

Methods of Advertising

Key to Symbols/Buttons Used in this Presentation



Hyperlink(s)



Back button



Forward button

Advertising

- Advertising can be defined as:



“The use of media to communicate with existing and potential customers about a product or service”

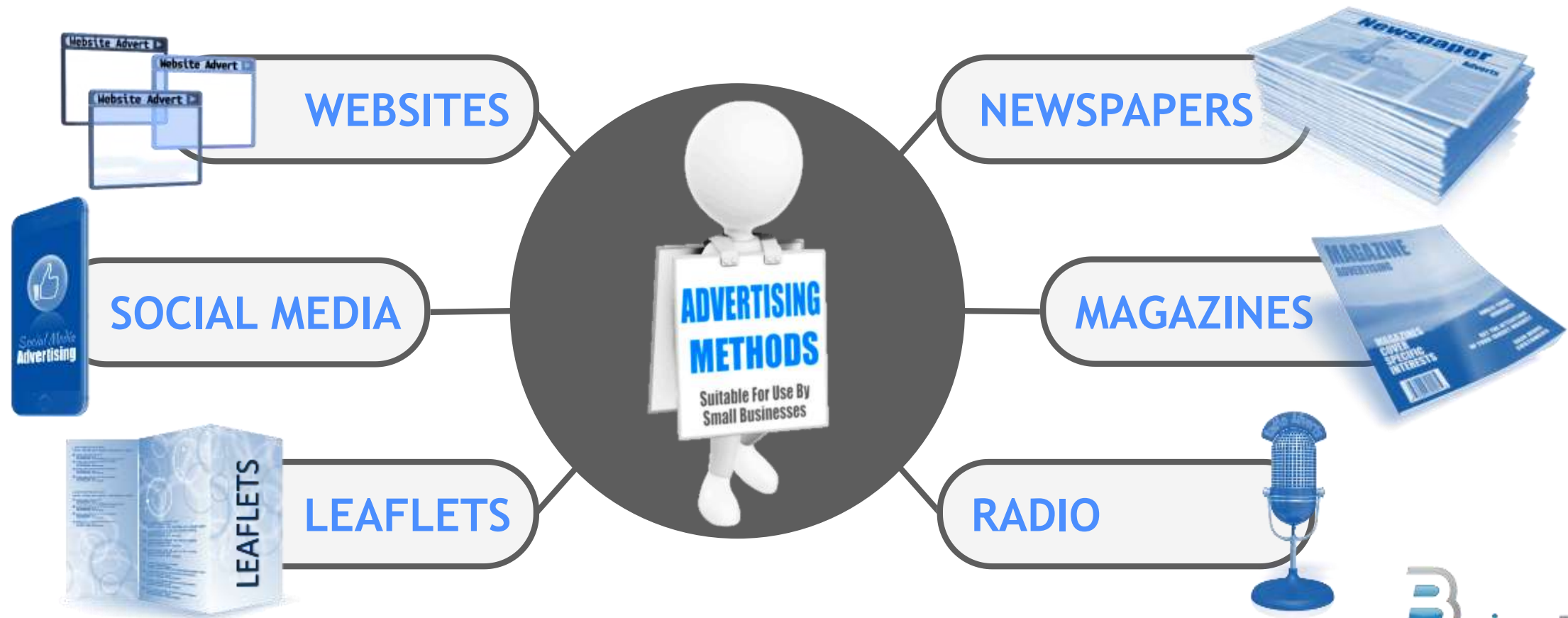
- It is important that advertising is planned carefully to ensure that:
 - The correct message gets across
 - The intended audience sees the message - at the right time
 - The most appropriate media is used





Advertising Media

- Advertising can be extremely expensive, so it is important to choose the most appropriate media
 - There are a number of media that will be affordable for a small business:



Leaflets

- Often seen as old fashioned, leaflets can be useful particularly for small local businesses
 - This is because they should be visually appealing, and are physical, so can be referred back to



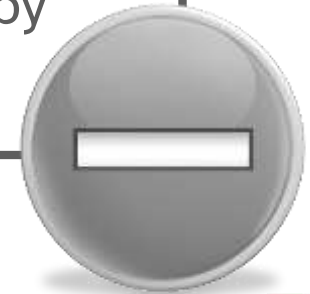
REASONS TO ADVERTISE USING LEAFLETS

- Can cover a specific local geographical area
- Can provide detailed information
- Relatively cheap



THINGS TO CONSIDER WHEN ADVERTISING USING LEAFLETS

- Many people will simply throw them away
- Difficult to target specific customers other than by geography



