

New Methods Techniques in Advertising

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Abstract

To attract the younger generation advertisements uses social media and creates certain impact towards the society. New techniques has been increasing in recent years, advertising has become an essential part in the business world. The method of advertising has observed a huge share in the present market. Creative advertising is necessary to have a clear understanding between production and sales. Companies need to adopt innovative advertising techniques in order to survive in the present challenging world.

Introduction

The word advertisement is derived from the Latin word advert ere, which means 'to turn' the attention. Advertising and Marketing have become one of the most essential part in the present competitive business world. If a business needs to sustain in the market it need a new methods and techniques of advertising which attracts the customer. When a company has a good product and service with it, it must also know how to attract the customers by advertising and sell its products. In the present generation advertisement has become a highly Complex way of communication. Advertising motivates people to consume more materials and improve the standard of living. It ensures good connectivity and trust between the advertiser and the customer.

ADVERTISING

Advertising is a mean of communication with the user of product or services it's a message to the costumer to beware of the product.

Definition

Advertising is tool used for promoting a product in a market

- Madhu Ashwini P

Advertising is a strategy use by the company to show or showcase their product to the costumer

-Swetha Rani K.R

Objective of the study

- To understand the new techniques of advertising
- To understand costumers taste and preference and build an image of the product
- To create awareness on an ethical way so that the people build the trust with business
- To reinforce the brand message and to reassure the existing and potential customers about the brand vision

Scope of the study

- It's a most important means of marketing for a company
- It helps creating awareness.
- It identifies the customer needs.
- It's a medium between consumers and retails
- It help in increase in sales
- It defines the strategic requirements

Methodology

This paper is basically consisting of secondary data. We have used various journals, articles and few searching tools to analyze the data.

Types

Digital or online advertising

Mobile advertising

Guerilla advertising

Print advertising

Broad cast advertising

Public service advertising

Digital or online advertising

Online advertising also called as online marketing for internet advertising or web advertising. It includes email marketing; search engine marketing, social media marketing etc. Many common online advertising practice are increasing day by day. The world of online advertising is revolving door of change. Digital marketing is when business leverage internet technology is to deliver promotional advertisement to the customer.

Mobile advertising

Mobile advertising is a form of advertising via mobile. Mobile advertising being subset of mobile marketing, it can take place as a text ad SMS or banner advertisement in downloaded apps or in mobile game. In the incent model the use is given virtual points or rewards to install the games or apps. Many apps offer a free version that can be downloaded at free of cost but paid for the advertisement within the app. The infrastructure that allows for this mobile advertising process is also known as demand side platform (DSP).

Guerrilla advertising

Guerrilla advertising is the strategy to promote product or service on the street or other public place with little money. It is a type of publicity. This marketing is done in public places such as shopping centers, parks, beaches etc to attract huge customer at a time. Guerilla marketing is a technique or practice in order to establish direct contact with its customer. It is way of advertising that increase consumers connectivity with products and service to create a memorable experience.

Print media advertising

Print media advertising is a form of advertising that uses physically printed media such as newspapers magazines etc to reach its customer directly customer. This is a widely used form of advertising. Print advertising are only effective when people see them. The sales team of the publication makes sure that it gets ads regularly and post them on their magazines and newspapers regularly. In fact these ads are major source of income for the publication.

Broadcast advertising

Broadcast advertising is radio television and internet advertising the broadcast media reaches wider audience as opposed to the print media. The role of this advertising is to persuade consumer's benefits of the products. The radio, television falls under the category of mass media. These advertising are important that whatever has been advertised in this broadcast advertising is a true fact. The advertiser usually has to pay for the spot which last only for 30 to 60 seconds.

Public service advertising

Public service advertising is a message in the public interest dissemination without charge but with the objective of raising awareness about the social issues. This advertising is primarily designed to inform and educate rather than sell a product or service.

Objectives

To inform

To persuade

To remind

To inform

Advertisements are used to increase the awareness and exposure about the brand to the targeted customers. Informing the customers about the brand and the products available in the market is the first step to be taken to achieve the goals.

To persuade

Persuading customers is to perform a particular task and objective of advertising. The task may of buying and selling or trying the products and services offered to them to build a brand image in the market, and create a favorable attitude towards the brand in the market.

To remind

Another objective of advertising is to reinforce the brand message and reassure the existing customers about the brand vision. Advertising helps the brand to maintain top and be aware and avoid competitors stealing their customers.

Function of advertising:

- Marketing function
- Economic function
- Communication function
- Social function

One of the power function of advertising is to generate consumer demand for specific product service and ideas through add campaigns that target the audiences that are most likely to buy them few of the function of advertising are as follows

Marketing function

Typically marketing function types within a large business might include for perform market research producing market plan and product development. It is the strategy to over view advertising promotion distribution for sale customer service and public relation.

Economic function

Advertising as its core is primarily economic phenomenon which has a major impact as instrument to promote the market relation on demand and supply

Communication function

It is a tool used to inform consumer about the goods and service. The connection between the sender and the receiver by the means of communication process

Social function

It stimulates consumer behavior encouraging them to increase their level of well being and their by contribute to a better quality of life

Impact of advertising:

- It attracts the customers
- It improves sales
- It creates loyal customers
- It creates awareness
- It creates brand identity
- It creates the curiosity in the customer mind to know about the product

Conclusion

In the age of social media and mobile technology, utility is replacing message based on marketing. The main motive of all advertisements is to attract the customer and make them buy their products. As a result advertisements use many ways to show that they are best. Hence forth to be more successful advertisements requires new methods and techniques in it .