Unit-1

Advertising

Introduction:

Advertisement (ad) is an efficient and effective technique to promote goods, services, and ideas. It is a paid form of non-personal communication wherein business information is made available for potential customers.

Advertisement, is derived from the Latin word *"Advertere"* which literally means "to turn the minds of … towards…". Advertisement promotes and supplements selling of products, services, and ideas to a great extent. The most interesting part of an advertisement is – it carries factual information with fascinating emotional appeal. Hence, without a proper advertisement no business can prosper.

An advertisement introduction is **an important step in understanding how advertising works and what to consider when developing a strategy**. Advertisements, also called ads, are messaging tools companies use to persuade their target markets to buy a product or service

Origin and Development

Origin and Development Advertising is a public announcement to inform and persuade people to buy a product, a service or an idea. An advertisement would include any notice, circular, label, wrapper or any other document or any announcement made orally, or by means of producing or transmitting light, sound or smoke. If we search on the history of advertisement, earlier it was announcements made in public places using instruments such as drums to gather attention of the people. Later during Asoka' s reign, they started to inscribe advertisements on stones and pillars and started placing it in the public spaces. The ancient Romans painted notices of theatre performances, games, entertainments and public events on the walls of the busy centres of the town. Egyptians made sales messages and wall posters on papyrus-paper. Paper made from the papyrus plant by cutting it in strips, was used by ancient Greeks and Romans too. Commercial messages and political campaign displays have been discovered in the ruins of ancient Arabia. Wall or rock painting for commercial advertising is another example of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America.

The tradition of wall painting can be traced back to Indian rock-art paintings that date back to 4000 BC. Advertising soon became a powerful tool to market the products produced in the factories - from safety pins to sewing machines. The first modern 'advertising agency' started operating around 1875 in the United States of America, when Mr N. W. Ayer and Sons of Philadelphia offered to produce advertisements and also to contract for space in newspapers

Advertising in India

In India, the history of advertisement meets with history of printing press. Earlier newspapers had advertisements on birth, death, appointments, arrival and departure of ships and sale of furniture. The Swadeshi movement during the 1920s give impetus to advertisement and started promoting Indian goods. By 19 th century, advertisement industry received a new impetus. The first Indian ad agency, the Indian Advertising Agency, was launched in the very early years of the 20 th century.

During the post-independence era, the advertising business was well on its way to growth and expansion. The Indian Society of Advertisers was formed in 1951 and in May 1958, the Society of Advertising Practitioners was established, and advertising clubs came up in Bombay and Calcutta to promote higher standards of work. Television Rating Points, popularly known as TRP measurements, provided ad agencies with statistical data on consumer/viewer likes and dislikes and helped them create effective media plans and ad campaigns. Some important years in advertising industry are given below:

Year Development

1780 Modern advertising began with classified advertising. Ads appeared for the first time in print in Hickey' s weekly newspaper, the Bengal Gazette.

1905 Newspaper studios trained the first generation of visualizers and illustrators to produce advertisements for the print media B Dattaram & Co, one of the early companies making advertisements for newspapers was launched in Mumbai.

1920 - 1922 Years of the Swadeshi movement

1920 - 1929 The first foreign owned ad agencies were set up.

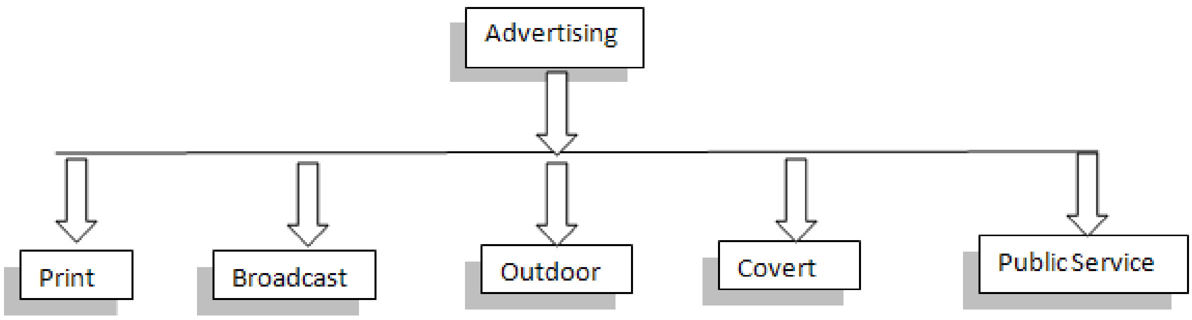
1931 The first ad agency, the National Advertising Service was established.

1951 The Indian Society of Advertisers was formed.

Definitions of Advertising:

According to American Marketing Association advertising is any paid form of non-personal presentation of ideas, goods or services through an identification sponsor.

Classifications of Advertising:



Classification of Advertising

1. **Print Advertising** - The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The

quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.

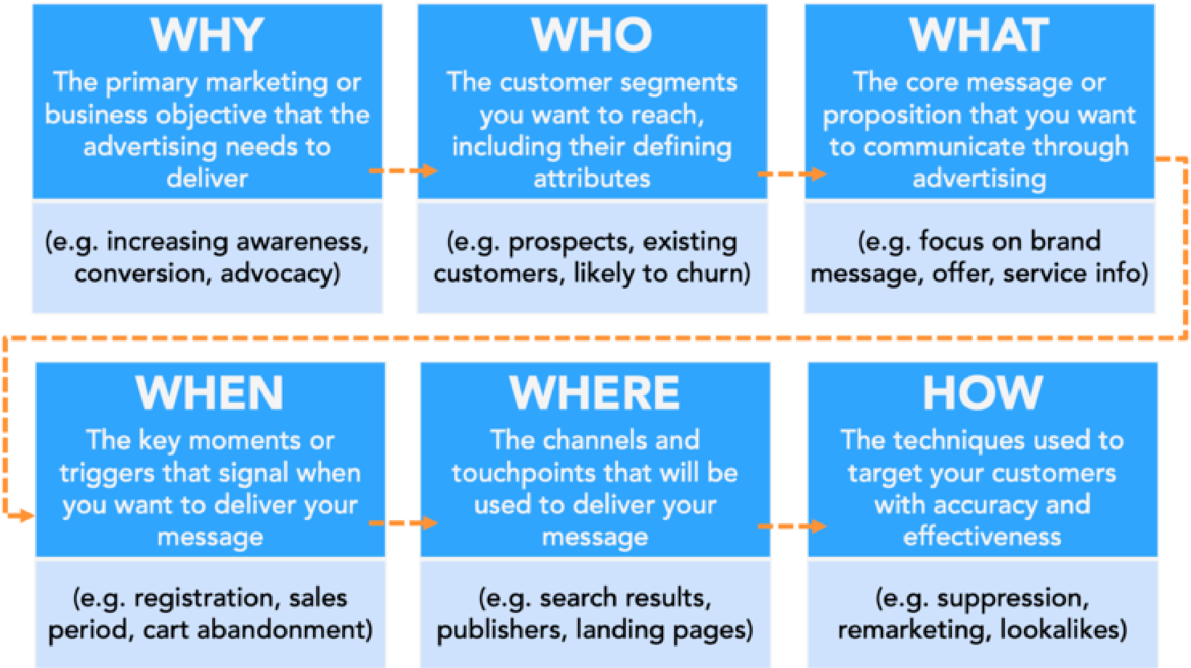
2. **Broadcast Advertising -** This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.
3. **Outdoor Advertising -** Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshows are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.
4. **Covert Advertising -** This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report.
5. **Public Service Advertising -** As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

Advertising Planning Framework

The purpose of the Advertising Planning Framework is to consider and capture important strategic elements of a modern advertising campaign on a single page. This is a useful exercise, as advertising campaigns have become more integrated, digital, and data-driven. Often, the creative strategy (what you want to communicate) and the media strategy (how you are going to activate the communication) are considered separately which can cause misalignment. Using an Advertising Planning Framework allows marketers to explore opportunities relating to targeting, segmentation, and the use of data earlier in planning process. The Framework can also be used as workshop tool with a group, to capture ideas for different potential advertising campaign

The Advertising Planning Framework helps to answer marketing questions like:

- Who is our advertising campaign targeting and how will we engage them?
- What is the objective of our advertising campaign and how will we measure success?
- What touchpoints and targeting techniques are in scope for this advertising campaign?



Steps

1. Determine the scope of the advertising campaign that you are focusing on. Are you trying to generate ideas for multiple campaigns, or is there a specific campaign you are planning? Be clear and precise.
2. Complete the top row, from left to right. These are the primary elements of your communication strategy, often part of a creative brief. Make sure your business goals, target segments, and proposition align.
3. Complete the bottom row, from left to right. These are the primary elements of your activation strategy. Consider how data and advertising targeting techniques can be used to reach audiences with precision.
4. Review what you have captured in your framework. Does everything align? If not, you may need to revisit different elements in the framework or create separate frameworks for different campaigns.
5. Once completed, validate the plan. Speak with marketing leads to refine the communication strategy and media leads for the activation strategy. Ensure the expected campaign cost do not exceed expected value.

Considerations

- Use the framework early in the planning process to align teams on general direction.
- The framework is best used as a way to capture high-level opportunities, not detailed requirements.

- Before you start, decide if you are using the framework to generate ideas or to capture a single recommendation.

Organizing Framework

The framework highlights the fundamentally important aspects of the business model. Strategic objectives, goals, initiatives, and measures are defined according to the framework's perspectives. Reporting on results and targets of the objectives, goals, initiatives, and measures can be organized according to the framework's perspectives. This type of categorization makes it easy to see, at ...

Consequently, organizations have introduced other categories of indicators to provide a more balanced view of the results for the long and short term. These categories of indicators, frequently referred to as perspectives, may include those related to customers, stakeholders, employees, safety, efficiency, waste, learning, growth, processes, and operations. Each organization must determine which perspectives best define how it wishes to represent its business model, and to provide the best view for current and future performance. This group of perspectives forms the foundation of the organizing framework.

Advertiser and Advertising Agency

Advertising Agency is just like a tailor. It creates the ads, plans how, when and where it should be delivered and hands it over to the client. Advertising agencies are mostly not dependent on any organizations.

These agencies take all the efforts for selling the product of the clients. They have a group of people expert in their particular fields, thus helping the companies or organizations to reach their target customer in an easy and simple way.

The first Advertising Agency was William Taylor in 1786 followed by James “Jem” White in 1800 in London and Reynell & Son in 1812.

Role of Advertising Agencies

1. Creating an advertise on the basis of information gathered about product
2. Doing research on the company and the product and reactions of the customers.
3. Planning for type of media to be used, when and where to be used, and for how much time to be used.
4. Taking the feedbacks from the clients as well as the customers and then deciding the further line of action

All companies can do this work by themselves. They can make ads, print or advertise them on televisions or other media places; they can manage the accounts also. Then why do they need advertising agencies? The reasons behind hiring the advertising agencies by the companies are:

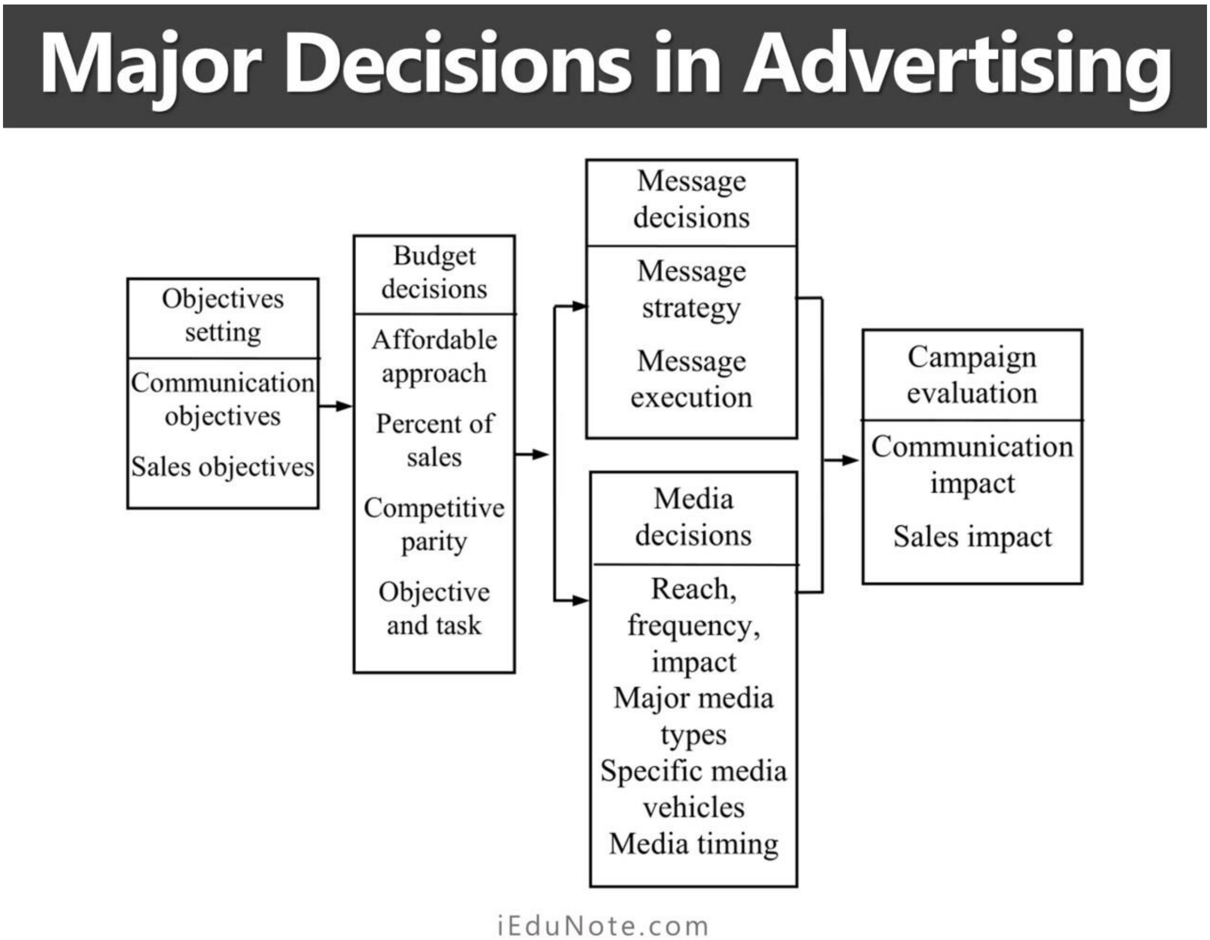
- The agencies are expert in this field. They have a team of different people for different functions like copywriters, art directors, planners, etc.

