technological progressions where the lives of the individual are highly gadget oriented and the gadgets are primarily computers and the androids thus an advertisement over the net and the numerous social networking site s like the face book and the twitter can increase the viewer ship and thus the newer generation advertisements have incurred the projection over the net and the word of web optimization has gained a lot of importance. The advertising agency looks to it that the site is viable to many. The process is that a user first logs in to a search engine and enters the desired word for the search, this word is called the keyword, and the sites having the entered keyword appears as a list and the site having the maximum comes on the top and the following sites come up eventually. The higher is a site on the list of a search engine the more are the chances of its viability. Thus an advertising agency looks too it that by imploring the latest technologies how can a site be better optimized and thus the e-commerce for that particular site flourishes.

The advertising agency is required for advertisements over the television and the radio. The television and the radio are two inseparable aspects for projecting a commodity. For time unbound the television and the radio are a common thing to listen and view as common modes of relaxation and entertainment. The media planning team for most of the advertising agency firms has expert personnel to shoot and host up the requisite ad for the product over the TV and the radio. The media personnel of the advertising agency looks to it that the ad is short and sweet as every moment of telecast over these two modes are costly. There are so many new channels over both the media and thus the chances of viewer ship are also great.

The pamphlet and the bill board advertisement are lucrative. The advertising agency finds the junctions and the spots of high public congregation and large boards containing the ads are projected. The advertising agency also carries out requisite research and documentation of the demand of the product by means of survey and door to door communication. They evolve newer means to increase the ad and the chance s of trade for a company who implores them.

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