

A SUCCESSFUL ADVERTISING CAMPAIGN

Junior Assistant Gabriela VÂLCEANU, PhD Candidate,
Romanian-American University
1B, Expoziției Avenue, Sector 1, Bucharest
gabrielavalceanu@yahoo.com

"The great art of writing advertisements is the finding the proper method to catch the reader's eye, without which a good thing may pass unobserved."

Joseph Addison

"Advertising is to business what steam is to machinery, the grand propelling power"

Lord Macaulay

Abstract:

"TO ADVERTISE OR NOT TO ADVERTISE?" is the question which continually confronts the business man. The importance of advertising has long been recognized by the more enlightened members of the business and industrial world.

Strategies for a successful advertising business campaign are an important factor for every company and business. As many of you know advertising and promotion are all around us. Whether you watch television, listen to driving on the highway, flipping through a magazine or listening to radio, which is watered at each end by posts, to try to obtain a product or a service. And although there has been much discussion as to whether the advertising is effective and if there are people to buy the products concerned, the reality is that many companies spend billions of greenbacks in advertising with the hope that it will increase profits. Good advertising has the power to make people notice and buy the product or act to the advertisement.

Keywords: advertising campaign, techniques, promotion methods

Advertising has evolved to be the most important marketing tool for organizations to launch their products in the market. With the print and electronic media becoming an integral part of a layman's life, advertising has assumed a crucial role in the success of new products. There is fierce competition to gain a lion's share in the market, so better the advertising strategies, higher the chances of success.

Successful advertising campaigns have been a testimony to the fact that customers are kings, and once they love a product, it's sure to become a brand. Starting from soft drinks, to shampoos or luxury cars, advertising can create a world of difference in the future prospects of a product and the company.

The magic of successful advertising campaigns is such that *products* just don't remain things, they move on to become *brands* or *entities* in the eyes of consumers. The *jingles* become popular among the masses and you can hear people humming the jingles or reciting the punchlines of successful advertising campaigns. Let us take a look at some of the deeper aspects of advertising campaigns.

Elements of a Successful Advertising Campaign

The importance of marketing in today's business environment is undoubtedly immense. No firm can sit back and watch their competitors take over the market. The right time to launch a product is an essential factor to decide the fate of a new launch.

Marketing strategies govern the success of products and advertising forms the subset of a marketing plan.

1. Importance of Market Research

In the quest to maximize profits and ensure that the advertisements are able to garner huge profits, the marketing teams and ad agencies focus on market research. The importance of marketing research is such that no one can ignore it.

Knowing about the target audience and understanding their needs help the marketing teams to set their sales goal in a more organized manner. Market research also helps in the launch of a product as per the requirements of the market. To thrive in a competitive market by surpassing the competitors, effective market research is required. So by analyzing various parameters, firms can come up with better decisions and options.

Market research is a process of the systematic collection of data, about a particular target market, competitors, customers, market trends, etc. The aim of market research is to obtain an in-depth understanding of the particular subject. Rising competition has compelled many organizations to conduct market research. Organizations may conduct market research themselves, by appointing a market research team to work on the same. Or else, they may get it done via a market research consultancy or an agency. Market research is vital for business organizations looking out for opportunities to tap the market, for firms which have come up with an improvised product and want to evaluate its demand and for companies planning to introduce their products into the market. However, before conducting market research, it's vital to have the research objectives defined. Once the objectives have been outlined, market research can be carried out in different ways.

Types of Market Research

There are two methods of conducting market research: primary research and secondary research. The choice of the method depends on the research objectives.

Primary Research

In primary research, data is collected directly from the source. For example, if the objective of the research is to understand the demand of a particular product, then collecting feedback directly from the customer by talking to them, is called primary research. Primary research involves the collection of crucial data via interviews, surveys or focus group sessions. It's time consuming and expensive. However, it is suited for gathering specific data. Primary research can be further categorized into the qualitative and the quantitative type.

Quantitative Primary Research: This type of primary research involves the collection of numerical data via surveys. The most frequently used quantitative technique is the 'market research survey'. The numerical or quantitative information obtained is then statistically analyzed. Such surveys comprise of questionnaires with closed ended questions. In a close ended question, a respondent is needed to answer by ticking one of the options given. People generally agree to cooperate, when surveys are less time-consuming. For example, a bank may generate a questionnaire, wherein its aim is to find out what people think of their services. Numerous questions may be asked in the questionnaire and the answer options are excellent, good, poor or very poor. This data obtained is analyzed

statistically and a conclusion is ascertained. The main rule followed, while conducting quantitative research is that all the respondents should be given the same questionnaire with the same set of questions. These quantitative surveys can be carried out, either face to face (asking people on the street to fill them), email, telephone or by post (self completion and posting it back).