- The agencies make optimum use of these people, their experience and their knowledge.
- They work with an objective and are very professionals.
- Hiring them leads in saving the costs up to some extent.

There are basically **5 types of advertising agencies**.

1. **Full service Agencies**
   - Large size agencies.
   - Deals with all stages of advertisement.
   - Different expert people for different departments.
   - Starts work from gathering data and analyzing and ends on payment of bills to the media people.
2. **Interactive Agencies**
   - Modernized modes of communication are used.
   - Uses online advertisements, sending personal messages on mobile phones, etc.
   - The ads produced are very interactive, having very new concepts, and very innovative.
3. **Creative Boutiques**
   - Very creative and innovative ads.
   - No other function is performed other than creating actual ads.
   - Small sized agencies with their own copywriters, directors, and creative people.
4. **Media Buying Agencies**
   - Buys place for advertise and sells it to the advertisers.
   - Sells time in which advertisement will be placed.
   - Schedules slots at different television channels and radio stations.
   - Finally supervises or checks whether the ad has been telecasted at opted time and place or not.
5. **In-House Agencies**
   - As good as the full service agencies.
   - Big organization prefers these type of agencies which are in built and work only for them.
   - These agencies work as per the requirements of the organizations.

Strategic decisions in Advertising:



1. Objectives Setting

Developing an advertising program begins with setting advertising objectives. These objectives should be determined based on earlier decisions about the target market, positioning, and marketing mix. The marketing positioning and mix strategy dictate the role that advertising must play in the whole marketing program.

An advertising objective is a particular communication task directed towards a definite target audience within a specific time period. Advertising objectives can be classified by basic purpose-to inform, persuade, or remind

Possible Advertising Objectives	
To Inform	
Telling the market about a new product Suggesting new uses for a product Informing a price change market.	Describing available services Correcting false impressions Reducing buyers' fears.

Explaining how the product works.	Building a company image.
To Persuade	
Building brand preference.	Persuading buyers to purchase now.
Encouraging switching to your brand Changing buyer perceptions of product attributes.	Persuading buyers to receive a sales call.
To Remind	
Reminding buyers that the product may be needed soon.	Keeping the product in buyers' minds during off-seasons.
Reminding buyers where to buy the product.	Maintaining top-of-mind product awareness.

Informative advertising is used to inform consumers about a new product or feature and to build primary demand.

2. Budget Decisions

After outlining its advertising objectives, the company moves on setting its advertising budget for each product. Adverting aims at manipulating demand for a product. The company tries to spend the amount required to achieve the sales goal.

We will discuss some specific factors that should be considered when setting the advertising budget; these factors can be stated as under :

- **Stage in the Product Life-Cycle:** A product in the introduction stage needs large advertising budgets to create awareness and gain consumer trial. In contrast, products in the maturity stage usually require lower budgets as a ratio to sales.
- **Market Share:** Brands that enjoy high-market share need more advertising budget as a percent of sales than low-share brands. Building the market or taking share from competitors requires larger advertising budgets than simply maintaining the current share.
- **Competition and Clutter:** In a highly competitive market where advertising spending is also large, a brand should be advertised heavily to attract buyers.
- **Advertising Frequency:** The advertising budget must be larger in a situation where advertising frequency is higher.
- **Product Differentiation:** A brand that closely resembles other brands in its product class requires heavy advertising to maintain its distinctive image. If the product differs significantly from competitors, advertising can be used to project the differences to consumers.

3. Message Decisions – Advertising Strategy

Advertising strategy has two important components; creating advertising messages and selecting advertising media.

Traditionally, most companies developed messages and media plans separately. Media planning often was considered secondary to the message creation process. The creative department first created quality advertisements.

Then the media department selected the most appropriate media for carrying these advertisements to target audiences. This, in many cases, resulted in conflict between creatives and media planners.

4. Media Decisions – Selecting Advertising Media

The advertiser also must choose a tone for the ad. Procter & Gamble always use a positive tone. Its ads say something very positive about its products. P&G also avoids humor that might take attention away from the message. In contrast, Little Caesar's "pizza, pizza" ads use humor- in the form of the comical Little Caesar character – to drive home the advertiser's "Two for the price of one" message.

Media selection involves four major steps which are:

1. deciding on reach, frequency, and impact;
2. Choosing among major media types;
3. selecting specific media vehicles; and
4. deciding on media timing.

These four steps can be stared elaborately as under:

Deciding on reach, frequency, and impact

For media selection, the advertiser must decide on the reach and frequency needed to accomplish advertising objectives. Reach is a measure of the percentage of people in the target market exposed to the ad campaign during a given span of time.

For instance, the advertiser might try to reach 80 percent of the target market during the first four months of the campaign. Frequency is the number of times the average person in the target market is exposed to an advertising message during a given period.

For example, the advertiser might expect an average exposure frequency of four. The advertiser must also decide on the expected media impact. The qualitative value of a message exposure through a given medium has to be assessed.

5. Campaign Evaluation – Advertising Effectiveness Evaluation

To ensure the maximum effectiveness of advertising, the advertiser should regularly evaluate both the communication effects and sales

What is a Media Brief?

A media brief is a resource that outlines the advertising objectives, target audience, budget, and other criteria that are important to the client.

The five steps to a working media plan:

- Know Your Target Audience.
- Define Goals For Your Media Plan.
- Use Smart Tools for Your Media Plan.
- Determine the Perfect Media Mix.
- Execute Your Media Plan.

Preparing the Product:

Five phases guide the new product development process for small businesses: idea generation, screening, concept development, product development and, finally, commercialization.

Phase One: Idea Generation

This is the initial stage where a business sources for ideas regarding a new product. Some of the sources for new product ideas include the business customers, competitors, newspapers, journals, employees and suppliers. Small businesses may be limited when it comes to technical research-based idea generation techniques. This stage is crucial as it lays the foundation for all the other phases, the ideas generated shall guide the overall process of product development.

Phase Two: Screening

The generated ideas have to go through a screening process to filter out the viable ones. The business seeks opinions from workers, customers and other businesses to avoid the pursuit of costly unfeasible ideas. External industry factors affecting small businesses, such as competition, legislation and changes in technology, influences the enterprise's decision criteria. At the end of the screening process, the firm remains with only a few feasible ideas from the large pool generated.

Phase Three: Concept Development

The enterprise undertakes research to find out the potential costs, revenues and profits arising from the product. The business conducts a SWOT analysis to identify the strengths, weakness opportunities and threats existing in the market. The market strategy is set out to identify the product's target group, which facilitates segmentation of the product’s market. Market segmentation is important as it enables the firm to identify its niche. The identified niche influences most of the marketing decisions.

Phase Four: Product Development

Product development entails the actual design and manufacture of the product. Development commences with the manufacture of a prototype that facilitates market testing. Based upon the results of the tests, the business owner decides on whether to undertake large-scale production or not.

Phase Five: Commercialization and Rollout

Favorable results in the development stage precede large-scale production and commercialization. Here, the business launches its promotion campaign for the new product. The market research conducted during the conception stage influences the timing and location of the product launch.

Unit- 2

Copy decision:

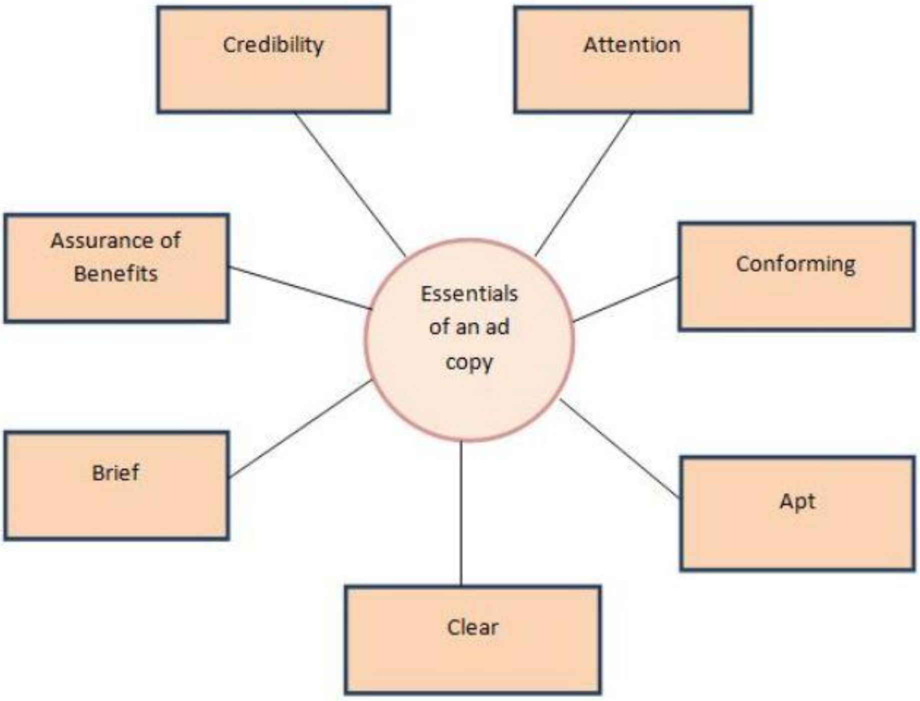
An advertising copy is a term used to describe the main text used in the advertisement. The text could be a dialogue, a catchy punch line or a company's dictum.

It is a print, radio or TV advertising message that aims at developing and retaining an interest of the target customer and prompting him to purchase the product within a couple of seconds.

According to the UK advertising guru, David Ogilvy, 'people do read lengthy advertisements if they are skillfully written'. The most significant part of the copy is the headline, and sometimes even a small shift in the text brings magnanimous results. A short ad copy is the most popular in consumer-product advertising, or an artful, indigenous lengthy ad copy may work wonders too. An advertisement copy is mostly a result of extensive advertising and consumer research designed by professional copywriter's employees by advertising agencies. Drafting an ad copy demands skill and effort. An ad copy involves a complete investigation of the target audience. There is a substantial effort that goes into making an ad copy. Companies outsource their ad campaigns. The advertisement industry flourishes when they succeed in delivering the advertisement just like its copy.

ESSENTIALS OF A GOOD ADVERTISEMENT COPY

An ad copy is made of various principles, all of which are integrated into a few lines of the copy that the advertisers are allowed to engage. It combines search engine optimisation with marketing strategies and is used in all kinds of advertisements, not only pay per click and contextual ads. The essentials of a good ad copy are as follows:



Credibility- An ad copy must focus on the credibility or the reliability of the ad. The copywriters should essentially flaunt an element of reliability in the ad so that the consumers are convinced to go ahead with the product. The credibility of an advertisement is the extent of honesty in the ad message. Misleading and misinterpreted ads harm the reputation of the selling house.

Attention- The keywords, punch lines or phrases that seize the attention of the potential consumers or some component in the ad that attracts the target audience is essential in a good advertising copy.

Assurance of benefit– An advertisement copy must contain some promise of the benefits that the product offers if the consumer purchases and uses the product.

Brief and clear- An ad copy must be brief and clear, i.e. it must be to the point. It doesn't mean that the copy must omit the important elements of the ad. A clear copy is easy and quick to be read by the readers. It is self-explanatory, definite, and precise. Clarity makes way for interpretation.

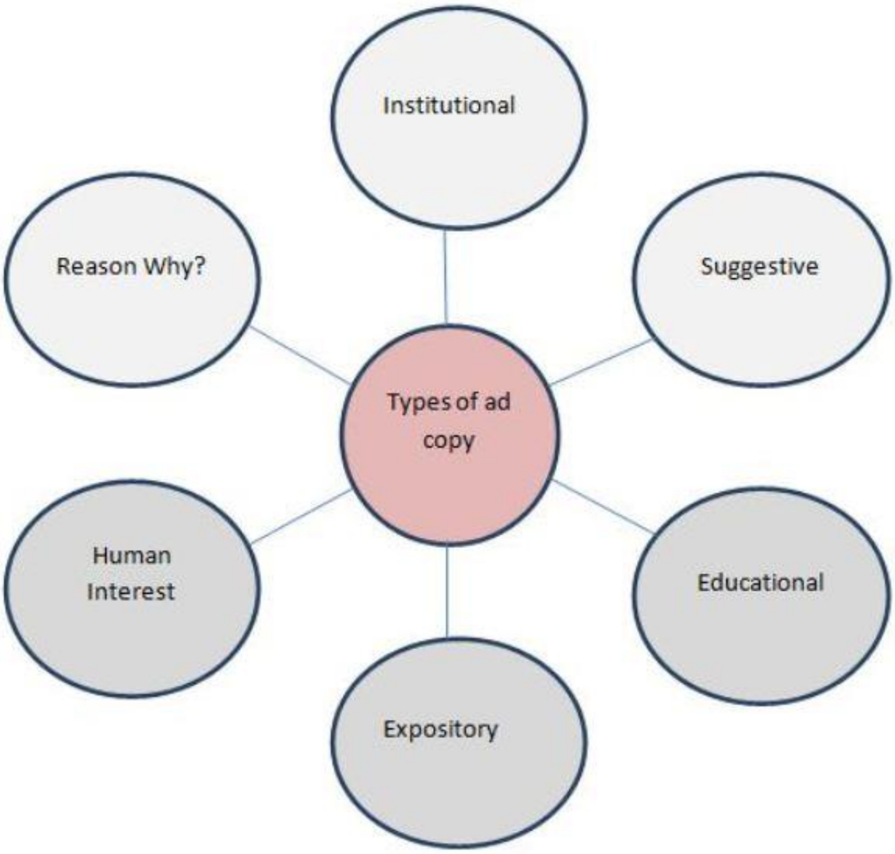
Apt and conforming- The copy must be apt and must match the needs of the prospects. A copywriter has to use the most suitable USP. Every ad copy must meet the conforming standards and rules acceptable to the advertising media and the laws of the land. A copy that offends the morality challenges religious beliefs of the people is not welcomed by any media.

