

Title:

Under The Radar Advertising Strategy That Pull Sales All Day Long!

Word Count:

817

Summary:

Discover the power of using advertorials in your advertising strategy. This Under The Radar strategy has the ability to bring in more qualified buyers than all your other advertising strategies put together. Advertorials lend themselves to a degree of objective credibility to you as the advertiser, as well as make the advertising pitch most believable even to the most skeptical of consumers.

Keywords:

Advertising, marketing, selling, sales, small business, lead generation, direct response marketing, profit, testimonials, advertorials, copywriting

Article Body:

"Sales All Day"...I wish I hear you yell...one sale would be great!

"Under The Radar Advertising Strategy"...sounds like something out of a Star Trek Movie!

You see in the world of advertising as quick as you can say "Beam me up Scottie"; new tools are constantly being created in order to differentiate one company from another. These innovations try to as much as possible, maximize resources, minimize costs, and optimize the results of any advertising campaign.

So much money goes into the brainstorming for these new and innovative tools you could travel around the world on the lunch meeting costs alone. If you've worked in the corporate world you know exactly what I mean and if you haven't count yourself very lucky indeed. Businesses could save themselves a small fortune on advertising campaigns if it looked at previously employed advertising strategies and modifying them to suit their needs.

Some of the most widely used advertising strategies and marketing strategies in existence are multi-level marketing, audio visual advertising, catalogue advertising, telephone advertising, and even person-to-person distribution of marketing tools. One, however, stands out in terms of potential and even capacity to translate advertising strategies with tangible sales.

This my friend is what is known as advertorials. Seemingly a new linguistic

concoction, advertorials were in fact first conceived in the early 1960s as a combination of the words, advertising and editorials. This more than sufficiently describes the purpose of an advertorial.

An advertorial is basically an advertising strategy designed to resemble an objective editorial. This would lend the degree of objective credibility to you the advertiser, as well as make the advertising pitch most believable even to the most skeptical of consumers.

How will this necessarily build sales profits?

Advertorials are usually written as special promotional features with a form similar to that of a press release than an editorial. What is most beneficial in comparison to other editorials is the fact that the advertiser has control of the content that will appear on the advertorial.

First, these advertorials are written at times within already well-established columns or sections of a newspaper. These sections, with the following that they already have, assure the readability of the advertorials. Placed in sections where people are predisposed to reading articles close to the form of advertorials, the strength of the promotional approach of the article will not necessarily offend or ostracize any of the readers.

Read that again..."placed in sections where people are predisposed to reading articles close to the form of advertorials"...this is the Under The Radar effective a work!

Moreover, advertorials afford the option of discussing the strongest characteristics of the product and service, and at the same time printing the various locations and contact details of the company or establishments offering the product or service. This means that the moment a consumer finds his or herself convinced of the merits of the product or service, no extraneous effort on their part is necessary in order to find where to get access to it. They can also incorporate another profit pulling advertising strategy by having various testimonies from some previous impressed purchases of your product ore service.

More importantly, advertorials come with the persuasive strength of an editorial, with a simulation of authority and expertise produced in the article. Consumers may be likely to trust the content of the advertorial with this sort of approach and semblance of authority and expertise than an individualized pitch derived from the company purse. Objective and informative information packaged as truth can very well fuel the entire company's sales!

Another way by which advertorials can help assure business sales is the fact

that its content may be screened and approved by the company. While it is not likely that an advertorial will discuss the weaknesses of the product or service, this level of control is still necessary especially when hoping to avoid any sort of dangerous slant or suggestive statement that would imply a weakness or flaw. Moreover, control over the content of the article can assure that the advertorial will be in-line with any and all marketing and advertising strategies that the company is currently employing. This can both strengthen and supplement the collective campaign and create a consistent message that can stick to the consciousness of the consumer.

At the end of the day, these various features of the advertorial help provide the level of recall that will translate to sales if used correctly. Moreover, its very form can best maximize person-to-person referrals, especially when one reader or consumer finds his or herself quoting and referring to the advertorial as a particular objectively written piece. While it may be unpopular with many companies, the potential of the advertorial is very much viable and tangible for today's companies. It may very well be that innovative new idea that is needed to boost your profits.