

ADVERTISING: CORE CONCEPTS

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What is Advertising? Advertising Methods and Advantages

Definition of Advertising

Advertising involves the use of a sponsored, non-personal message or content for promoting or selling any product or service or for engaging the customer. It is a form of marketing communication that is quite effective in optimizing the reach, presence, lead generation and sales of any product or service. Businesses need to be to the core while advertising honestly.

What is Advertising?

Advertising, this term is derived from the Latin word ‘advertiser’ meaning ‘to turn the mind to.’

Advertising is a way of communication. It is a marketing tool that carries a large number of messages about products or services, price, and so on. The advertisement is used to influence and inform people about any service or product in the market.

- Advertisement is connected with TV, radio, banners, and newspapers.
- Any means of communication can work for ads. In the 19th century, the pattern of advertising showed a definite change in the direction of hard selling.
- Advertising received a boost with the growth of trade and commerce.

Advertising Agencies Association of India (AAAI) was founded in 1945. It came to be recognized as a representative body of the profession with authority to represent its interests and problems. It is a tactic which is followed by payment for the promotion of their products. Those promotional messages are termed as advertisements, also, ads.

The concept of Advertising can be defined as an initiative and an attempt to influence the purchase decisions and buying behaviors of the target market and customers through various marketing and promotional techniques. The brand nowadays needs to curate, design, and execute effective Advertising campaigns to stand out from the competition in the market that is ever dynamic and fluid.

The firms need to have a 360-degree Advertising and marketing plan to set their cash registers ringing and accomplish their objectives of higher sales and high profits.

Right from using the traditional methods of promotion to opting for the digital mediums and social media channels that are the latest rage in today's era; the firm needs to have an optimum and exhaustive Advertising plan in place.

Various methods of Advertising

1 Print advertisements

Print advertisements are the most conventional and traditional ways of Advertising and are still considered as a vital marketing and promotional tool. Though, it is facing the heat and losing its pace owing to the various digital and social media channels.

But many of the prominent brands and companies in the various industry domains use Advertising as one of the crucial methods of Advertising for launching and promoting their products and services on a larger scale. They select popular newspapers, magazines, and periodicals to advertise their offerings and reach the target audience.

2 Digital marketing

As mentioned in the earlier section, digital media and marketing initiatives are taking over the world of Advertising. Digital Advertising has become one of the fastest media to reach the target audience.

The reason for the increase of digital advertising is because we are hooked on the various social media channels such as WhatsApp, Facebook, Instagram, LinkedIn, and more all day long. They are used for connecting, networking, dating, shopping, and more bringing in the change in our daily lives.

Some of the prominent and most famous means of digital Advertising are mentioned below:

- Instagram promotions
- Facebook promotions
- Google ad words
- Ad Sense
- SEO
- SEM

- Social Media Marketing
- Websites
- SMS campaigns
- WhatsApp campaigns
- E-mailer campaigns
- Google promotions
- Banner Ads
- YouTube Promotions
- Retargeting and Remarketing
- Mobile Apps and more

3 Television Commercials

Just like print advertisements, even television commercials are one of the most primitive and traditional ways to market and promote the product and service offerings. Plus they are also one of the most expensive tools of Advertising as the commercials are charged at a per ten seconds basis. Majorly retail and FMCG brands opt for television commercials as they have a more extensive audience base to capture and target.

4 Hoardings and Signages

Hoardings and Signage's at the various locations of the target area and market that are prominent and worthy are taken by the companies on a monthly or quarterly basis to promote their product and service offerings. They do not generate leads and sales most of the times and work as a hammering factor as a part of the 360 Advertising and marketing strategy.

5 Mobile Vans

Mobile vans are the latest addition to the list of Advertising. They are like the mini version of the hoardings with the differences that they are quite nominal and come with the factor of mobility.

6 Radio Advertisements

Radio ads are one of the most common methods of Advertising. And just like hoardings, it is not necessary that they generate leads and sales for the brand. But they have opted as a part of 360-degree marketing and Advertising campaigns and strategy.

The takeover of Digital Advertising

Over the last decade, the stream of Advertising has witnessed the changing dynamics of the market at a highly fast paced manner owing to the introduction of smartphones, social media, and digital marketing.

Hence, traditional means of Advertising such as print ads, TV ads, hoardings, and radio ads have taken a back seat with brands focusing on digital platforms as they are quite budget-friendly. Plus their reach is higher with measurable results and high conversion ratio.

Advertising optimizes Reach and Sales

Advertising is about promoting those products which can attract people and influence them to buy it. And it's always about the presence- Although people might not be aware of it. The advertisement uses every media, which is present in this era. Explicitly talking about print, it can be promoted in the newspaper, journals, magazines, etc. And other media are internet, press, direct selling, radio, mailers, sponsorships, and contests.

There are several different ways to promote any product or service. All these come under the same roof of advertisements. Audio, visuals (photo, videos) both can be used to advertise.

If a person wants to get his or her product advertised, then he/she should visit the advertising industry. There he/she can find different media. The person can choose according to the budget. A company willing to advertise their service or product can visit that place. Then, make them understand the structure, ideals, and values of their company. It will help the advertising agency visualize the image of your company even better.

The company can let them know the target audience. Further, the company works on themes and layout to communicate with the audience. Visuals and texts are added, and then they are consulted with the client. After their approval, the ad goes on the air.

What is the need for Advertising?

The purpose of advertising communication is to change the attitude of customers to look at the company's product. And it can only be done with the help of advertisements.