Qualitative Primary Research: This type of research involves gathering data via interviews or focus group sessions. In this type, open ended questions are included. This means the questions cannot be answered with a yes or a no. They include in-depth interviews, wherein a trained executive interviews one or more respondents. The interviewer may carry out the interview on a one to one basis, with two, triad or even 4-5 respondents. Such open ended interviews enable the researcher to receive data about the likes-dislikes, requirements, positive-negative feedback, trends and emotional motivators of the primary market. Unlike the quantitative type, this type does not comprise of a fixed set of questions. The interviewer may have a basic framework of questions ready, however, the flow of the interview is impromptu. The respondent has the freedom to express himself. This helps the interviewer understand the situation better. Focus groups are another method of carrying out qualitative research. These groups generally comprise of 6-8 respondents, led by experienced professionals (research moderators). The role of the professional is to ask general, as well as specific questions, to the group of respondents. By encouraging a discussion, they are to draw out the required information. However, since focus groups require experienced professionals, it's an expensive technique.

Secondary Research

In secondary research, the analysis of information that has been collected for some other purpose, is carried out. This means, that secondary research is carried out by gathering data from sources such as government publications, libraries, internet, magazines, chambers of commerce, etc. The data required may be in the form of demographic or statistical data, set of articles or some studies. Firms can analyze their target markets, evaluate competitors, assess social, political and economic factors. Data for secondary research can be obtained from a variety of sources such as:

- *Chambers of Commerce:* Each local area comprises a chamber of commerce, which possesses information about the local businesses and local community.

- *Business Information Centers:* Small business firms can use such centers, as they provide a large collection of books, videos, publications and other important resource materials.

- *Trade Associations:* Trade associations provide information on industry leaders, the standards they observe, latest trends, competitors, etc.

- *Marketing Departments of Local Colleges:* Firms can access special research projects prepared by students.

- *Wholesalers and Manufacturers:* Firms can obtain information from wholesalers and manufacturers, regarding customer's likes and dislikes, complaints, costs, industry standards, etc.

- *Magazines and Newspapers:* Industry journals and newspapers are a great source of crucial information. News events, latest news on politics, economic indicators, etc. are helpful for firms in understanding the market and its trends.

- *Competitors:* Conducting research on the products or services, prices, brochures, marketing techniques, etc. helps firms understand how to augment their business.

Besides the above mentioned resources, firms can obtain data from libraries, various books and publications, banks, insurance companies, real estate companies, etc. As

compared to primary research, secondary research is easier. It is less time consuming and not as expensive. However, the drawback of secondary research is that the data may not be updated and may not be customized to suit the need of the research. Since it involves the analysis of data collected by somebody else for a different purpose, the analysis may not be accurate. For example, a firm manufacturing leather bags can find out how many people buy their bags, using secondary research. However, they can't determine the amount people are willing to pay for their particular leather bag design.

For firms planning to introduce a new product or service, conducting market research helps understand the customers attitude and preferences. It also minimizes the risk of incurring losses in the business. Market research conducted by either primary or secondary method is vital to any business and its objectives.

2. Marketing Mix Strategy

A vital part of an effective advertising campaign is to adopt the method of marketing mix strategy during the planning phase, and implementing at the right time in an ordered manner. Marketing mix involves considering various elements of marketing like product, price, promotion and place.

While product, price and promotion are easier to understand, place refers to the logistics and transportation costs of goods. The marketing teams and advertising agencies make use of the variables of marketing mix, for the success of a product. You may read more on successful marketing strategies.

It is said, that 'customers are the kings' and indeed they are. The marketing departments of every firm fight tooth and nail to lure customers and increase the sales of their products. Marketing promotional methods are important and efficient marketing strategies of various companies. While millions of dollars are spent on advertising methods, promotional marketing methods are relatively less expensive and can be more effective

3. Promotion Strategies

There are basically two promotion strategies; the push strategy and the pull strategy. According to the push strategy, the marketers give generous discounts and benefits to the customers, so that, the sales can be increased drastically. One of the most successful strategies, the method of giving discounts is often successful for most of the firms. In the push strategy, main focus is on reducing costs of the advertising. The other strategy, the pull strategy minimizes the use of different channels and the major focus is on advertising the product. It's goal is to create a potential market for the products of the firm.

