

# Advertising for Business

## Advertising

paid, non-personal promotion of a cause, idea, product or service by an identified sponsor attempting to inform, persuade or remind a particular target audience

## Informational Advertising

used to introduce a new product by giving consumers information

## Persuasive Advertising

used after a product has been introduced to build demand and sales for a product

## Image Advertising

used to influence the way a customer perceives a product; promotes a positive image of a brand

## Institutional Advertising

used to create a positive image for an entire company

## Promotional Advertising

used to increase overall sales, directed at customers or business-to-business relationships; motivates customers to act

## Reminder Advertising

reminds customers about a product

## Trial Advertising

encourages consumers to make the initial purchase of a new product; often associated with test markets

## Newspapers

most inexpensive way to reach a mass audience

## Magazines

focus on a specific target audience

## Direct Mail

allows ads to be sent directly to a consumer

## Flyers

used to sell products or services

## Telephone Directories

used to compliment or extend the effects of advertising in other media

# Advertising for Business

## Yellow Page Ads

give consumers information needed to make a purchase

## Outdoor Advertising

includes billboards and outdoor signage

## Transit Advertising

found on all forms of public transportation

## Radio Advertising

inexpensive and reaches a target audience by purchasing time on appropriate stations

## Browser

tool needed to read online documents

## Search engines

generate the largest percentage of new traffic to web pages

## Homepages

allow small businesses with large companies at a modest price; provide potential customers with basic company information

## Advertising Banners

graphic advertisements on Internet sites

## Pop-Up Adds

online advertisements which appear over a browser window

## Product Placement

involves placing a brand name product in a movie or TV show to be seen by viewers

## Demographic

specifies a target market on the basis of statistical information

## Psychographic Segmentation

divides markets into groups based on personal values, lifestyle, personality characteristics and hobbies

## Primary Markets

consist of your most important targeted or segmented groups

# Advertising for Business

## Secondary Markets

include a second group of potential customers

## Reach

percentage of customers within a specific target market who are exposed to an advertising message

## Frequency

average number of times a customer is exposed to a message

## Media Impact

refers to how effective an advertisement will be in various outlets

## Media Timing

refers to when an advertisement should run

## Pulsing Ads

scheduled in an irregular manner within a given time frame

## Continuous Ads

run on a scheduled basis for a given time period