Types Of Advertising Copy

Technique or formula of presentation of an ad is the way in which a message is presented. Various types of advertisement copies are formulated to inform, inspire, influence, affect, engrave, and inscribe the mindset of the reader. Certain elements are significant in a copy like the attention, conviction, sentiment, instinct, and education.

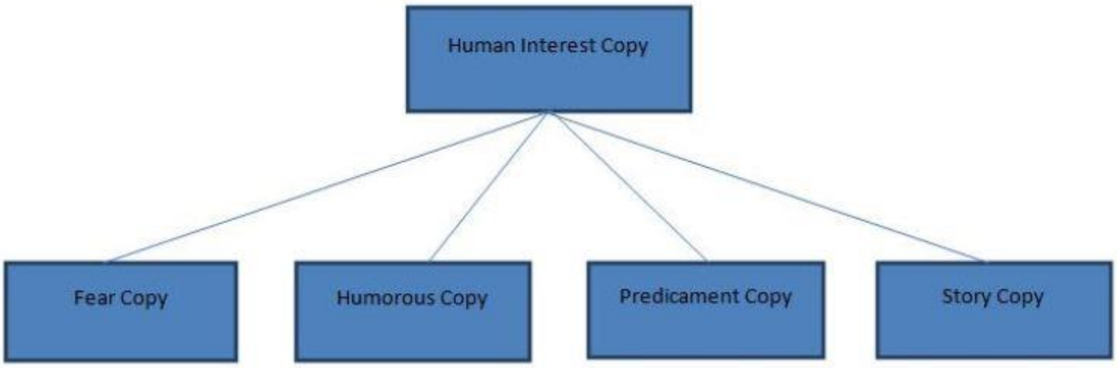
The advertisement copies can be divided into six main types:

- Human interest ad copy
- Educational ad copy
- Reason why? ad copy
- Institutional ad copy
- Suggestive ad copy
- Expository ad copy



Human Interest Copy

Human interest copy entices the emotions and senses of its prospective customers rather than the intellect and judgment. This advertisement copy defines the product to people instead of sticking to facts. Human Interest copy gets to selling part indirectly or reluctantly. It focuses on people’s undying interest in themselves, their families and friends. The most important forms of Human Interest Copy are- humorous copy, fear copy, predicament copy, and story copy.



HUMOROUS COPY

Humorous ad copy is a copy which is designed to make the reader laugh. This copy brings about a smile on the readers face.

FEAR COPY

Fear ad copy arouses a sense of fear in the reader to save their lives or to protect themselves from something. It creates interest among its consumers by instilling a sense of fear in them. Fear advertisement copies must be designed carefully as it may carry an unpleasant association on the viewer's mind concerning the product.

STORY COPY

In a story copy, a story is narrated in a very interesting way to develop interest amongst its prospects. Customer experiences can also be narrated in the form of a story.

PREDICAMENT COPY

In a predicament copy, the copy provides a dramatic explanation about the product. This copy explains all the advantages and benefits of using the product. The predicament copy usually takes over the other three forms of the advertisement copy.

Example:

"Life in perfect balance, offered by LIC"
"Retired life is made happier with BABY BANK".

Reason Why Copy

A Reason Why advertising copy offers reasons as to why the consumers are expected to buy the product of a particular brand. The reason why copy appeals directly to the intellect or the judgment of an individual than the emotions. It tries to explain the product qualities and benefits by giving evidence in the forms of testimonials, guarantees, customer experiences, and so on.

Educational Ad Copy

An educational ad copy attempts to inform, update and prompts its clients to buy a product by educating the prospective customers. It is designed to educate the public about the attributes of the product. Introductory ad copies are usually created in this way. It is the responsibility of every manufacturer to educate the prospects regarding the product and endure a warm welcome amongst its clients. Such an ad copy signifies the benefits and special features of the product.

Institutional Ad Copy

Institutional copy doesn't sell its goods and services. Institutional ad copy aims at promoting the selling house. It focuses to build a strong reputation for the selling house. The main objective of this type of ad copy is to create, maintain, and increase the goodwill through its philosophy, objectives and policies so that the prospective customers register it in their minds. Institutional copy invites the target customers to the selling outlet. It is also called as prestige or corporate advertising.

Suggestive Copy

A suggestive copy suggests or attempts to convey the message to the readers directly or indirectly and prompts them to purchase the product. Suggestive ad copy works best when the reader is confused regarding the quality of the product and is juggling with decision making regarding his purchase.

Expository Copy

Expository copy conflicts with the Suggestive copy. An Expository copy doesn't conceal anything about the product but instead exposes the facts that are clear and apt. It describes the product features, uses, merits, operation and benefits of the products or services. Even a swift glance registers quickly in the consumer's mind and is quite easy to remember or pick up.

Visualization and Layout of Good Advertisements

In developing an ad, the most important activity is visualization. It is a process, which starts the design of the advertisement and results into the development of a finished ad layout in print.

When we talk of visualization, we talk about the art in advertising. In terms of print ad, it is the process of designing the ad. The ultimate outcome of the process of visualization is the layout.

A visualiser decides about the inclusion of different elements at the beginning of his work. His questions are:

- Whether my advertisement will have headline?
- Whether there will be a sub-headline?
- Whether there would be a body copy? Whether to have illustration or a photograph?
- Whether to include slogan? Etc.

At the second step, he foresees how all these elements will be appearing in the copy. The basic elements with which a visualizer works are:

1. Headline, sub-heads
2. The body copy
3. The illustration
4. Logo signature

There may be elements like:

1. Slogans
2. Coupon
3. Price
4. Package
5. Seal of approval
6. Border
7. Quality marks etc.

ADVERTISING LAYOUT:

Layout is a plan, arrangement, overall structure, blue print of advertising copy. It arranges headlines, sub-headlines, slogans, illustrations, identification marks, text body etc., in a systematic manner. Attractive layout can help the advertisement to come out from mediaclutter (increased number of ads in media) and gain attention of readers/ viewers. According to Sandage and Fryburger, advertisement layout is defined as " The plan of an advertisement, detailing the arrangement of various parts and relative spatial importance of each is referred to as layout"

FUNCTIONS OF AD LAYOUT:

The main functions of layout are:

1) Assembling different parts: The main function of layout is to assemble and arrange the different parts or elements of an advertisement illustrations, heading, sub-headlines, slogans, body text and the identification mark, etc., and boarder and other graphic materials – into a unified presentation of the sales message.

2) Opportunity of Modification: The layout offers an opportunity to the creative teams, agency management and the advertiser to suggest modification before its final approval and actual construction and production begins.

3**) Specification for costs:** The layout provides specification for estimating costs, and it is a guide for engravers, typographers, and other craft workers to follow in producing the advertisement.

4) Brings together copy writer and Art Director: Every advertisement is the outcome of the contributions of specialists. The services of creative persons are required like visualizes or idea-men, copy writer, art directors, artists, photographer, type - setters, block-makers and the printer.

5) Guide to the copy specialists: Layout serves as a reliable guide to the specialists such as type-setters, engravers, printers and other craftsmen. These are the person who actually prepare the advertisement for use in print.

Ad copy:

Ad copy is content that encourages a potential buyer to take action and purchase a product. Ad copy, or advertising copy, is a form of branded content that aims to convert a potential lead for your business into a customer. Successful ad copy takes the place of the traditional interaction between a potential buyer and a salesperson by highlighting the key benefits of a product or service and addressing any issues the potential buyer may have. Compelling ad copy communicates to the consumer how the company's product or service can solve their problems. These are some techniques that ad copywriters use

Compliments: This kind of ad copy works by implying that the people who purchase the product are smarter or better than those who don't.

Cost savings: When writing cost-savings copy, you emphasize how investing in the product or service can save the consumer money long-term.

Discounts: Offering deals like buy one, get one or discounts like half off regular price can encourage potential buyers to make the purchase.

Free trials: If you're selling a service, ad copy that promotes a free trial can entice your potential leads into signing up.

Influencer: Depending on the budget you're working with, you might write copy communicating that influencers love your product or service.

Options: In this kind of ad copy, you show that your product offers more customization and control for the consumer than a competitor's products.

Scarcity: This kind of ad copy updates the viewer on how many of the items you have in stock, showing them that if they wait too long to purchase, they may lose their chance.

Testimonials: Ad copy that includes testimonials shows how other customers have enjoyed your product and communicates value to the consumer.

Time savings: When writing time-savings copy, you focus on demonstrating to the customer how investing in your product or service can save them time.

Elements of Ad copy :

The Offer

A good print advertisement offers readers an immediate benefit or reason to learn more about your product. This can be anything from a hot new product to a sale or limited-time discount. Your offer is the hook that draws the reader in and it should be the focus on your ad.

The Headline

The ad title offers a short, snappy preview of what the reader will find in the copy. Your headline explains to the reader the key benefit or offer you are providing. In general, headlines are the largest part of the advertisement. A good headline keeps a potential customer reading; a weak headline and the customer turns the page.

Image

A print ad includes one or two striking pictures that illustrate your offer. If you are offering a free product, your ad should include an attractive photo of the product. If you are highlighting a hot new product or sale, your image should be of that hot new product. If possible, run your images in color to draw in readers.

The Body

The body of your ad includes details about your offer, details about your store or product and any other information you want to highlight. Keep your body text short and easy-to read. Use bullet points or subheadings to break up the text. Readers want to get the information they need as quickly as possible.

Call to Action

Include a sense of urgency in your ad. Don't just tell readers about your product, urge them to take action in order to benefit from your offer. Set a time limit and clear, concise instructions for what readers should do. Call to action statements include: "Call Today to Reserve Your Copy," "Only 100 Copies in Store, Come in to Reserve Yours" and "Only the First 50 Customers Receive a Free T-Shirt, Come in Today."

Contact Information and Store Logo

Your ad should include the address and phone number for your store, along with any other information a reader needs to follow through on your call to action. Also include a logo for your product to build up brand recognition.

Smart Ad Placement

Once you've designed a successful advertisement, place it in publications that reach your target market. Before you place your ad, ask the publication for statistics on their demographics. Choose a publication

Verbal Vs Visual thinkers

The term 'Visual Creativity' is often used synonymously with the term 'Figural Creativity' (Hetrick, Lilly, & Merrifield, 1968; Dziedziewicz et al., 2013). 'Verbal Creativity' is defined as the production of novel and useful responses in verbal forms such as written and spoken words (Torrance, 1962)

Verbal creativity:

Verbal creativity is. an ability to think creatively and to measure. one's fluency, flexibility, and originality of a. verbal form, which deals with words and. sentences.

Visual creativity:

Visual creativity is thought to consist of the following elements: originality, sensitivity, a special talent, as well as deeper dynamism of human personality, such as sublimation, reparative-compensating mechanisms and mentalization.

Visual thinkers:

- Think about information by seeing pictures in their head (somewhat like watching a movie).
- Experience abstract thoughts that sometimes need to be verbalized before they can be fully formed.
- Often require time to respond to a question or find the right word or phrase to express what they're thinking.

Verbal thinkers:

- Think about information in words (somewhat like talking to themselves).
- Experience an internal narrative or monologue that plays out in sentences they hear in their head.
- Often need to shut down multiple verbal threads before they can direct their full attention to new information.

Stages in Advertising copy creation:

There are 7 steps to produce outstanding ad copy creation

1. Research Your Audience

Knowing your audience is important in building great copy. Thoroughly research your target audience and generate a character profile based on what you find. A character profile is a description of your typical customer—What their wants and needs are, what they're interested in and where they go online, and how they like being communicated with and the types of language that's most effective with them..

2. Define Your Goal

You must decide based on your research what kind of engagement/conversion goals you want your ad to have. You may just want to increase general brand awareness in certain markets, but setting goals let you know what you need to track in order to gauge the effectiveness of your ad campaigns and the copy you write. A campaign without metrics to track it is just guesswork, and you won't be successful if you don't know what works for you. You might not even be able to gauge if you're successful if you don't have the proper metrics for your campaign, so it's very important to set these goals and how you'll track them.

3. Headline

The headline is the most important part of writing outstanding copy for online communications especially. It's what gets the user to look at what you wrote in the first place, and if it's compelling enough to cut through the clutter, then you can get your message to more people. If you are able to, A/B testing different headlines to see which are most effective will help you to increase your engagement and get your message read.

4. Identify Your Main Differentiator

What makes your product/service/company so great? Find your unique selling proposition; the one characteristic that puts you over the top and tailor the wording to your intended audience. By doing so, you say what you can offer them in a way that gets their attention. This statement should be concise and compelling; don't crowd your unique selling proposition with fluff or excess words.

5. So What?

Otherwise known as they "Why" of your copy. Why should they buy/think the way you want them to? Let the target audience know why your unique selling proposition is important to them. This can be part of your Call to Action (CTA), or before it, but you want to go big here. Make your 'So What' engaging and unique, but don't get to fancy with it. If you use too much humor or get too fancy with your copy, you could lose the interest of your audience and get distracted from making the sale. Your copy is important, take time to develop it around your main differentiator.

6. Focus and K.I.S.S It

This is not another step entirely, but a mentality to keep throughout your copywriting process. Make sure your message is focused and simple to understand. If your copy is too hard to understand, your target audience will lose focus as well. Bad stuff.

K.I.S.S is the concept of Keeping It Simple, Stupid, which is a design principle that avoids unneeded complexity in many forms of communication, including advertising. Include every word that needs to be in your ad copy, and not a word more. A definite way to see if you're including too much is to test different versions of copy against each other, and measure the conversions of each to see which version is more effective with your target audience.