Marketing Promotion Methods #1 Advertising

Advertising is an expensive method of promotional marketing, wherein, the products are made to reach a large number of people. For example, by using electronic media, TV, radio, press and outdoor hoardings, advertisers target the audience and try to create an impact on customers.

Every business empire has earned its name, fame and money through hard work and by catering to customer's demand with quality and quantity. However, every small organization needs to make its name in the market by, first, catching the buyer's eye. It is at this juncture, that, promotional advertising ideas play a huge role, in defining the market for small businesses. Every business uses some sort of a promotion idea to strike their target audience.

Promotional advertising is a tool used to harp the buyer with the idea of buying the product. Promotional advertising ideas, are used to instigate the user about the product,

arouse interest about the product and create demand for the product. There are many ways of promotional advertising for businesses. The most effective ways of promotional advertising is promotional gifts and promotional giveaways.

Promotional Advertising Gifts

We all feel good when we receive gifts, thus, promotional gifts are the most effective way of creating a feel-good factor among the buyer about the company. Promotional advertising gifts open the buyer's mind to the brand, company name and the slogan. The buyer, with the help of these promotional advertising gifts, gets acquainted to a particular logo and a brand name. Moreover, as the promotional advertising gifts are given away for free, the potential buyer readily accepts it.

Promotional Advertising Giveaways

Promotional advertising giveaways are interactive promotional advertising ideas. These are similar to promotional advertising gifts, but not the same. These giveaways are distributed in the form of prizes to prospective customers. Some prizes are meant for practical purposes and some are just for fun. Everyday office supplies, stationary printed with company name, calendars, caps, t-shirts, towels, shopping vouchers for a particular brand are some of the examples of promotional advertising giveaways.

Ideas for Promoting Business

Contests

Contests are one of the best promotional advertising ideas for companies manufacturing home supplies. Conduct cooking contests for home makers, and distribute free cooking wares as promotional advertising gifts. The winner will get publicized, along with brand name of the company.

Newsletters

Newsletters are typical ideas for promoting business. Newsletters convey to the readers, who may become your potential customers, your know-how and about your company. This is the best way for banks, brokers, institutions and agencies to promote themselves.

Flyers

Flyers are pamphlets which I guess most of us are familiar with. They are small printed sheets of information about the company and the product. Distribution of flyers is very easy, as it can be done through newspaper vendors and or by hiring part-time employees. Giving out flyers in newspapers is the best way of ensuring that flyers reach the prospective consumers.

Discount Coupons

Discount coupons or free coupons work in favor of small retailers, especially, associated with lifestyle items. Don't we flock around clothing stores at the sight of a discount offer? So, give out 10-15% discount coupons to people to attract their attention and to make your name.

Other Promotional Advertising Ideas

Conducting seminars, demonstrations, speeches, publishing articles, newspaper advertisements, internet advertising, giving bonuses and networking are some more ideas for promoting business at your disposal.

Marketing Promotion Methods #2 Personal Selling

One of the oldest ways of direct marketing promotion is to sell the products by direct interaction between the seller and buyer. It is believed to be the most difficult form of marketing, as it requires skills of persuasion and excellent communication skills.

You may be a person who does not like to negotiate, but often ends up in positions where negotiation becomes necessary. Most people wrongly think that negotiation skills are only for salespeople. But, imagine a situation where you are planning to sell your house. Now, without negotiation you might end up getting a price that's much lesser than what your house deserves. Think of the losses you might have to incur, just because of poor negotiating skills. Thus, reasonably good negotiation skills can benefit you greatly, even if you are not in the sales business. For people in sales businesses, excellent negotiation skills are a must. Your sales depend upon your 'sales talks' and the price you fetch for your product, entirely depends upon your negotiation skills. I consider following guidelines for effective sales negotiation skills and techniques.

Understand Your Product and Evaluate Customer Feedback

The first step towards excellent sales negotiation, is to thoroughly understand your product. Study your product or service well, and evaluate the values that you have to offer. Seeking feedback from your customers is crucial to sales success. Your customers can give you a better idea about your weak points, and the areas where your competitors score over you. Always be open to suggestions and criticism from customers. They are pivotal in improving your product. Understanding your weak points can help you in the preparation of an explanation and swiftly sail you through tricky questions, during a negotiation.

