

Every day, you are exposed to hundreds—maybe even thousands—of advertisements. Television commercials, magazine advertisements, billboards, and even signs on buses fight to get your attention and your brand loyalty. Undoubtedly, you don't take the time to read and consider all of the ads that come your way. You, like most of us, have learned to tune out most of them. On a personal basis, tuning out the clutter that ads create is often a good thing. But, on a professional basis, quite the opposite is true. To be successful and stay afloat financially, your business's advertisements have to get your market's attention.

So, how do you make your advertisements stand out and cut through the clutter? First of all, select copy and images that go together to create a quality advertisement. Secondly, and just as importantly, select the right advertising media for your product and market. You've got to determine the most effective ways to communicate with potential customers and, to do that, you've got to become knowledgeable about the variety of advertising media available to you.



Making Your Message Heard

The average person spends several hours every day being entertained by the media. S/He may watch television, surf the Internet, listen to the radio, or read magazines. If the person is a multi-tasker, s/he may even have contact with more than one medium at once! So, it's to your advantage to use these media to inform people about the products and services your business has to offer.

Smart advertising media that best suits your business as channels of communication—information travels through them to consumers. Consumers might discover the must-have item for summer through their favorite websites or the latest smartphone via television. Make sense? Great! Now, let's take a look at several types of advertising media.

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Direct Mail

Many potential customers have two mailboxes—one outside their home at the curb and another on a computer network somewhere. The basic difference between the mailboxes is whether they receive printed or electronic **direct mail**.

Printed mail. How many sales letters, catalogs, flyers, and postcards do you receive each day? Many small businesses have found that printed mail is good for advertising. It's relatively inexpensive. There's no risk of someone throwing your ad away with the junk mail. You can target your printed mail to the right people. You wouldn't want to advertise for your home improvement company to apartment dwellers. If you're advertising for your home improvement company, you'd want to get your direct mail into the hands of homeowners.

SAMPLE PAGE

Email. Email advertising is popular among businesses because it's quick, easy, and inexpensive. Just as with printed mail, though, recipients may not want the mail that you send them. Your email could land in a **spam** folder or, worse yet, be deleted. To avoid this fate, ask your customers to sign up to receive your electronic newsletters and advertisements. That way, you know that you have permission to send emails to them, and you know that they want to hear from you. This form of direct mail is sometimes referred to as **opt-in email marketing**.



- ▲ *If you ask your customers to sign up to receive your emails, you know that they want to hear from you.*

- **Product placement**

Have you ever noticed that the characters in your favorite TV show drink Coke, use Apple computers or iPhones, or drive Fords—and always with the product labels and logos carefully displayed? Now that so many people stream their favorite television shows online (often while using ad blocking software), illegally download their favorite movies, or watch shows years later on DVD, companies have become more creative—and persistent—with their advertisements. By inserting their products into your favorite characters' lives, companies hope that you will feel a sense of loyalty to those products...or simply crave a certain soft drink after seeing a character drink it over and over.

The article "As Seen on TV: Why Product Placement is Bigger Than Ever" by Steve Rose goes into more detail about how product placement has been used in recent years. You can find the article at www.fox.com/tv-and-radio/2014/jun/24/breaking. Can you name examples of product placement in your favorite TV show?

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▲ Have you noticed the prominent Hyundai vehicles in *The Walking Dead*? This is an example of product placement!