

THE ADVANTAGE AND DISADVANTAGE OF ADVERTISEMENT

Advertising has become an inevitable tool for both new as well as exiting companies. It is the single most powerful element of promotion mix and can enjoy .

Keeping up with the Joneses or keeping up with the Kardashians has never been so tempting. Those keyword bids? With pay-per-click ads, you pay when someone clicks, but how much are you willing to pay? Advertisements play a significant role in today's economy. Glaring neon lights and signs are hazards and have potentially deadly consequences. The Google Display Network is a true advertising behemoth with more than 2 million publisher sites on which you can advertise. Disadvantages of Specialty Advertising Targeting your market is difficult. With look-alike audiences on social media platforms, you almost can. Disadvantage: Competition Is Fierce It depends on your products and market, but internet advertising competition can make ads prohibitively expensive. Stimulate National Income: Advertising can contribute to national income by generating more consumptions, demand, and production. Digital formats are more forgiving than print and television and require less costly graphic design and production costs. According to Financialsamurai. You can choose search advertising, so your ads show up when a target audience is looking for just what you offer or display ads that appear where your most likely prospects roam on the internet. These increased sales require more products. The benefits derived from advertising are manifold. Improved Standard of Living: Naturally, availability of useful information, mass production and mass distribution, and many other such positive outcomes of advertising improve living standard of people. The burden of advertising often falls on the shoulders of buyers. You have lots of marketing choices, and the internet should probably be one of them. A disadvantage of print is the limited reach it has compared to other avenues. Plus, the modern era of streaming television gives viewers the ability to skip commercials entirely. The cost of advertisements are ultimately reflected in the price of product which the company sells to its customers and at the end it is the customer who has to pay higher price for the product, hence in a way advertisements leads to higher price for a product. This includes an ad in a newspaper, magazine, direct mailer, school newsletter or church weekly. It helps release tension or stress. Social media advertising is so easy and inexpensive that it's tempting to overdo it. It blocks the entry of other competitors. Too many ads on the same site can create a condition known as ad blindness, in which the ads become like wallpaper and readers completely ignore them. It helps the company in expanding their reach to global markets and not limiting itself to local market; it is due to advertising that companies like Apple, Nestle, BMW are known all over the world and their reach is not limited to their respective countries. The most sought-after commodities of are listed below. Keeping up with others: Social media has made it easy for us to have unrealistic standardsâ€”competing with perfect pictures of yachting in the Mediterranean or shopping in Paris. People like to see, hear, or read advertisements in different media. Gives your business personality through the creation of campaigns using sounds and voices Free creative help is often available Rates can generally be negotiated During the past ten years, radio rates have seen less inflation than those for other media Disadvantages of Radio Advertising Because radio listeners are spread over many stations, you may have to advertise simultaneously on several stations to reach your target audience Listeners cannot go back to your ads to go over important points Ads are an interruption in the entertainment. Advertising helps the company in creating brand image which is very important as far as long term outlook of business is concerned and we all know that brands are not created overnight and advertising is one of the key pillars on which brand image is created thus advertising helps the company in creating long lasting image of the company. This is beneficial to manufacturers, traders, consumers and society as a whole. It has a high convincing value. All too often, these entrepreneurs focus on the disadvantages of Internet Promotion and fail to adequately take advantage of the opportunities that it presents. Free help in creating and producing ad copy is usually available Quick turn-around helps your ad reflect the changing market conditions. Source of Confusion and Stress: Due to over bombarding of advertising on different mass media, people are confused and feel stress in regard to selection of products.