

Title:

Advertising - Are You Wasting Your Money?

Word Count:

407

Summary:

Anybody who has a product to sell, an idea to promote or a service to offer relies on advertising to get the attention they require.

There are so many forms of advertising that finding the correct medium can sometimes be a daunting task.

Depending on the type of business, or the reason for your need for promotion you may find it easier to seek some professional advice.

Firstly you need to decide who your target market is, whether it is men or woman, older generation,...

Keywords:

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Article Body:

Anybody who has a product to sell, an idea to promote or a service to offer relies on advertising to get the attention they require.

There are so many forms of advertising that finding the correct medium can sometimes be a daunting task.

Depending on the type of business, or the reason for your need for promotion you may find it easier to seek some professional advice.

Firstly you need to decide who your target market is, whether it is men or woman, older generation, younger generation, companies etc.

Secondly you need to ascertain whether your market is local, national or global. This is important, as leaflet dropping in your local supermarket car park is fine if your product or service is a local one, but if your services can be offered world wide or nationally, then you are seriously losing out on the largest percentage of your market.

Once you know who you are planning to target, and where they are, you can begin

to research the how, which are the options you have available.

There is an absolute ton of free information on the internet, and if you are reading this, you must have access to it!

If you have a low budget, try doing the advertising yourself, you can knock up some great leaflets from your own pc, (providing your market is local).

Making a website has become a lot easier over the years, and if you shop around you can get some great prices on hosting packages and domain names. Try downloading a free html editor, preferably with a wysiwyg platform, (what you see is what you get), there is a wealth of information on the internet to guide you through making a simple website.

If you have a bigger budget, then consulting with one of the many advertising companies is an option. These people can advise you, and come up with some fantastic ideas, but be sure to shop around and not just go with the first company you come across. Prices will vary, and their expertise will vary also, so it's an idea to ask to see some references, or some of their projects with other clients that they have worked on.

Done correctly, and with proper research, advertising will reap rewards. It is after all one of the most important factors in any business. So I personally, would always recommend that you give this area the attention it deserves!