Understand Your Competitors

Conduct a market research and find out who the major competitors are, in your chosen product line. Research the tactics of these contenders and plan accordingly. Identify your strong areas and assert them positively, on the negotiation table. Refrain from criticizing your competitor's product, as that would make you look too desperate to sell your product.

Plan a Sales Strategy

Plan a sales strategy with your marketing team. Develop a line upon which to act, during a negotiation. Adhere to those guidelines while you are actually negotiating.

Understand Your Customers

Only customers can tell you what motivates them to buy your product. Hence, ask them key questions and try to figure out what this motivation is. You may get a general idea, depending upon your sales expertise and past experience. Understanding their motivation can determine your next step in a negotiation process.

Focus on Value and Not on Price

Always emphasize upon the values and the benefits your product is likely to offer to the customers. Smartly avoid any price talk, especially when your product is leading in that area. If possible, dodge direct price related questions. The customer is anyways going to get it straight, as the price is the foremost factor that influences his decision to buy. Until then though, keep flashing your 'value card'.

Do Your Homework

Last but not the least, do your homework properly. Assess all the situations and prepare yourself accordingly. The other party is likely to come well prepared as well, hence have a back up plan ready to deal with their plan.

On the Negotiation Table

No matter how hard you prepare for a particular negotiation meeting, it is only your actual performance on the table that determines your sales. Do not chicken out if you find the situation going out of hand. Stick to your plan as far as possible, but do not hesitate to take drastic decisions, if you must. If you do not see a profitable situation for yourself, try to reduce your losses and attain a win-win situation for both the parties. Negotiation

skills are seldom inborn. You have to take efforts to develop these particular skills. Excellent negotiation skills can take you a long way in your business.

Marketing Promotion Methods #3: Contests

One of the effective, popular and most preferred form of promotional methods is to arrange certain contests for the customers. We all will agree to the fact that winning surprise prizes in a shopping mall or fashion store is simply exciting. One of the most attractive marketing strategies, organizing contests among the customers is a brilliant way to promote the products.

Marketing Promotion Methods #4: Pamphlets/Coupons

In the quest to attract more customers, companies distribute coupons and pamphlets about the products. The customers are either given basic information about the newly launched products or they are provided with discounted coupons on the purchase of some accessories/apparels. Coupons make for an effective marketing plan for small business units.

Marketing Promotion Methods #5: Free Samples

The idea of freely distributing products, sounds weird and crazy for any company, however, there is a certain element of truth in the fact that marketing firms have gained substantial promotion through the idea of free samples. While, it is not logical to just distribute your products, you can devise a strategy, so that, the idea of free samples doesn't incur losses for your firm.

While evaluating different methods of promotion in marketing, one should realize these strategies are not set formulas or recipes for the successful launch and eventually high sales of the product. No doubt, these strategies are effective, but there are various market forces that can effect the sales prospects of firms. These were some of the marketing promotion methods, that firms adopt to increase their sales. At the end, however, it is the customer who is the king and you have to leave it all to them.

Tips for Successful Advertising

Some tips for successful advertising campaigns are mentioned below:

- Focus on the human behavior and things that drive consumers to purchase a particular kind of product.
- Work as a team, because being a creative field, the entire team needs to work on the ideas and innovations.
- Don't give wrong information to customers about the products. Be true to your customers!
- Study about the popular advertisements and research on the methods they have adopted to establish the product in the market. Take ideas, and as far as possible come up with your own creative method of advertising!
- Adopt various types of advertising techniques and keep an eye on the one which works best.
- Make the headlines and catchy phrases smart enough to grab attention. Remember **AIDA** (Attention, Interest, Desire, Action)!
- Since advertising is expensive, focus on your USP (Unique Selling Proposition), and aim to hit the bull's eyes.

- Chalk out the marketing promotion methods that include various types of advertising.

It can be said that advertising techniques are tools that are used to generate more sales. It also acts as a medium for businesses to make the masses aware of the new products which they may have launched. The major points which you need to keep in mind while creating a successful advertisement are that it should attract the attention of the people, the viewers should be able to feel the need and change the way the end users think. All these can lead to better revenue which will give you better market share. There are several advertising techniques which you can use like internet advertising, writing mails, TV and newspaper advertising, etc. If you are a small business owner, then you should try and know the advertising techniques for small business, so that you can get better returns from your business.

