

## ***Increase in sales in medium-sized companies in the USA***

Advertising plays an important role in the growth of small and medium-sized businesses. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, and the sales begin to increase.



***Javier Bastidas***

## ¿What is advertising?

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.



The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver.



## Types of advertising

Advertising has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the consumer:

- Online Advertising
- Cell Phone & Mobile Advertising
- Print Advertising
- Marketing
- Broadcast Advertising
- Outdoor Advertising
- Public Service Advertising
- Product Placement Advertising

## Advertising in the USA

The United States is, by far, the largest advertising market in the world. In 2016, more than 190 billion U.S. dollars were spent in advertising in the United States. Forecasts show healthy projections for the ad market in the U.S. for 2017, as media advertising spending is expected to reach the 207 billion U.S. dollars mark this year. Television has been the biggest advertising medium in the United States in the last few years, but is projected to lose the market lead in 2017 to digital.