7. Call to Action (CTA)

There’s enough information out there on CTAs to probably fill a whole book, but what’s important is that you have a call to action based on the goals that you set in the beginning. The call to action is what you want your target audience to do, whether it’s read more, buy now, or sign up. Your call to action is important in increasing your conversions, so writing a really concise but awesome CTA is important for your copywriting success. As with most parts of the copywriting process, the key to an outstanding CTA is testing. By A/B testing different CTAs, you’ll be able to definitively figure out which ones are most effective in reaching your conversion goals. Depending on your medium and what kind of ad campaign you’re running there are a multitude of ways to track how your ad is performing

ADVERTISING CAMPAIGN:

Advertising campaigns is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. Advertising campaigns appear in different media across a specific time frame. Various types of media can be used in these campaigns such as radio, TV, and internet.

According to Duan and Barban, “ An advertising campaign includes a series of ads, placed in various media, which are designed to meet objectives, and are based on analysis of marketing and communication situations”.

ELEMENTS OF SUCCESSFUL AD CAMPAIGN:

The successful marketing campaign needs certain elements to be successful. The following information will help one to develop a successful marketing campaign.

1.Establish a Feeling of Urgency for the Buyer:

It basically tells the customers, "The need to sign up today because it will make them reach their goals." Don't tell the customer the offer will still be as good tomorrow, they must buy today! Urgency! Study how successful ads make the customer act now.

2). Show a List of Benefits:

There must be a list of benefits to make up customers sign up. Focus on the client, not the advertiser. Most benefit needs to be skilfully integrated into the ad. It is a waste of time and money in an ad or on the website if you don't work in benefits and present them properly.

3) Call to Action:

Tell them what they must do to get it. Don’t assume the prospects and customers will figure out how to get what the one is offering. They won't do the work for you. So, go ahead and tell them what to do clearly.

4. Do it Again:

One is required to (must) tell customer what to do (to sign up with you) Tell the customer to order now (this moment). So many ads assume that the customer will guess to find out the contact, email address, or telephone for the information , or product. Tell the customer what to do. Provide the customer on how to respond today in several ways. As more options one can offer, the better will be the results.

5.Plan the Advertising Calendar and Campaign several months in advance:

Failure to plan advertising in advance will waste a lot of money. Rush charges, poor design, increases, poor creative and poor copy are common results of failing to plan in advance. "

6. Test the Banners and Ads:

Only by trial and error will one be able to set & baseline as to the best response rates for the ads and banners. It is very important to maximize response for the amount of dollars spent. Sometimes re-phrasing text or adjusting the ad layout can 'make the difference between a low or just average response and a great success and can 'make the high ROI (Return on Investment).

7. Avoid misleading or Dishonest advertising:

Honesty and integrity is the primary key to repeat sales and repeat business. Hence misleading and dishonest advertising should be avoided.

8. Running on (Web) site event:

Running events on the website is an excellent way to encourage repeat traffic and repeat visitors. Examples include contests, games, online interviews, chat sessions and may be even audio broadcasts.

Copy testing is a specialised discipline of market research that evaluates the effectiveness of an advertisement based on consumer responses, feedback, and behaviour. Copy testing is also known as pre-testing. It encompasses testing of all media channels including television, social media, print, radio, and internet. Pre-testing is worthwhile for a company to comprehend whether an advertisement carries a message strong enough to register in its prospects' mind.

Before the release of an advertisement, there are multiple tests which are done to measure the effectiveness of the campaign. These assessments are conducted even after the ad is transmitted to determine the effectiveness of it.

Copy (Pre) testing methods and measurements

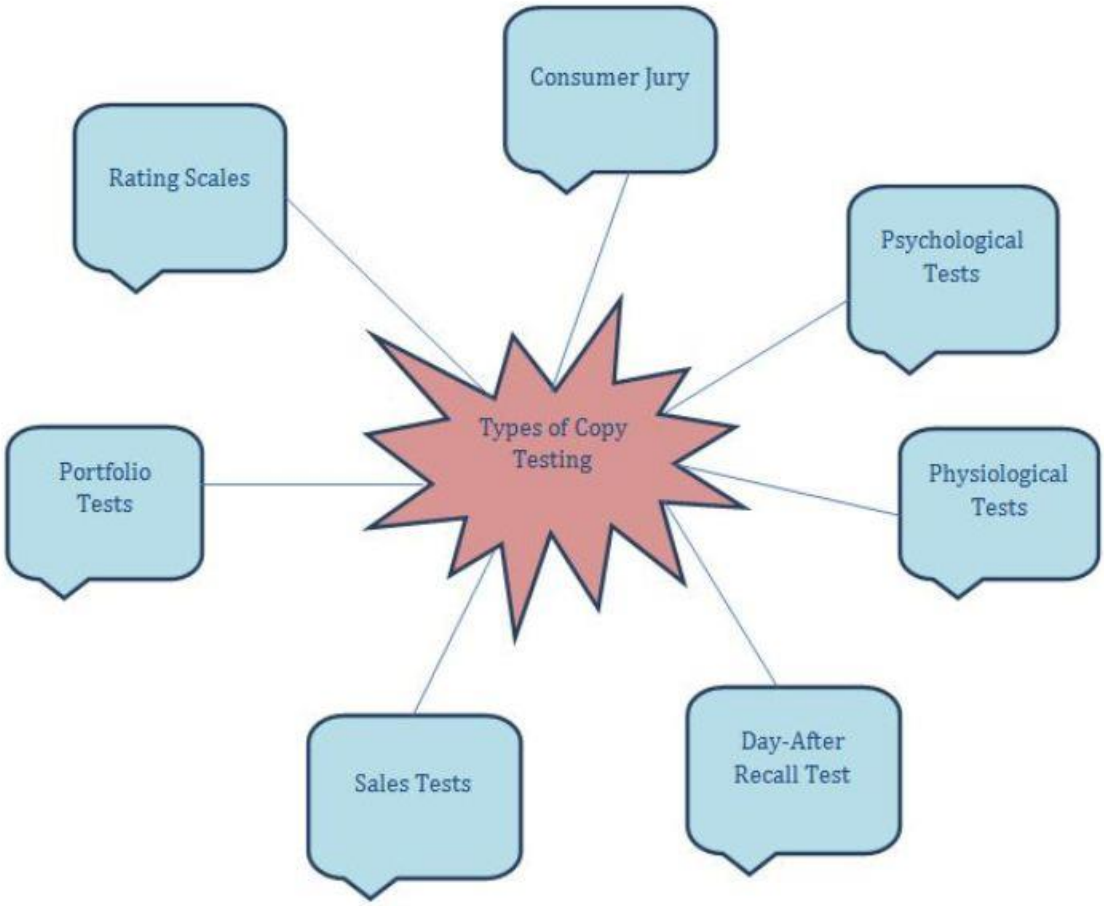
The main resolve of copy testing is to square ads which are unlikely to connect with the audience. If in case the prospects don't connect with the ad, the chances are that they might get a wrong message or that the ad might go unnoticed. Organisations often employ market research firms for evaluation.

The ad is relayed to a small group of people, and their responses are evaluated. The responses are further quantified to give a meaningful review to the company. Here the market analysts analyse real-time responses post watching the advertisement. The analysis is done with respect to various factors like the facial expression after watching the ad, how and what the respondents felt, and so on.

Copy testing often evaluates ad based on demographics and certain changes in the ad are made with respect to its demographics.

Methods and measurements of Copy Testing

Advertisements can be pretested at several levels. Pretesting that occurs in the creative process is called concept testing. Pretesting done in the later stages is called copy testing. These tests are helpful to select one amongst various ad executions. Copy tests are usually conducted using quantitative research methods.



There are seven main copy testing techniques namely-

- Consumer Jury
- Rating Scales
- Portfolio tests
- Psychological tests
- Physiological tests
- Sales tests
- Day-after recall Tests

<u>1. Consumer Jury Test</u>

- A consumer jury test is a method of testing advertisements that involves asking consumers to compare, rank and evaluate your advertisements.
- It is the most traditional and simplest amongst all the copy testing methods. A personal interview may be conducted, or a group of about 50 to 100 people may be assembled and requested voting based on their preferences, interests or even influences to purchase the product.

- It then presents a rating given by a group of audiences who mostly represent the potential buyers of the product. A consumer jury method is controlled and cost-effective.

This method has a few disadvantages like

- The consumer may become a self-appointed expert.
- Possibilities of a halo effect
- Numbers of evaluated ads are limited.
- Preferences may overpower objectivity.

Example**:** Analyzing Television programs and commercials using a Program Analyzer.

2. Rating Scale Copy Testing

- Rating scale requires established standards for a productive copy and numerical weights for each standard. Advertisements are later rated according to scale values, and a numerical grade or a percentage is obtained.
- A rating scale test provides a list against which you can check your ad. It also assists in determining and singling out the elements that are good and bad in an ad copy.
- The weights may be assigned to different aspects on the basis of which the copy is to be tested depending on their scale of significance.
- This method is mostly used by professional advertising agencies which rate advertisements without any trouble.

3. Portfolio Tests

- Portfolio testing is a copy testing technique in which some dummy copies are kept in a folio along with the regular advertisement.
- A group of ads mostly test ads and control ads, or a combination of both are placed in a portfolio.
- After going through a portfolio of a different variety of a particular advertisement, respondents nominated from the target market are asked to remember in detail those ads that they remember.
- The ad giving a minimum playback is considered to be the best one.
- It is important to observe whether the choice of advertisement is a dummy advertisement or the regular one.
- If found dummy, the actual advertisement is improvised accordingly.

Disadvantages of portfolio tests

- Various factors other than creativity and presentation may affect recall.
- Recalling may not prove to be the best way.

4. Psychological Tests

- Psychological Copy testing is a technique in which various methods including word association, sentence completion, depth, interview and storytelling are welcome.
- A catalogue of reactions namely self-pity, security, fear, nostalgia, and so on are set.
- Alternative ads are then rated based on how readers respond.

- The psychological technique is difficult to implement since skilled interviewers are required.

5. Physiological Testing

In physiological copy testing, tests are conducted using special laboratory equipment's which records individual physiological responses to the ads.

- Here the physiological reaction of the respondents is considered more crucial than what he says.
- There are three elementary instruments that are used in these kinds of tests- the Eye Moment Camera, Galvanometer and the Pupilometric device.

6. Sales Copy Testing

- In this technique, advertising campaigns are conducted in the markets chosen for testing.
- The effectiveness is ascertained by the actual sales in these markets.
- The market with the highest sales is considered as the best market for an effective sales campaign.
- Certain suitable changes are made in the other markets for the campaign.
- Sales tests are very practical measures to evaluate advertising effectiveness when advertising is the dominant element and the only variable in a company's marketing plan.
- Sales tests cannot be conducted instantly.
- These forms of tests, especially the field studies prove to be very expensive and time-consuming.

7. Day-After Recall Test

- A day after recall test is a method of measuring the percentage of people who recall seeing the ad the day-after it was relayed on the television.
- It is done to make sure that the ad message is passed on to the consumers.
- The consumer response is possessed by conducting interviews on a one-on-one basis.
- Test standardization is employed to avoid misleading results.
- Day-after recall test advocates increase in sample size.
- The day-after recall tests are one of the oldest forms of copy testing.
- Few advertisers still employ because of limited data and analysis.

Unit-3

Media Decisions:

Media choice is determined by a number of factors such as—Number of viewers, readers, listeners, characteristics of audience-education, sex, income, family size, relative cost of various media. Media selection helps the advertiser to find out which type of media to be used.

Media Planning – Introduction

Media planning refers to an analytical method for making media decisions, and describes the process of taking the message across to the target audience at the right time and place, and using the right media vehicle.

As we know by now, media planners work in close cooperation with the creative people. The creative execution often decides the direction of media planning. Conversely, media planning also shapes the creative execution.

Media Plan is derived from advertising plan. Advertising plan itself, in its turn, is derived from the marketing plan. Marketing plan considers the total marketing environment and sets the marketing objectives.

The planning should concentrate on:

i. Whom to reach,

ii. When and where to reach,

iii. The total target group,

iv. The frequency of exposure,

v. The affordable cost involvement.

Media Planning – Definitions

Definition of media planning:

Wells Burnett defines 'Media Planning' as, "Media planning is a decision process regarding use of advertising time and space to assist in the achievement of marketing objectives."

S.W. Dunn holds, "Media planning is the process of determining how to use time and space of media to achieve advertising objectives."

Media Planning – Steps involved in the Media Planning Process

Step # 1. Market Analysis:

Every media plan begins with the market analysis of environmental analysis. Complete review of internal and external factors is required to be done.

At this stage media planners try to identify answers of the following questions:

i. Identification of the Target Audience:

Which is the audience for our product? This happens to be the most important consideration in the media decisions. We first examine our market plans and advertising plans. These provide us details about the audience for our product.

Detailed studies of our audience can be made. We can describe our audience in terms of age, religion, sex, education – these are demographic characteristics. We can describe it in terms of their income and occupation.

ii. Study of Factors Affecting Media Planning:

There are various factors which affect media planning.

While making media planning, the media-planner must consider these factors which are described as follows:

(a) Internal Factors – Internal factors are those factors which are directly related to company like size of company, advertising budget, size of organization, distribution strategy of organization, potential market area etc. Advertising budget is very important factor, while selecting media planning. If size of ad-budget is more, then costly media like T.V. can be selected. If size of ad budget is small, the cheap media will be selected.

(b) External Factors – External factors includes media coverage, media image, media adopted by competitors etc. while selecting the media, the advertiser must consider the media selected by competitors and leaders of that industry. Along with cost of various media should be compared.

iii. Identifying the Geographical Area:

Total geographical area of target market is identified. Those areas, where the sale of the company's product is more, are identified. For low potential market area, smaller advertising budget is allocated. The geographical area also includes whether advertising should be done at local level or national level or international level.

Step # 2. Message Distribution:

The first step in the setting up of objectives was the definition of the target audience. The next step is the distribution of message to this audience. The number of messages and the frequency of their appearance matter a lot.

We have to decide whether a single message is sufficient or there should be several repetitions of the same. These lead us to the concepts of reach and frequency, which are to be balanced.

Step # 3. Selecting Suitable Media:

For selecting appropriate media, different media are compared on the basis of cost per reader, cost per viewer, media-image, etc. While selecting media, the advertiser should ensure that media matches with features of target audience. The selected media should match with message-requirements, e.g. If message involves demonstration, then media with audio visual effects will be selected. While selecting suitable media, availability of media should also be kept in mind. It is possible that a particular media suits our requirements, but it is already booked, so some other media will have to be selected.