Effective Advertising Techniques

There are different types of advertising techniques and it's due to the effectiveness of these techniques, people are come to know about the different products in the market, besides the services provided. Newspaper and TV advertisement are some of the oldest advertisement techniques used. With the advent of internet modern advertisement methods like social networking websites, search engine advertising and internet affiliate marketing has gained popularity. Let's take a look at each of these techniques and their effectiveness in today's world.

Internet Advertisement

Advertising in the sponsored links of major search engines, has become one of the most effective method of internet advertising. The reach of the internet has become so huge that every person in any nook and corner of the world can view the advertisement of your products. Moreover, if you own a website, you can use search engine optimization techniques, wherein your website would be in the top 10 results of search engines. Getting to the first few rankings helps you to get a wider audience, which in turn can lead to more sales. Other forms of advertising include pay per click advertising and email advertising, which can also be tried out.

Newspaper Advertising

Advertising in newspapers have been used for several generations now and has been one of the most effective means of communicating with the audience. To create a successful advertisement in the print medium, you need to know some of the most effective print advertising techniques, like creating catchy slogans, inclusion of an offer, promotional advertising, etc. These techniques need to be used in other forms of advertising as well, as the amount of time spent on an ad by the end user is very less.

Mail Advertising

Direct mail advertising is a common advertising techniques and has also become a popular means of connecting to a wide range of audiences. In this technique, you get the mailing addresses of as many people as possible in a particular locality and send them a flier or brochure of your products. You can also send postcards, but make sure that there is enough content, as content is read.

TV Advertising

Advertisement on the television gives a semblance of a brand, and so it's important that you use this medium to the hilt. However, it's not that without advertising in this medium, a brand would not be created, there are several companies which don't use this medium and still are huge. The most important thing is having a compelling offer, which the audience would be interested in. Moreover you need to give your contact information be it your website address, telephone number, in that short period of time. Other than these,

there are other mediums which you can use, and these include banner advertising, public relations, radio advertising and word of mouth advertising.

What are Banner Ads?

Banner ads are in many ways similar to the traditional printed advertisements in magazines. However, they do differ in several ways from the traditional mode of advertising. When a banner advertisement is placed on any particular website, a click on the ad directly transports you to the website of the product that is being advertised. This means, you are saved the time of going to a store to purchase the product that has been advertised. Moreover, a banner ad is definitely more attractive than a regular printed ad, because a lot of graphics and animation can be added to it, to make it eye-catching and visually appealing. The location of the ad, however, is limited to one single place. There are, of course, instances of banner advertising where the graphics and animation are simply overdone.

When a customer clicks on a banner ad, he is directed to the website of the product that has been advertised. Banner advertisements are based on the concept of pay per click advertising. This gives the publishing website income every time the ad is clicked, as a customer has been directed to the advertiser's website. Whether or not this click on the ad gets converted into a sale is immaterial. The publishing website will be given a payment, on the basis of the prevalent banner advertising rates. However, the banner advertising effectiveness will be determined for the advertising website, only when the click gets converted into a sale.

If the web surfer does not click on the advertisement, the banner ad does try to ensure that the image of the promotional product has been registered, and that the web surfer will sometime in the future, visit the website directly. Then, the effectiveness of banner advertising is measured by the number of times the ad has been clicked, the number of times a visitor has been directed to the advertiser's website, and the ratio of the clicks to the page views. This gives them an exact idea of whether a visitor has been directed by a banner ad, or by some other medium. This rate ranges around only .1% and is rarely higher. Lastly, whether or not a visit to the website through the banner ad was converted to a sale is calculated. This gives an actual measure of banner advertising effectiveness.

How Effective is Banner Advertising?

The reality about banner advertising is that because there are so many of them out there on the worldwide web, they are usually ignored by customers. This is because they are usually very annoying, especially those banner ads that enlarge when you visit a page, and when you have to manually close them. Several times, banner ads are linked to pages that are absolutely unrelated to the product that is being advertised. This causes further frustration to the customer. It is thus concluded, that a banner ad, though considered as one of the best Internet advertising techniques, does not generate much revenue in the long run. However, there are still some ways in which the effectiveness of banner ad campaigns can be improved, and used to generate overall sales.

