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What is the best form of advertising?





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Question:

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Answer:

The best form of advertising is the kind that generates the most business income proportional to the amount of money that can be spent (word of mouth costing the least). To determine this, you must first ask yourself what you want to achieve through advertising. Is your objective to increase business relative to one product or service? Or is it to get consumers into your store or office to buy any of the products or services you offer?

To determine what form of advertising will achieve this, you have to ask yourself:

- What specifically am I selling--a product or an image?
- Who am I selling to? What is my target market (i.e., the geographic location, age, and sex of my customers)?
- Who are my competitors and what are the benefits of my product over theirs?
- What should be the tone of my advertisement--humorous or serious?

Your advertising might convey to the consumer your product's function, where it is available, its price, and how it's better than your competitor's. It should hook your target audience so that it becomes interested in the product. To do this, it's also important that you know your customers. For example, if you advertise to former customers, you may make a repeat sale or get a referral to other potential customers.

Many different forms of advertising exist, such as direct mail, billboards, newspapers and magazines, radio, television, and the Internet. Try out a few different forms to see which works best for you. Better still, look at your competitors and see what they're doing. If it works for them, it may work for you also.

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