Step # 4. Selecting Optimum Media-Mix:

If the advertiser feels that no single media is sufficient in itself in achieving advertising objectives then different media can be used in combination and their optimum mix is decided by the advertiser. By combining different media, advertiser can increase coverage and improve the chances of achieving advertising goals. Overall ad-budget also influences the ration of different elements of media mix.

Step # 5. Selecting Suitable Media Vehicle within Each Selected Media:
After selecting media, appropriate media vehicles are to be selected. For example, after deciding that advertising is to be done through newspaper, it is decided that in which newspaper it is be done-whether through Indian Express, Tribune, or Hindustan Times, etc.
If it is decided that advertising is to be done through magazine, then out of various magazines, appropriate magazine/magazines are selected. If advertising is to be done through television, then it is decided that at which T.V. channel or in which T.V. programme advertisement is to be given. Suitable media vehicles are selected to attain media objectives.
Step # 6. Media Scheduling:
In media scheduling, decisions regarding date or time when these advertisements are to be shown are taken. In media-scheduling, time-gap in two advertisements is also decided. Purpose of media-scheduling is to issue advertisements at appropriate time with appropriate frequency so that target audience can be contacted at minimum advertising cost.
It helps to control wasteful advertising expenses. If advertisement is related to product to be used by school/college going children, then it is better to show the advertisement in the evening time in T.V. programmes. If the product is of seasonal nature, then ad should be shown more frequently in the season period and less frequently in the off season period.
Step # 7. Executing Advertising Programme:
After selecting media and deciding its schedule, advertising department is given the task of designing suitable advertising copy and executing it in the selected media. Some companies assign this task of designing advertising to professional advertising agencies.
Step # 8. Follow-Up and Evaluation:
After implementing advertising programme, advertiser evaluates its effectiveness to know whether media objectives have been achieved, whether media-plan has contributed in achieving overall advertising-objectives. Answers to these questions help the advertiser to know success or failure of media strategy. If our media strategy is not effective, then corrective actions will be taken for future media planning, so that in future, better media-plans can be made.

Media selection:

Media selection is finding the most cost-effective media to deliver the desired number and type of exposure to the target audience.

For an effective **media selection** a firm must take the following factors into consideration:

- *Budget*: A firm with a limited budget for promotion and advertising needs to limit the coverage amount a specific media will provide. It should keep a balance between its budget and the coverage amount.
- *Objectives of the Campaign*: The campaign's objectives are one of the factors that will affect the budget and the amount of coverage. If the campaign objective is raising the firm's brand awareness among the youth market then it will affect any decision the firm makes above. In this case, the firm needs to spend more on specific publications to meet the objectives.

- Target Audience: The media the firm selects is certainly influenced by its target audience. The firm needs to select the media that its target audience is related to such as the newspapers or magazines, they read or the social media sites they use.
- Concentration: The firm's campaign message's concentration or focus should also be considered whether it should be emotional or clear cut.
- *Media's Readership*: Readership means the number of times readers have read the publication.
- *Media's Circulation*: A firm needs to calculate the total circulation of the chosen media.
- *Timing*: The firm will also consider when it wants to start the promotional campaign while **media selection**.

Concept of Reach, Frequency, Continuity and Selection:

Reach is the total number of households or (with modern, online advertisements) the number of individual consumers exposed to a specific medium or entertainment platform over a standard time

Reach and frequency are terms generally used when planning advertising campaigns. However, the concept of reach and frequency applies to any promotional activity you undertake: direct mail, direct selling, and even networking.

Reach is the number of people you touch with your marketing message or the number of people that are exposed to your message. Frequency is the number of times you touch each person with your message. In a world of unlimited resources you would obviously maximize both reach and frequency. However, since most of us live in the world of limited resources we must often make decisions to sacrifice reach for frequency or vice versa.

For example, an air conditioning repair service who has decided to do a direct mail piece has to decide whether to mail the entire Dallas/Fort Worth Metroplex once or to mail a quarter of the Metroplex four times. An attorney who receives many of her clients through networking may have to decide whether to attend one weekly networking meeting or four different monthly meetings.

When faced with decisions of reach vs. frequency remember this rule of thumb:

Reach without Frequency = Wasted Money

Marketing is the process of building a business relationship with potential customers. Have you ever established a lifelong friendship with someone you had contact with only once? Probably not. Generally friendships (and all relationships for that matter) grow as a result of frequent contact over time. Even when the potential to form a great friendship is there at the first encounter, it is unlikely it will grow without nurturing

Measures of Media Cost efficiency:

Media Efficiency is often termed to be the relative cost of different media and is defined by media planners and buyers as the cost per thousand impressions, CPM of the media vehicle or the buy. These factors are the basis upon which the planners or buys decide which media to buy keeping in mind the costs.

A measure of media effectiveness based on a comparison of potential or actual audience and the cost for placement, usually expressed as cost-per-thousand persons viewing.

Media Research:

Media Research is the study of the effects of the different mass media on social, psychological and physical aspects. Research segments the people based on what television programs they watch, radio they listen, media they access and magazines they read.

It includes achievements and effects of media and a study about the development of media. Newspapers, magazines, radio, TV, Cinema or other mass media analysis and collection of information's. It helps to understand the ways in which media can meet the needs of the audience. Whether it can provide information and entertainment to more and different types of people. New technological improvements that helps to improve or enhance the medium. Thus in order to deal with social and political issues insightfully, management and regulation of media is needed. Unbiased evaluation of data can be achieved through media research.

Parameters in Media Research

In Media Research, We need to understand:

1. The nature of medium being used
2. The working of the medium
3. Technologies involved in it
4. Difference and similarities between it and other media vehicles
5. Functions and services provided by it
6. Cost associated and access to new medium
7. Effectiveness and how it can be improved

Online ads are everywhere: They follow you around as you read the news, check social media, and search for information; and they can be eerily relevant, reminding you of things you've forgotten to buy, or services that seem tailor-made for you.

The Internet as an Advertising Medium

Online advertising is a $398 billion industry, accounting for about half of all global ad spend, but most of us have little understanding of how exactly these ads work—and how they've gotten so good at blending into the digital landscape.

What is online advertising?

Online advertising, sometimes called digital advertising, is any type of paid communication or notice on the Internet. Since the appearance of the first banner ad in 1994 (more on that later), a large portion of the Internet operates on an ad-based business model, in which users are able to access information and services for free, in exchange for being shown ads.

Advantages of online advertising

From an advertiser's perspective, online ad campaigns have many advantages, some of the most important being:

- **User targeting**. The ability to target ads to specific sets of people is one of online advertising's biggest draws. To serve targeted ads, websites collect information about users, such as purchase history, browsing habits (tracked using cookies), and location, and then show users ads that are relevant to them.
- **Retargeting.** The ability to target people who have already interacted with a business with additional or different ads. If you've ever clicked on an ad and then seen a bunch of different ads from that same business in your social media feed, that's retargeting.
- **Ability to accurately measure return on investment (ROI).** Unlike print advertising or billboards, online ads have the potential to show advertisers useful information about the performance of an ad campaign almost immediately, such as how many users saw an ad, clicked on it, and took an action, such as signing up for a newsletter or making a purchase. This allows businesses to calculate exactly how much money it takes to acquire a customer.

Advertisers, ad platforms, and consumers all play a role in online advertising.

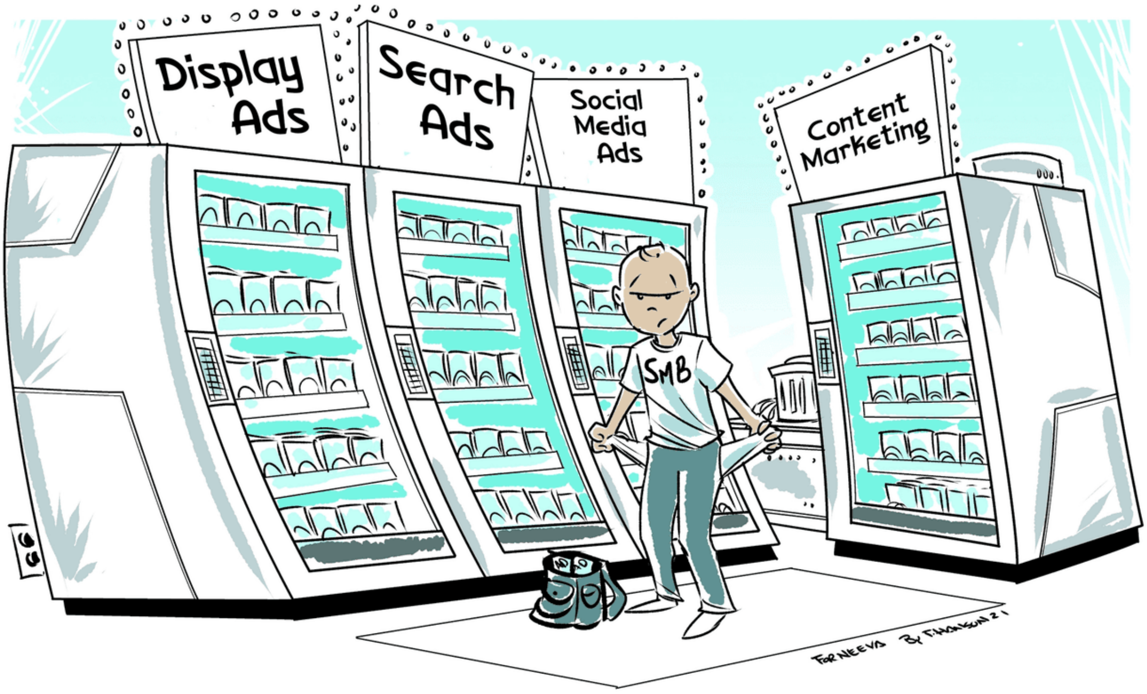
- **Consumers** use web services or consume information online for "free," but they pay for it (knowingly or unknowingly) with their personal information and attention. Hence the famous saying: If you're not paying for the product, "you are the product."
- **Websites and ad networks** collect users' information and use it to create segments of people who can be targeted with ads. To keep their services free to users, these sites make money by selling ads.
- **Advertisers** pay websites or ad networks to display their ads. They then bring in revenue when consumers click on their ads and buy their products or services.

4 Types of online advertising

Gone are the days when "online ad" meant a banner or pop-up. Digital advertising has become more sophisticated, and the main types of ads are:

- **Display ads:** When you think "online ads," display ads might be what first comes to mind. These are visual ads, like banners or pop-ups, that appear on web pages. These are the kind of ads that an ad blocker will target. Both Google and Facebook have platforms for displaying visual ads on their own sites as well as other people's websites.
- **Paid search advertising:** Free search engines like Google allow advertisers to place their content at the top of the search engine results page (SERP) with Google Ads. Search advertising is the largest segment of online advertising.

- **Social media advertising:** Social media platforms like Facebook, Twitter, and LinkedIn allow advertisers to target a specific audience, based on information the platform knows about its users, such as age, location, interests, and whether the user has interacted with the advertiser in the past. Many social media advertisements allow users to engage with the content by "liking" or commenting on paid posts. Some of the most common types of social media advertising include:
  - **Right rail ads**: Right rail ads are display ads that appear to the right of the content of your newsfeed on the desktop version of social media sites like Facebook and LinkedIn.
  - **In-feed ads**: These ads appear directly in your social media feed, and can be harder to distinguish from the posts of people and businesses that you actually "like" or "follow." Businesses pay for these posts to appear in your feed, and then can include images, videos, slideshows, or carousels, which allow users to swipe or click through multiple images. One way to tell whether a post in your feed is an ad or not is that ads are often more colorful than organic content, and/or they have moving video.
  - **Message ads**: Social media sites that have a messaging platform, such as Facebook and LinkedIn, also have the option of allowing advertisers to show up in your inbox.
  - **Story ads**: For apps that have a "story" feature, like Snapchat, Instagram, Facebook, and TikTok, you may see an ad in the middle of a stream of videos from the people you follow, like a TV commercial, but clickable.
  - **Sponsored posts**: Instead of paying for ad space on social media, some advertisers pay a celebrity or influencer to use their product on social media.
- **Content marketing**: Content marketing originated with the clickbait-y posts that appear at the bottom of many news sites under the heading "sponsored content," led by the advertising platforms Outbrain and Taboola. Today, content marketers focus on creating high-quality content that tells a story or appears to provide useful information, including attractive promotional videos and search engine optimized (SEO) blog posts that are designed to rank highly on search engine results pages.



A Brief History of Online Advertising

Online advertising has evolved immensely since the first display ads appeared in the early '90s.

- **1994**: HotWired (the online version of *Wired* magazine) launched the first banner ad for AT&T. With a click-through rate of 44 percent, the ad was a huge success, suggesting that publications may be able to fund online content with ads and provide it to readers for free.
- **1996**: DoubleClick launched its Dynamic Advertising Reporting and Targeting (DART) service, which tracked the way users interacted with ads. It also replaced the flat-fee business model of online advertising with a cost per impression model (CPM), meaning that the more times the ad appeared on a web page, the higher the cost—bringing the pricing of online ads in line with that of offline media.
- **1998**: The search engine GoTo.com launched with a pay-per-click model, auctioning off space at the top of its search engine results page (SERP) to the highest bidder. Whoever won the auction would pay the winning bid for each click it received. So a $1 bid for an ad that reached 1,000 people would cost $1,000: The more people who click on your ad (and visit your website), the more the ad costs. A version of this model is still dominant today.
- **2000**: Google AdWords followed, serving its SERP ads based on keywords in users' search queries, and adding the option for a pay-per-click model in 2002.
- **2003**: Google expanded its reach, selling ads not only on its website, but to the rest of the Internet, with Google AdSense. AdSense placed ads on websites in its network by matching advertisers' keywords with relevant websites. These ads, initially text and over time, display ads, could appear anywhere on the web.ll the advertiser would have

to do is let AdSense know that they were selling premium dog food, and Google would display their ad on every dog-related website in their network: breed clubs, rescue organizations, and training blogs, who got paid to host the ad.