Social Media

- Advertising on social media can provide a small business with access to a large audience
 - It is an affordable form of advertising that can potentially give access to a wide range of consumers



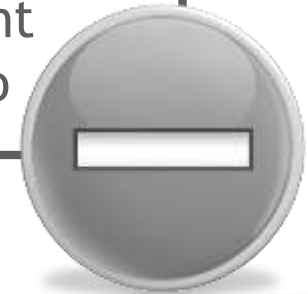
REASONS TO ADVERTISE ON SOCIAL MEDIA

- Encourages user interaction
- Affordable, and budget can be controlled
- Can target users with particular interests



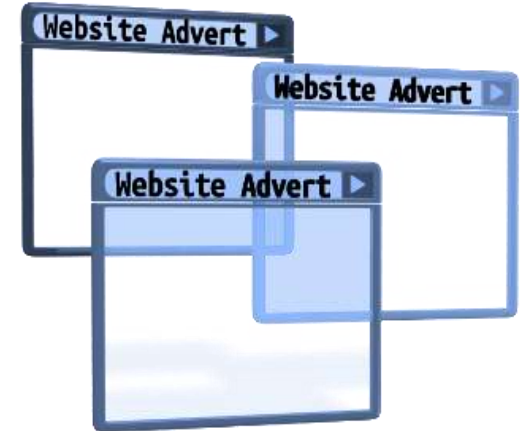
THINGS TO CONSIDER WHEN ADVERTISING ON SOCIAL MEDIA

- Adverts can annoy users
- Adblocking software may prevent adverts being shown
- No control over content adverts appear next to



Websites

- Advertising on websites can allow a small business to access a large audience
 - It is usually paid for on a “per click” basis
 - With a budget being set to limit how much a business is spending



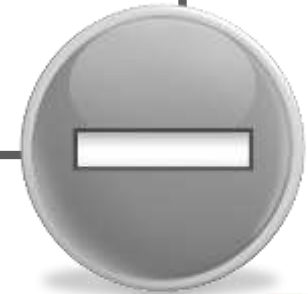
REASONS TO ADVERTISE ON WEBSITES

- Can reach a wide audience
- Affordable, and budget can be controlled
- Can target users with particular interests



THINGS TO CONSIDER WHEN ADVERTISING ON WEBSITES

- Adverts can annoy users
- Adblocking software may prevent adverts being shown
- May require prolonged period to be effective



Newspapers

- Local newspapers can be very effective for small business
 - They are unlikely to use national newspapers because:
 - They are very expensive
 - They are unlikely to want to reach a national audience



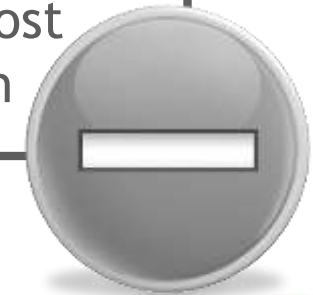
REASONS TO ADVERTISE IN LOCAL NEWSPAPERS

- Good for reaching local people
- Reader can refer back
- Detailed information can be given



THINGS TO CONSIDER WHEN ADVERTISING IN LOCAL NEWSPAPERS

- Limited use of colour
- Readers can easily ignore - little to get their interest
- Limited audience so cost per reader can be high



Magazines

- Magazines are published regularly and cover specific interests
 - This can give a small business access to a particular group of customers



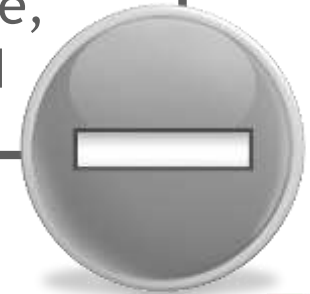
REASONS TO ADVERTISE IN MAGAZINES

- Can target specific audiences
- Usually available nationally
- Reader can refer back
- Detailed information can be given



THINGS TO CONSIDER WHEN ADVERTISING IN MAGAZINES

- Competing products are also likely to be advertised
- Advertising space must be booked well in advance, so planning is required



Radio

- Small businesses have access to a wide number of local radio stations, catering for different audiences including:
 - Different tastes in music
 - Different ethnicities
 - Talk shows including current affairs



REASONS TO ADVERTISE ON THE RADIO

- Can use audience profile to target a specific group
- Growing number of stations
- Can use local stations for local campaigns



THINGS TO CONSIDER WHEN ADVERTISING ON THE RADIO

- Non-visual
- Message is short-lived
- Listeners may ignore adverts
- Not all radio stations are commercial

