

Title:

Advertise to millions -#6- Multiple marketing techniques.

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888

Summary:

This is a series of articles about marketing and advertising. There are different ways you can reach an audience of millions of individuals all around the world. I show you on this series how to implement profitable strategies in your marketing career.

Keywords:

advertise, advertising, advertisement

Article Body:

Introduction:

This is a series of articles about marketing and advertising. There are different ways you can reach an audience of millions of individuals all around the world. I show you on this series how to implement profitable strategies in your marketing career.

It has been said that "what matters is not what you sell but how you promote it." So, the secret to success lays within your marketing techniques. That's why it is very important for business owners to develop skills which allow them to increase the sales of their products.

One of the most important skills you must have is the ability to reach a lot of people quickly. To do this you need to realize how powerful media is and how it can drastically increase your revenues.

"Newspaper ads"

Americans read their newspapers a lot, that's a fact. Check the statistics and you will realize that the newspaper has always been a good place to advertise. Depending on the kind of products or services that you sell you could use the American's newspapers to generate new sources of income for your business.

It doesn't matter whether you live in the USA or not. For example if you

own an international e-business this could bring you good profits. I think this is another way you can diversify your marketing strategies.

There is a website called Nationwide Newspapers <http://www.nationwideadvertising.com/>, which allow you to post your ad in thousands and even millions of papers all around the country for a low fee. Imagine how much publicity you can get from that! You choose your budget and everything. They have different advertising packages to suit different business needs.

Whatever you choose to market, always use powerful phrases in your messages. The most effective ads are brief but they have the ability to act upon the feelings of the readers. Motivate them, intrigue them, make them feel the heat. Always remember that short phrases with a strong emotional impact are the most effective ones.

– Highway billboards –

If you want to advertise outdoor some companies may help you with this project like for example <http://www.billboard-ads.com/>. Keep in mind that this is an expensive type of advertisement. To rent an ad space on a well populated area will usually cost you a few thousand dollars per month.

On the other hand, I think the best choice you have is to buy a piece of land in or near a mayor highway and set everything up by yourself. Learn about the laws and regulations in your specific state. Probably the most important agency you will have to contact is your state Department of Transportation.

Visit <http://www.tdot.state.tn.us/links.htm> to find your state agency. They can give you specific information about this subject. Basically you will have to fill out an application where you affirm that you own the land where the billboard will be placed and you will pay an annual fee which may range from \$100 to \$500 depending on the state you live. To have someone design and create the ad for you will cost you \$1,000 to \$3,000. That’s a one time fee you will pay.

How much publicity can you get from this? A lot! But it all depends on your ad’s location. If your ad is next to a highway with a high traffic volume, let’s say that on average 45,000 different drivers travels through said highway everyday, then there will be more than a million individuals watching it every month.

That’s a lot, but to be honest with you, this kind of advertisement works

better for local businesses like nearby restaurants or real estate Companies than for other kinds of businesses. Also transnational corporations with a large advertising budget, which would like to build reputation would want to have many billboard ads across the nation.

Small business owners usually prefer to market their products using other less expensive techniques. Anyway, I included this information here because I thought some of you would like to read about it. After all this is another way you can reach a vast amount of individuals in an everyday basis.

– TV Commercials –

To advertise on television will have a powerful impact on your business revenues. Different factors will determine how much this marketing strategy will cost you. For example the price vary depending on the channels you choose, how often you will advertise, etc.

There are some Companies which can help you reach your clients easily. I think the two most popular are <http://www.nationaltvspots.com/> and <http://www.metromarkcorp.com/>. In National TV Spots some marketing packages start as low as \$26 for a 30 seconds spot. This is other way to diversify your marketing techniques.

– Magazine Ads –

You can advertise on magazines and save up to 80% off the regular price. There is a company called Media Bids - <http://www.mediabids.com>, which allow you to meet other marketers as well as to choose among different marketing packages available. The service is free. You only pay for an ad if you choose to make a purchase.

As you can see, these techniques can increase your exposure and help you get more clients. You can read about other effective marketing techniques from my other articles on this series.