- **2006**: Social media added a new dimension to targeted advertising when Facebook partnered with Microsoft to serve its first targeted ads: graphic banners and sponsored text links based on users' demographics and interests. Outbrain, which bills itself as "the number one native advertising platform," launched.
- **2007:** Facebook launched Facebook Ads, selling space on the right rail (to the right of the News Feed) to advertisers.
- **2009**: Google AdSense began "behavioral targeting," which served ads based on users' browsing history, rather than just the keywords associated with a website. To serve more precisely targeted ads, Google used cookies, which logged information every time a user visited one of the hundreds of thousands of websites in the AdSense network. Although Google was not the first to use this technique, its status as the biggest online advertiser had far-reaching consequences, paving the way for retargeting on a large scale.
- **2011**: Twitter pioneered a new type of social media advertising with the emergence of sponsored Tweets. This was the first time advertisers could pay celebrities and influencers to advertise their product on social media.
- **2013**: Facebook introduced Sponsored Stories, a much-reviled feature that would surface businesses a user "liked" to their followers, as if that user were endorsing the business. The feature resulted in a class-action lawsuit and was shut down within the year. Meanwhile, Facebook's new acquisition, Instagram, launched its first ads, sponsored posts that can show up in your feed regardless of whether you follow the sponsored account.
- **2016:** "Spon con" reached its peak, with 82 percent of the 50 largest news sites featuring sponsored content from Outbrain and Taboola. Soon after, reputable sources like the *New Yorker* began to cut ties with the spon-con giants, as consumers increasingly deployed ad blockers and mocked clickbait.
- **2018**: The European Union implemented its General Data Protection Regulation, which limited the way websites could collect users' data.
- **2021:** Apple announced privacy changes that require mobile apps to get users' permission before collecting information about users' activity. Facebook claims this update will severely impact its business, by limiting its ability to both serve targeted ads and measure advertisers' ROI.

Tracking Websites and Stream Analysis:

5 popular free website tracking tools

If you're looking for free web tracking tools, here's a cheat sheet of the most popular ones covered in this guide:

- Google Analytics: measure website traffic and find your best (and worst) performing pages
- Hotjar: track user behavior and gather product experience insights with heatmaps, session recordings, surveys, and user feedback
- Google Optimize: A/B test page variations to find the best-performing designs
- Google Search Console: measure SEO performance and check for crawling and speed errors
- Mixpanel: monitor product metrics like activation, retention, and churn

Website traffic tracking tools

Traffic is usually the first thing that gets tracked on a website or app, by using web analytics tools. Traffic metrics can tell you how many site visitors you have, how they found you, how long they spend browsing different pages, and how frequently they're converting into customers.

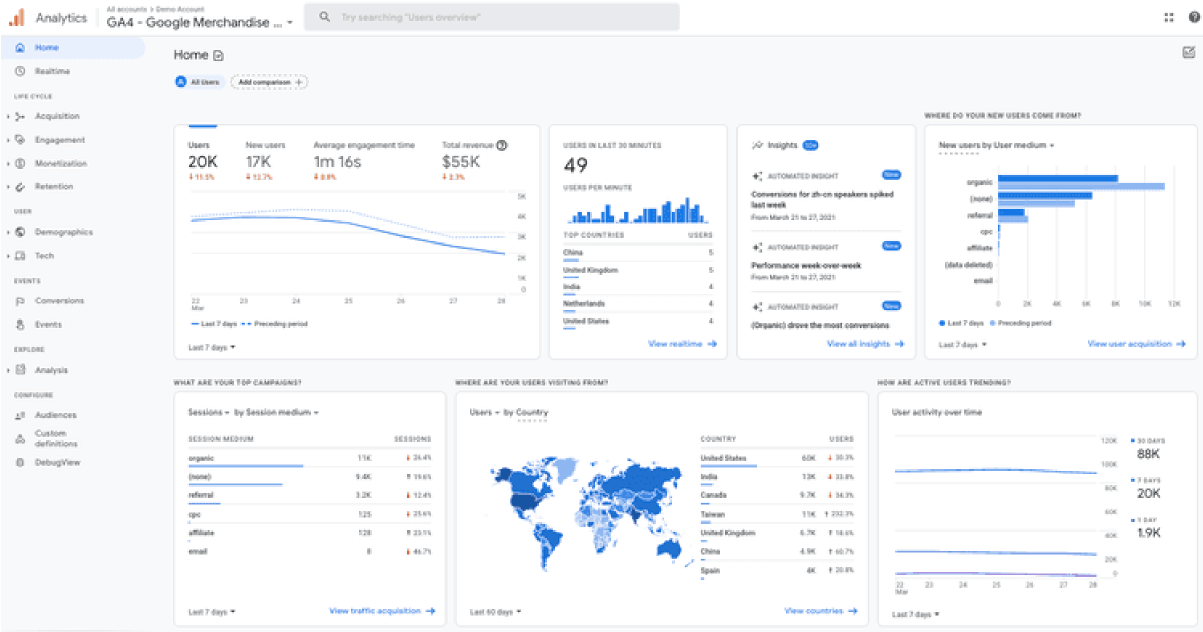
What traffic metrics can you track?

- Bounce rate
- Pageviews
- User source and medium
- Session duration or time on page
- Visitor location
- Device type (i.e. desktop, tablet, or mobile)
- New vs returning users
- Event tracking
- Goal conversions

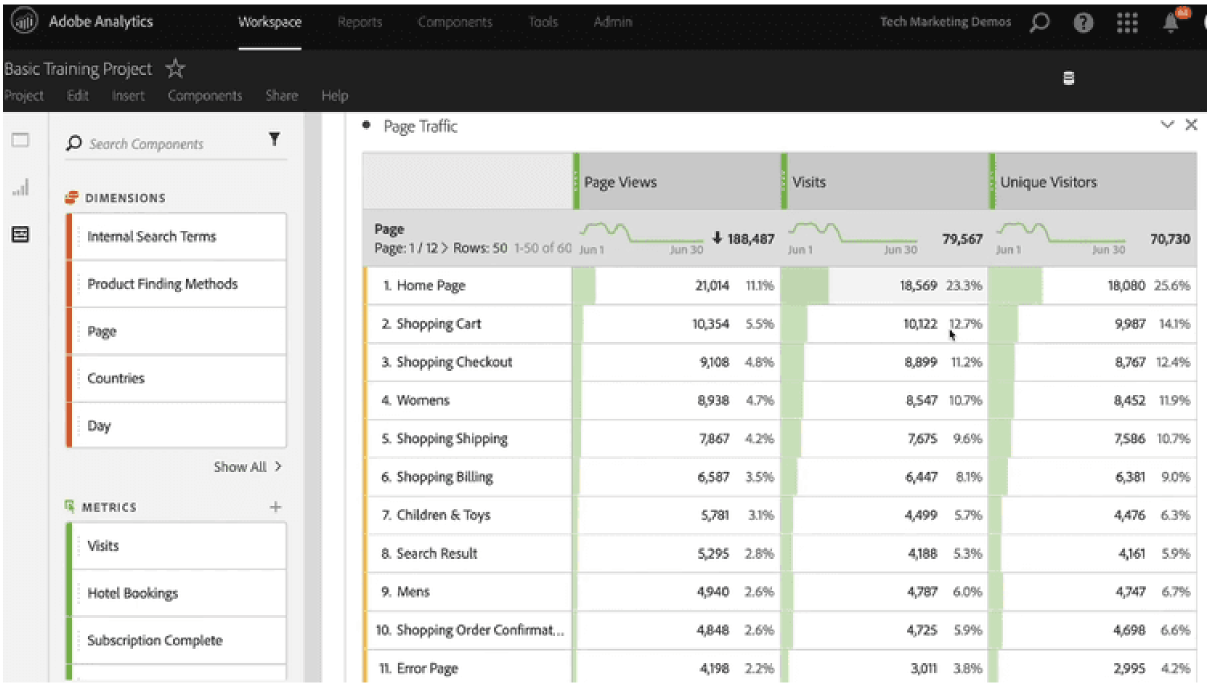
5 top website traffic tracking tools

1. Google Analytics
2. Adobe Analytics
3. Matomo
4. Clicky
5. Fathom

1. Google Analytics



2. Adobe Analytics

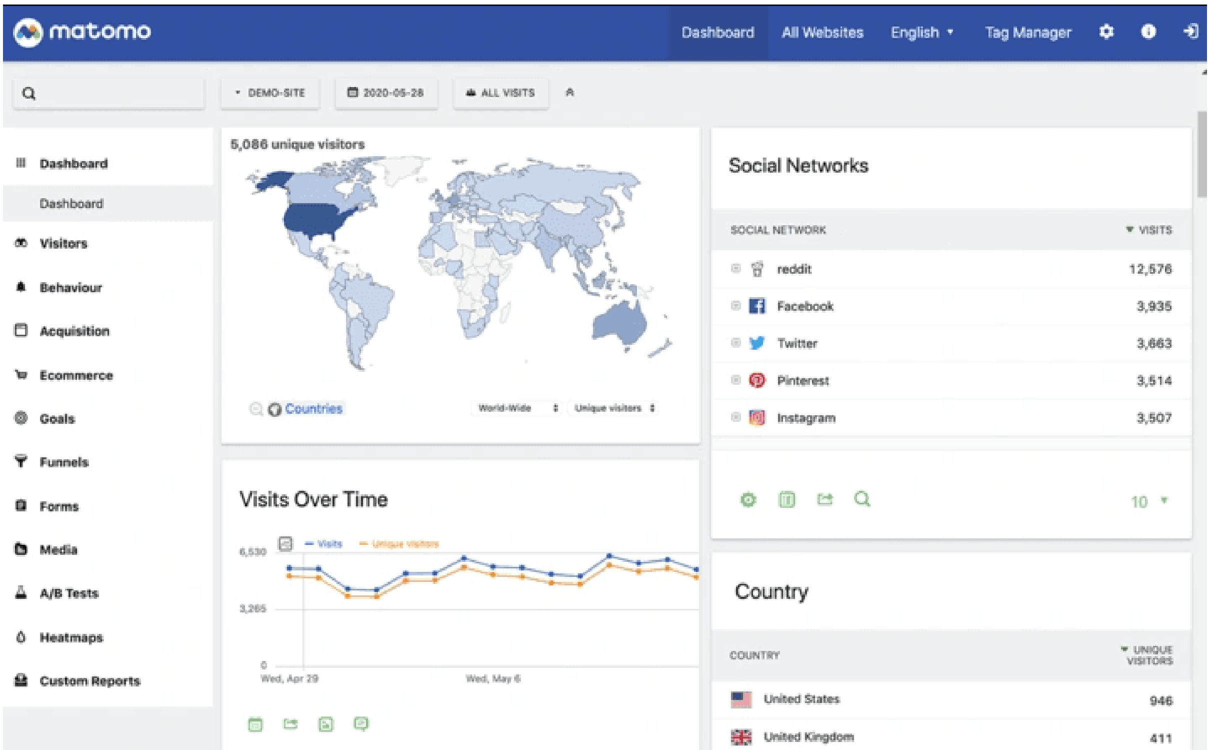


Page traffic report in Adobe Analytics

What it is: Adobe Analytics is a traffic analytics and multichannel data collection tool, designed for advanced users and enterprise companies.

What you can track: business intelligence (BI) and traffic data from websites, emails, and apps, including pageviews, unique visitors, purchases, order attribution, segmentation, and customer journey analytics.

3. Matomo (formerly Piwik)

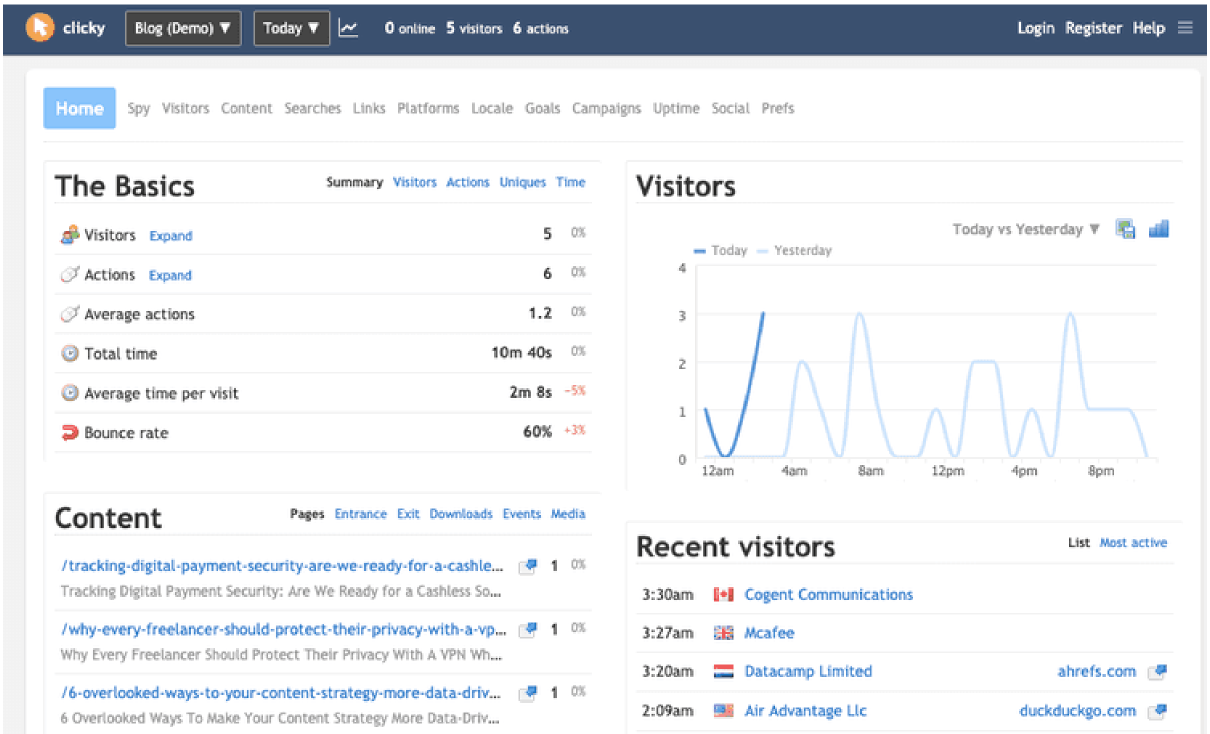


What it is: Matomo is an open-source web traffic analytics application.