Advertising communication is needed because

- A company needs to inform or announce people about their product.
- To help a seller directly sell customers who place an order along with cash in response.
- To inform a new pack.
- The informative advertisement has educational values. It gives the necessary explanation as to the use of the product and its benefit.
- To expand the market to new customers.

Components of Advertising Campaigns

- 1. Headline-** The first thing which should grab the attention of the customer. One can't just put anything irrelevant in the caption. It is the key-attraction of advertisements.
- 2. Subheading-** The next thing which is going to be an attention seeker is sub-heading. Not every headline clarifies the target of its product. Therefore, we need sub-heading to explain the goal of the product. It is more like a subtitle of the book.
- 3. Body-** The main section of any news or ad is their body. It has all the relevant information which should be known by the customer. The product services and its attributes are to be discussed inside the body of any advertisement. Be it the benefits of any particular feature it possesses. Everything is to be highlighted in this part of the ad.
- 4. Visual-** One can add an image to this advertisement. It is the most pleasant thing about ads. People get attracted to visuals as compared to writings. Often people try to evaluate or judge the product through the image associated with the ad. Therefore, illustrating it is essential.
- 5. Call-to-action-** Finally, the last step to moving forward and promote your ad on different media. It can be done by visiting a website or texting a number that can help. Associate with this medium to promote your advertisement.

Characteristics of Advertising

1. The field of Advertising requires the brand or the company to pay for creating the ad for the specific media platform and to buy the slots for the same.
2. It is one of the most vital and crucial tools of marketing and promotion of the product and service offerings by the firm.
3. The concept of Advertising is a one-way or a single way of communication wherein the brands communicate with their target audience through the various media and marketing platforms.

Advantages of Advertising

1. It helps the firm to enhance its brand equity and market share.
2. Helps the firm to reach its target customers in the most effective and efficient manner
3. It helps the firm to launch its new offerings of products and services amidst much fanfare and galore.
4. It helps the firm to gain a competitive edge and advantage in the market.
5. It educates the customer about the brand's offerings, journey, and history.
6. It helps the firm to attain its sales targets and rake higher profits.

Why is Advertising Important?

Advertising is important because it not only boosts sales and educates target audiences, but also enables new product launches, keeps track of the competition, retains customers, increases employee morale, differentiates brands, optimizes trust, reaches target customers, and establishes brand identity and values. Here are all the reasons to justify the importance of advertising.

1) Boosts sales for your Business

The sole intent of an advertising strategy is to increase the sheer number of people who acquire your product. You can persuade potential customers of your item's excellence, usefulness, or desirability through advertisements that are both impactful and convincing. A successful advertisement can prompt buyers to purchase your product, with sales potentially increasing drastically as a result!

2) Educates the target audiences

With a compelling advertisement, you can effectively communicate the distinct features and benefits of your product to prospective customers. Online advertising allows you to concisely and effectively communicate vital facts to local customers such as the purpose of a product, where it can be purchased, its cost, and noteworthy features. Additionally, your digital advertising gives you a chance to share any ongoing promotions with your audience such as discounts and special services for new customers or events.

3) Proper Advertising Enables you to launch new products

When your business launches a fresh product or service, you can craft an advertisement to inform existing and potential customers all about it! By exposing the new product to an extensive audience, you can generate excitement for its launch and boost potential consumer interest. Communicating with a wide audience and a multitude of people about your release could result in more buyers than ever before!

4) Helps you know about your competition

Keep an eye on your competition by tracking their advertisements! Your opponents may advertise new products and services or features before anyone else knows about them, so staying aware of what they're doing is key. With ads serving as a powerful source of informational insight, monitoring the messages from rival businesses can be incredibly useful in predicting market trends and upcoming changes.

5) Retargets and Retains customers

Advertising is an effective and powerful tool for both targeting prospective customers and retaining your existing ones. With the use of specifically aimed ads, you can reach out to those who have already interacted with your business and create customized advertisements tailored according to their interests. This strategy not only helps foster relationships but also encourages people to return for more purchase opportunities! Digital marketing strategies alleviate and automate the process of retargeting existing customers and hence boost brand loyalty.

6) Increases employee morale

A successful advertisement can be the spark that ignites your coworkers' enthusiasm, creating a positive and constructive working environment. Creating

an advertisement that appeals to potential customers and increases employee pride at work, can make it easier for individuals to effectively communicate the benefits of new products or services.

7) Differentiates your brand & creates a unique identity

With many products, brands and services having various businesses vying for customers, your company may need to find a way to stand out from the competition. Through the use of a distinct logo, color scheme, fonts, and taglines for your product's advertising elements, you can establish an impressive brand identity that will make it stand out from other companies.

8) Optimizes customer trust

When potential customers witness numerous promotions about your product, they may perceive you as a credible and reliable brand. In turn, effective advertisements can strengthen the bond of trust between your company and its clientele. Advertising can be an effective way to address any customer worries and create a strong relationship of trust between your company and them.

9) Supercharges your reach to target customers

Harnessing the power of advertising can enable you to effortlessly pinpoint or create awareness to target a specific demographic. After you conduct extensive research on your target market and target customers, you can craft advertisements that will resonate with them and place them in spots they are likely to go. This is why researching in your target market is important as well.

10) Explains brand values, establishes brand identity & improves brand image

By nourishing and exhibiting clear values, a company can foster an emotional connection with its customers that will help build customer loyalty back to the brand. By creating an advertisement, you can communicate your product differentiation and organization's defining characteristics to a broad audience and motivate them to sample your goods.