- **Target the Right Audience:** Place your banner ads on relevant websites. For instance, if you are selling a weight loss product, place the ad on a website related to health and fitness. People are more likely to take your advertisements seriously when they see them at the right place at the right time.
- **Keep it Simple:** Do not make your banner ads too fancy. You must understand that the loud graphics, the flashing images, and all the animation is extremely frustrating, and no one really has the patience to see and understand what your product is all about. The bottom line is to convey your message in as few words as

possible, keep it relevant to the product that is being advertised, and be attractive yet simple. Subtle messages will not be understood in banner ads. Also remember to include your company name and your company logo on the ad. Even if a customer does not click on the ad immediately, the logo will leave an impression, and he will definitely come back to you some time.

- **Create Urgency:** When you include text like 'limited period offer', or 'offer valid until stocks last', you are more likely to generate sales through banner ads. This gives the customer the idea that the product is indeed limited, and that he should make the most of the time during which it is available.
- **Size Matters:** Try to use a strategically located larger banner so that it is visible to the customer. It will definitely be more effective than a smaller banner in some corner of a web page. Though this usually depends on the website that publishes your ad, if it is visually appealing, it is bound to win an important spot on the web page.
- **Just Clicks Are Not Enough:** Banner advertising effectiveness cannot only be measured by the number of clicks on the ad. The mere presence of an ad at all times, gets it registered in the mind of the customer, which may then transform into a sale at some particular time in the future. It is simply a strategy you will have to attempt, so that it eventually converts into a sale.

You may see a lot of figures that tell you that banner ads are actually not very effective, and the conversion rate is very low. However, understand that a banner advertisement is only as effective as you make it. Just like any other form of advertising, banner advertising is based on certain strategies, which when employed in the right manner, can definitely improve the banner advertising effectiveness

Persuasive Advertising Techniques: Tips

With the above mentioned methods in mind, you need to follow certain guidelines for your advertising to be effective. These include:

Unique Offer - Whatever you offer should be unique in such a manner that no one currently offers such a price. Without an offer, no one may be interested in your products, and so may not lead to the kind of sales you deserve. Unique offers may include things like free delivery or may be a discount. By offering something unique, you may be known as the only one where that particular thing can be found.

Create Curiosity - Whether it's the traditional or contemporary forms of advertising, the end user goes through the ad for a few seconds only. It's in those few seconds, that you need to create an impression, so you need to provide a headline for what you offer. Some of the few words which can make your ads interesting, include 'unique', 'first-time', 'just arrived', etc.

Use the Word 'You' - This creates a sense of connectivity with the reader, whereby they may read your advertisement with some interest. One important thing which you need to remember is 'what is in it for them'.

So these were some advertising techniques you can use. Whatever you use, make sure you know the tastes of the audience, or else your product may not attract the kind of interest you may want.

Everybody listens to the radio, some like me wake up to it, others have it on at home all day and the others use it while driving. But whatever its use, the point is everybody listens to the radio. This is why people consider radio advertising so powerful, its because it reaches the masses. More and more companies are choosing radio advertising because of

this and also because it is cost effective and you have the choice of advertising locally or nation wide.

Pros and Cons of Radio Advertising

No one is saying the world of the radio is perfect. Like all things, it also had its advantages and disadvantages. The radio is perfect for small business operations, but most won't realize, here are the advantages of radio advertising:

- Cheap – radio ads are cheaper to produce and can reach millions of people at the same time. The relative cost effectiveness is as compared to television ads, which are so much more expensive than any other form of advertising.
- Impact – the impact made by a radio ad is greater than the impact made by any other medium of advertising. This is because radio ads are played at a time that can target a particular section of society or the masses. And also because they are repeated every hour or half an hour, so the impact is maximum.
- Entertaining – leaving television ads aside, radio ads are the most entertaining way of advertising. The print media can get dull and boring, where as the radio allows for creativity in advertisements.
- Cost effective – for those on a budget, radio advertising is very cost effective. It is cheaper than television ads and more attractive than print. It is the most preferred medium of advertising for local small businesses.

Now that we have spoken about the pros of radio advertising, it is only fair to talk about the flip side or the cons. Radio advertising does have certain disadvantage, these are:

- Short life span – unless it is a very catchy jingle on the radio, most people forget about radio ads in a day. This is because most are jingles that last for 30 seconds and are heard a few times a day and then they go off the air. The life span of that ad is over and done with and people will just as soon forget about the ad and the product or service it was for.
- Cost fluctuation – the problem with radio advertising is that the cost can fluctuate depending on the time slot selected.

I am ending this article with "The great art of writing advertisements is the finding the proper method to catch the reader's eye, without which a good thing may pass unobserved."

Joseph Addison

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