What you can track: unsampled traffic metrics, ecommerce and event tracking, custom dimensions, goals, and segments.

Price: free (self-hosted).

4. Clicky

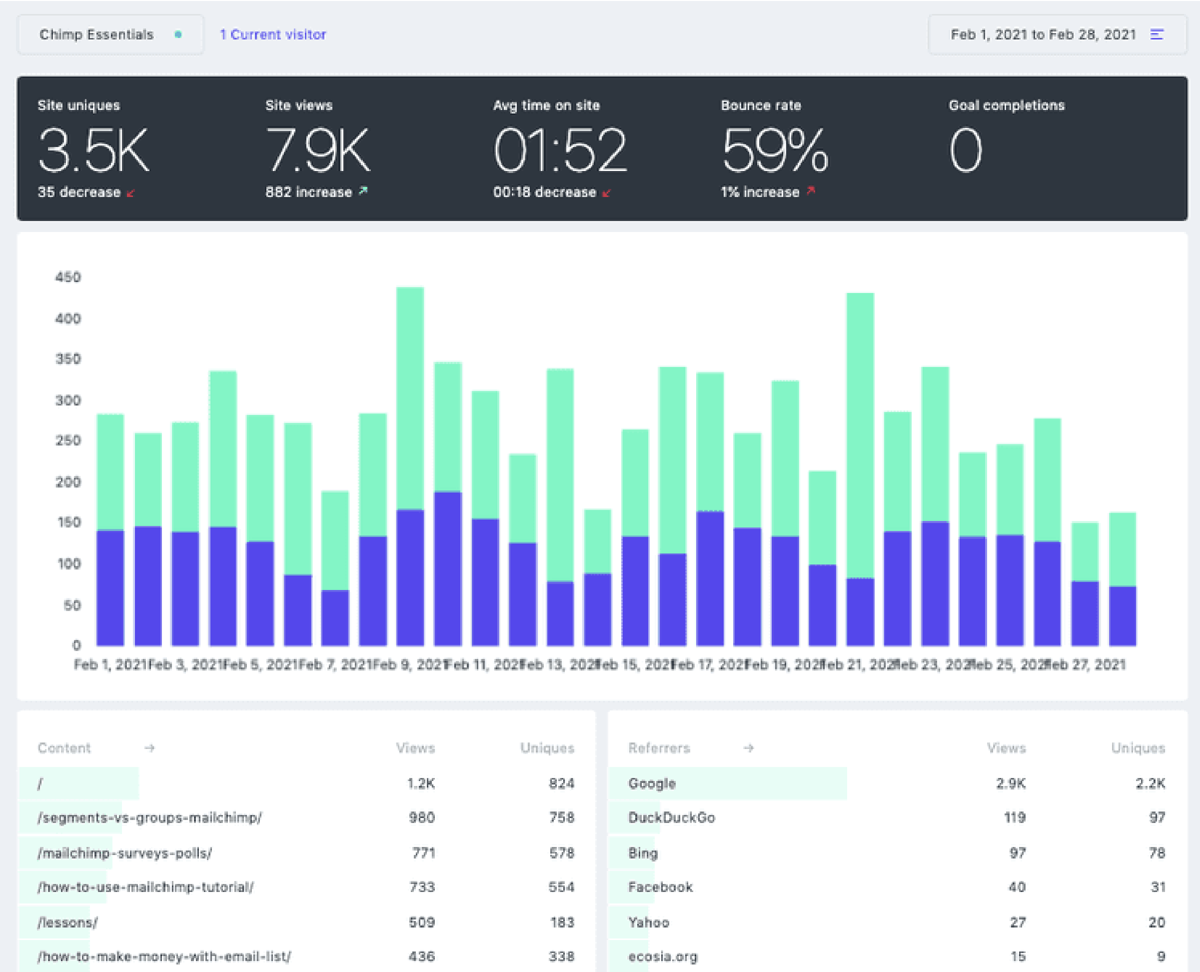


What it is: Clicky is a real-time website traffic analytics tool.

What you can track: real-time data, including visitors, pageviews, and events.

Price: from free for 3,000 pageviews/day.

5. Fathom



What it is: Fathom is a simple, privacy-focused analytics tool.

What you can track: site views, unique views, average time on site, bounce rate, goal completions, referrers, country, user device, and browser type.

Price: from $14/month for 100,000 pageviews.

Unit-4

Measuring Advertising Effectiveness

All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e., to increase the sales turnover and thus to market the maximum profit. The advertiser spends lakhs of rupees in to this advertising activity. In the background of all these efforts, is an attempt to attract the customer towards the product through advertising. As soon as the advertising campaign is over, a need is generally arisen to measure the effectiveness of the campaign.

In order to measure the effectiveness of advertising copy, two types of testspretests and post tests- can be undertaken. Pretests are generally conducted in the beginning of the creation process or at the end of creation process or production stage.

There are several pre and post tests techniques to measure the effectiveness of the advertising copy. The effectiveness of advertising in a particular media may also be measured in any of the following ways – (a) by giving different addresses to different media, (b) different newspapers may be selected for advertisements of different departments, (c) coupon blank etc. May be provided with the advertisement or (d) 71 enquiry from consumers should mention the name of the source of information. The technique is known as keying the advertising.

Thus in measuring the effectiveness of advertising we include measuring of the effectiveness of advertising campaign, advertising copy and the effectiveness of individual media. This chapter deals these three problems.

Importance of measuring the Effectiveness of Advertising

(1) It acts as a Safety measure Testing effectiveness of advertising helps in finding out ineffective advertisement and advertising campaigns. It facilitates timely adjustments in advertising to make advertising consumer oriented and result oriented. Thus waste of money in faulty advertising can be avoided.

(2) Provides feed back for remedial measures Testing effectiveness of advertising provides useful information to the advertisers to take remedial steps against ineffective advertisements.

(3) Avoids possible failure Advertisers are not sure of results of advertising from a particular advertising campaign. Evaluating advertising effectives helps in estimating the results in order to avoid complete loss.

(4) To justify the Investment in Advertising The expenditure on advertisement is considered to be an investment. The investment in advertising is a marketing investment and its objectives should be spelt out clearly indicating the results expected from the campaign. The rate and size of return should be determined in advance. If the expected rate of return is achieved in terms of additional profits, the advertisement can be considered as effective one.

(5) To know the communication Effect The effectiveness of the advertisement can be measured in terms of their communication effects on the target consumers or audience. The main purpose of advertising is communicated the general public, and existing and prospective consumers, various information about the product and the company..

(6) Compare two markets Under this procedure, advertising is published in test markets and results are contrasted with other.

METHODS OF MEASURING ADVERTISING EFFECTIVENESS

Advertising is aimed at improving the sales volume of a concern so its effectiveness can be evaluated by its impact on sales. Most of the managers believe that the advertisement directly affects the sales volume and hence they evaluate the effectiveness of the advertising campaign by the increase in the sales volume. There may be two types measures (i) Direct measures: and (ii) Indirect measures:- (1) Direct Measures of Advertising Effectiveness Under direct measures, a relationship between advertising and sales is established. A comparison of sales of two periods or two periods or two markets may be done and the corresponding changes may be noted.

The following are some of the methods that are generally used in measuring that advertising effects.

(a) Historical Sales Method Some insights into the effectiveness of past advertising may be obtained by measuring the relationship between the advertising expenditure and the total sales of the product. A multiple regression analysis of advertising expenditure and sales over several time periods may be calculated. It would show how the changes in advertising expenditure have corresponding changes in sales volume. This technique estimates the contribution that advertising has made to explaining in a co relational manner rather than a casual sales, the variation in sales over the time periods covered in the study

(b) Experimental Control The other measure of advertising effectiveness is the method of experimental control where a casual relationship between advertising and sales is established. This method is quite expensive when related to other advertising effectiveness measures yet it is possible to isolate advertising contribution to sales.

Control of Advertising by Practitioners:

Advertising management is a planned managerial process designed to oversee and control the various advertising activities involved in a program to communicate with a firm's target market and which is ultimately designed to influence the consumer's purchase decisions. Advertising is just one element in a company's promotional mix and as such, must be integrated with the overall marketing communications program.

Advertising role in Promotional Mix:

The promotional mix refers to the specific combination of promotional methods used for a brand, product or family of products. Advertising is best treated as a *multiplier* that can leverage other elements of the promotional mix and marketing program. Therefore, advertising must be considered as part of a broader marketing and promotional program.

The promotional mix includes a variety of tools such as:

Advertising: messages paid for by those who send them and intended to inform or influence people who receive them

Branded entertainment: the dedicated production of content designed to display corporate or branded messages in an entertaining format

Public relations (PR): the practice of maintaining goodwill between an organisation and its publics

Personal selling: face-to-face selling in which a seller attempts to persuade a buyer to make a purchase.

Direct marketing: contacting and influencing carefully chosen prospects with means such as telemarketing and direct mail

Sponsorship: the act of providing money for a television or radio program, website, sports event, or other activity usually in exchange for advertising or other form of promotion

Product placement: the practice of supplying a product or service for display in feature films or television programs

Sales promotion / merchandising: activities designed to stimulate sales normally at the point-of-sale; includes retail displays, product sampling, special price offers, shelf talkers, contests, give-aways, promotional items, competitions and other methods[26]

Event marketing: a planned activity of designing or developing a themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization.

Exhibitions/trade shows: events or shows (e.g. fashion shows, agricultural shows) where companies can display their wares or services

Media and the Market:

Media marketing refers to **marketing initiatives that focus on reaching audiences through different types of media outlets**. This can include radio stations, television networks and websites found online.

Types of Media Marketing:

Print marketing

Print marketing is a traditional type of marketing that uses printed publications to advertise products and services. Two of the most common outlets that marketing professionals use for print marketing are newspapers and magazines. This is because newspapers and magazines publish content periodically, which can allow for marketing professionals to reach audiences in multiple issues. Newspapers and magazines also typically offer advertising slots at affordable costs. This can be valuable to marketing professionals who want to keep their expenses low.

One specific benefit to advertising in magazines is that magazines typically focus on a specific topic that caters to a certain demographic, so marketing professionals can place their advertisements in a magazine related to the company or product they're promoting.

Radio marketing

Radio marketing is a form of broadcast marketing that shares advertisements over the radio. Due to the number of radio stations in different genres and locations, radio marketing can effectively reach various audiences and demographics by playing advertisements on multiple stations. Radio advertisements also typically have low costs, which can help marketing professionals by allowing them to run more advertisements than they might be able to if the slots were more expensive.

Television marketing

Television marketing is another type of broadcast marketing that gives companies the opportunity to promote their products during television broadcasts. This might include commercial breaks during television shows or films, segments on news broadcasts or product placement in television or film projects.

Television marketing is often attractive to marketing professionals, as it can have an extensive reach due to the high number of people who watch TV. Advertisements on television also provide the chance to use visual elements, which can attract more customers by showing them what a product looks like and connecting specific imagery with a company.

Email marketing

Email marketing is a form of interactive digital marketing that involves sending emails directly to consumers. An email marketing campaign might work by sending informational or promotional emails to existing customers to encourage them to make more purchases with a company. Another email marketing method is to create a newsletter that consumers can subscribe to and receive periodically to learn about company updates or new products. Many marketing professionals take advantage of email marketing due to how cheap and easy it is to use.

Social media marketing

Social media marketing is a form of digital marketing that allows consumers to interact with advertisements and promotions on the internet. There are many different social media platforms, so companies that use social media marketing can run several campaigns at once on various websites. This can help a product or service reach a wider audience, as audience members who do not use one social media platform might have a profile on another.

Social media marketing is also effective because it offers interactive elements on advertisements, such as leaving a comment or sharing a post, which can help companies attract new customers and interact with consumers by answering questions and listening to feedback.

Search engine marketing (SEM)

Search engine marketing is a form of digital marketing that focuses on bringing new traffic to a company's website. Many marketing professionals use search engine marketing by purchasing advertisements at the top of search engine results pages or pay-per-click ads that move certain websites to the top of a search engine's results. This can attract new traffic to a website by presenting it to viewers who might be looking for something similar and directing them to visit a company's page.

Content marketing

Content marketing is another form of digital marketing in which marketing professionals create internet content to build excitement around a company or product. While most marketing campaigns focus directly on promoting a product, many initiatives in content marketing spend more time and effort producing content that's engaging and has the potential to attract new customers. This can involve posting on a blog, producing videos about your business or related topics and creating interactive applications like games or surveys.

Mobile marketing

Mobile marketing is a type of interactive digital marketing that focuses on making online advertisements compatible with mobile devices. Due to the growing number of smartphones, tablets and other mobile devices with internet access, mobile marketing can be an effective way to reach audience members by using outlets that they can access easily and quickly.

This type of marketing may involve putting mobile ads on social media platforms, search engines or webpages that invite viewers to interact with and visit a company's website. Mobile marketing can also take the form of videos that play periodically while streaming films, television shows and other broadcasts online.

Influencer marketing

Influencer marketing is another form of digital marketing that involves paying influencers to promote a company and its products. An influencer is someone who establishes a large following on social media that allows them to share information with very wide audiences. Influencers can post photographs, written posts or videos that show them using a product to promote a business and encourage their fans to make a purchase. Influencer marketing can be especially effective because it often provides multiple platforms for a product to be featured on when an influencer has several social media accounts.

International Advertising:

International Advertising, generally speaking, is the promotion of goods, services, companies and ideas, usually in more than one country performed by an identified sponsor. Marketers see advertising as part of an overall promotional strategy. Other components of the promotional mix include publicity, public relations, personal selling, and sales promotion. Advertising is a cogent communication attempt to change or reinforce ones' prior attitude that is predictable of future behaviour.

International advertising involves recognizing that people all over the world have different needs. Companies like Gillette, Coca-Cola, BIC, and Cadbury Schweppes have brands that are recognized across the globe. While many of the products that these businesses sell are targeted at a global audience using a consistent marketing mix

Objectives of International Advertising:

1. Creation of Demand:

The main objective of advertising is to create a favourable climate for maintaining or improving sales mainly in growth and maturity stages of product life cycle in foreign countries. Customers are to be commonly reminded about the product and the brand.

2. To Support Salesman:

Advertising creates awareness about the product and convinces the prospective buyer by telling about product's features and benefits. Thus, it assists the salesman in his work.

3. To Give Information of New Product:

The aim of advertising is to inform the people about new products and services and to inspire them to purchase the product. When a new product is manufactured that product can be advertised through the medium of advertisement and people can be informed about that and by motivating them the demand of that product is increased.

4. Helpful in Facing Competition:

One purpose of advertisement is to end the feeling of competition. The products which are advertised, have generally fixed prices and the buyer will have to pay the same price to any seller. Sometimes the collective advertisement puts a complete end to competition. The customer can buy the product from any advertised seller and the price will be the same.

5. To Increase Goodwill:

Large scale advertising is often undertaken with the objective of creating or enhancing the goodwill of the producer company. This, in turn, increases the market receptiveness of the company's product and helps the salesmen to win customers easily.

6. To Reduce Marketing Cost:

Due to advertising the demand for product is increased and it acts as an incentive to manufacture the goods on large scale. As a result of this, cost per unit of product is reduced. The middlemen too become ready to sell the product on lower rate of commission because of sale in bulk quantum.

7. To Increase Standard of Living:

The object of advertising is also to increase the standard of living of the public. Advertising informs the consumers about various products available in the market and encourage them to use these new products.

8. To Save From Risk:

Advertising reduces the risk of manufacturers. Whenever a producer produces a new product, advertisement helps in creating a demand, helps in increasing the demand for existing products, thus eliminating risk.

9. Informing the Change to Consumers:

Advertisement informs the consumers about the change in product. Whenever changes are made in prices, channels of distribution or in the product by way of any improvement in quality, size, weight, brand, packing etc., they are informed to the public through advertisement.

10. Barring New Entrants:

Advertiser builds an image through repetitive advertising. It helps keep new entrants away from the market. The regular advertising builds up certain type of monopoly in the market.

Principles of Integrated Marketing Communication:

1. Consistency

- Brand Message
- Design and Style
- Customer Service

The first and most important principle behind integrated marketing is consistency. Think about your brand, your company mission statement, the purpose behind your business. Everything you and your company do, say, create, and sell must be consistent across the board. Public relations, social media, paid advertising, and content creation must all fall under a theme. It doesn't really matter what that theme is in terms of integrated marketing. All that matters is that you are consistent with it.

The consistency principle is also crucial towards customer service. Having a centralized employee training guidebook, procedural responses toward employee concerns, and an overall uniform look to your company's staff develops a brand and reinforces positive company outlook.

2. Community

- Email campaigns and newsletters
- Exclusive member benefits and events
- Surveys and reconnections

A successful business marketing strategy is nothing without the customers. Companies need customers to function and grow. The problem is that many marketing strategies tend to focus on acquiring new customers, new audiences, and new markets while they forget about retaining their existing customer base. Contests, sweepstakes, viral campaigns, and guerilla marketing tactics gain quite a bit of attention but often do not increase profitability for the company.

3. Cooperation

- Co-department meetings
- Appropriate task delegation
- Review and follow ups

In order for a company to flourish it has to work as a team. I'm not talking about communication. It's about having everyone do their part. All departments in a company must be on the same side and take whatever steps necessary to resolve an issue. I hear all the time about businesses where their marketing department hates the sales department. Or the logistics department can't stand accounting.

4. Communication

- Have a good CRM program
- Set up company resource databases
- Install a company server chat system

Communication is the final key principle to integrated marketing. I see this principle as an intricate web connecting everything in a marketing strategy. Without it, everything else would very quickly fall apart. Focus on building communication channels that enable your company to share key information across multiple online and offline platforms.

A good CRM program like Salesforce is a great way to keep accurate follow-ups with customers. Not only does this help you remember outreach calls and easily pick up previous conversations, but it also helps other employees pick up the pieces s

Image Budling Advertising:

A type of ad that includes a graphic to promote your business.

- An image ad consists of an image that you provide featuring information about your business, services, or products. When people click anywhere on your ad, they'll be taken to your website.
- Image ads can appear on webpages and other places in the **Display Network**.
- Your image ad can use a static image, animated image, or a GIF, and can be in a range of sizes.
- To run an image ad, you create an image and upload the file to your Google Ads account. You can also use our free tool, the Ad Gallery, to create an image from our templates

Unit-5

Concept of Sales Promotion

Sales promotion consists of diverse collection of incentive tools, mostly short-term designed to stimulate quicker and / or greater purchase of a particular product by consumers or the trade. Where as advertising offers a reason to buy, sales promotion offers an incentive to buy. Sales promotion includes tools for consumer promotion (for example samples, coupons, prizes, cash refund, warranties, demonstrations, contest); trade promotion (for example buying allowances, free goods, merchandise allowances, co-operative advertising, advertising and display allowances, dealer sales contests); and sales-force promotion (for example bonuses, contests, sales rallies).

Sales promotion efforts are directed at final consumers and designed to motivate, persuade and remind them of the goods and receives that are offered. Sales persons adopt several techniques for sales promotion. Creative sales promotion can be very effective. It is the marketing manager‟s responsibility to specify promotion objectives and policies.

Definitions of Sales Promotion

According to American Marketing Association " Those marketing activities other than personal selling advertising and publicity that stimulate consumer purchasing and dealer effectiveness such as display shows and exhibitions"

W.J. Stanton defines sales promotion as all those activities other than advertising, personal selling, public relations and publicity that are intended to stimulate customer demand and improve the marketing performance of sellers.

IMPORTANCE OF SALES PROMOTION:

Sales promotion acts as a bridge between advertising and personal selling. Due to the diversity of the market, the importance of sales promotion has increased tremendously. Salespromotion helps to remove the consumer's dissatisfaction about a particular product and manufacturer. It creates a brand image in the mind of the consumers and the users. Sales promotional devices are the only promotional devices available at the point of purchase. Thesales promotional devices at the point of purchase stimulate the customers to make purchase promptly on the spot.

The importance of sales promotion in business organization can be briefly shown below:

Spreads information:

The first function sales promotion is to spread the important information about the availability, characteristics and uses of a particular product. Spreading the information about the product helps to do the marketing activities easily. It is important to provide the information about the product in the market.

Stimulates demand:

Sales promotion helps in stimulating the demand for the product in the market. Sales promotion activities are designed to create interest in new products and to persuade people tobuy them.

Customer satisfaction:

Sales promotion helps in satisfying the consumers. In the promotion of selling activities, the new product is available in the market. The consumer has the desire to have a

CONSUMER PROMOTION:

Sales promotion aimed at consumers is called ‘consumer sales promotion‘. It aims at stimulating consumers. The main consumer promotion tools include samples, coupons, demonstration, contests; cash refund offer, premium, etc.

Types of Consumer Sales Promotion tool Samples

Samples are one of the most important tools of sales promotion. Samples are defined as offers to consumers of a small amount of a product for trial. Free samples are given to consumers to generate their interest in the product. Samples help consumers verify the quality of the product.

Samples are delivered at the doors of consumers. They are also sent by mail or givento customers in the retail store itself. Sometimes, samples are attached to another product.

Though sampling is effective, producing numerous samples of a product is quite expensive. Moreover, distributing samples to customers also involves expenditure.

Sampling is not justified in case of

- Well established product.
- A product that is not superior in some way to competing products.
- A product with a slow turnover.
- A product with a narrow margin of profit.

Coupons

A coupon is a certificate that fetches buyers a saving when they purchase a specified product. Coupons are generally issued along with the product. They entitle the holder to either a specified saving on a product or a cash refund.

Coupons are designed

- to introduce a new product
- to promote the sale of an established product
- to sell a product in large sizes
- to stimulate customers to switch brands; and
- to encourage repeat sales.

Coupons are used for consumer convenience goods. They may be distributed door to door, by mail or they may be inserted in packages. Sometimes, coupons may be part of magazine or newspaper advertisements.

Demonstration / Presentation

Demonstration is required when products are complex and of a technical nature. Customers are educated as to how to make proper use of the product. Demonstration of products induces customers to buy. Demonstrations are provided free of cost.

Contests

Contests are the promotion events that give consumers the chance to win something such as cash, trips or goods. Contests are conducted to attract new customers. They introduce new product by asking the prospects to state the reasons for the purchase of the product.

The buyer purchases the product and submits the evidence of purchase with entry form for contest. Entry forms are duly filled by the buyers. A panel of judges selects the best and buyers are given prizes.

Cash refund offer

Cash refund offers are rebates allowed from the price of the product. It is an offer to refund part of the purchase price of a product to consumers who send a proof of purchase to the manufacturer.

Moreover, if the purchaser is not satisfied with the product, the whole price or part ofit will be refunded. Cash refunded offer is stated on the package.

Premium

Premium refers to goods offered either free or at low cost as an incentive to buy a product. A premium may be inside the package, outside it or received through mail. The reusable package itself serves as a premium.

Premium is generally offered for consumer goods such as soap, toothpaste, etc. Premium may be of several kinds — direct premium, reusable container free in mail premium, a self liquidating premium, trading stamps, etc.

Direct premium can be inside the pack or outside it. A reusable container can be reused after the product is reused. Free in mail premium means a premium item will be sent by mail to consumers who present proof of purchase to the manufacturer.

A self liquidating premium is the extra quantity offered at the normal price. Trading stamps are given by the seller to consumers. These are redeemable at the stamp redemption centers.

'Price off' offer

Goods are sold at reduced prices during slump season. Reduction in prices stimulates sale of goods.

Consumer sweepstakes

A sweepstakes calls for consumers to submit their names for a draw. Names of consumers are included in a list of prize winning contest. The lots are drawn and the winnersget prizes.

Buy back allowances

Allowances are granted to buyers on the basis of their previous purchases. In other words, buy back allowances are given for new purchases, based on the quantity of goods bought previously.

CHANNEL PROMOTION / TRADE PROMOTION:

If the promotional activities are directed at trade partners or channel members, like distributors, wholesalers or retailers, it is known as trade promotion. The basic purpose of trade promotion is to build 'push' in the channels so that they sell the manufacturers products with great enthusiasm. It is carried out by the manufacturers by providing various incentives to trade partners to make them work for the success of their brands.

Methods of Trade Promotion

The method of trade promotion can be briefly shown below:

Dealer premiums:

Dealer premium is one of the methods for trade promotion. In some cases, certain premiums are offered to the retailers. Certain units of the products are given free to the retailers for keeping large stocks of goods. In addition to dealer premiums, the other salespromotion activities may also be undertaken.

Advertising material:

Advertising of products also helps in the promotion of trade. It is usual practice with many producers of goods to supply adverting material to their dealers, e.g. sign boards, banners, etc. seen mostly for Pepsi, coke, etc.

Store demonstration:

Store demonstration also helps in the promotion of trade. Under it, sales personnel of the manufacturer carry out a special demonstration of their products for the benefit of dealersand consumers. Both dealers and consumers are involved in it. It helps to increase the trading activities in a rapid way.

Special displays:

Special displays about the products also help in the promotion of trade activities. During trade fairs or exhibitions, special displays and shows of the company's products may be arranged to popularize them.

Special discounts:

Special discounts on the products also help in the promotion of trade system. During the promotion campaign, a manufacturer may offer special discounts on purchase made by the retailers. Special discounts increase the profit margin of the dealer who gets encouragement to push up the sales of the product.

Push money:

Push money also helps in the trade promotion. The dealers may be given a specific amount of money to push the sales of the manufacturer's products. A cash reward is givenfor pushing the product among the buyers when there is tough competition in the market.

Rationale of sales promotion

Rationale of sales promotion may be analysed under the following points.

Short-term results

Sales promotion such as coupons and trade allowances produce quicker, more measurable sales results. However critics of this strategy argue that these immediate benefits come at the expense of building brand equity. They believe that an over emphasize on sales promotion may under mine a brand‟s

Competitive Pressure

If competitors offer buyers price reductions, contest or other incentives, a firm may feel forced to retaliate with its own sales promotions.

Buyers' expectations

Once they are offered purchase incentives, consumers and channel members get used to them and soon begin expecting them.

Low quality of retail

selling Many retailers use inadequately trained sales clerks or have switched to self service. For these outlets, sales promotion devices such as product displays and samples often are the only effective promotional tools available at the point of purchase.

Sales Promotion Strategies and Practices:

The sales promotion strategy is an important element in overall marketing strategy. Sales promotion strategy involves identification of objectives, effective communication for attracting attention, allocation of budget, determining the correct promotional mix, introduction of strategic approach and finally evaluation.

Sales Promotion Strategies:

The strategies, sustaining promotional strategy, developmental promotional strategy or promotional appropriation.

(i). Push and Pull Strategies The push and pull promotional strategies may be used to enhance sales. The push strategy concentrates on middlemen or retailers who push the sale of the product to the final consumers. This strategy covers cooperative advertising, attractive terms of sale, coupons and discount facilities. The pull strategy is directed toward the final buyers. It persuades the buyers to go to the sellers to buy. Sales promotion, particularly customer promotion, is an important form of the pull strategy. Customer promotion, may call for the offer of samples, money-refund offers, prices-off, premiums and so on. The push strategy asks the sellers or retailers to attract the layers. Trade promotion is thus the main form of the push strategy. Trade promotions refers to buying allowances, free goods, co-operative advertising, push money, sales contests and so on. The marketing manager has to adopt both these strategies to promote sales.

Features of pull strategy

Pull strategies depend upon mass communication. Products are literally pulled by buyers through the channels on the basis of mass promotional efforts. In a 201 pull strategy, the product is pulled through the channel by creating end- user demand. Customers force retail shops to stock those mass- promoted products. In turn, retailers demand the highly advertised product from wholesalers. The firms having well- known brands can exercise control over channels through pull promotion strategies. Personal salesmanship plays a secondary role in pull promotion. Marketer rely on intensive distribution. Dealer margins are also lower in pull promotion.

Features of push strategy

Industrial marketing strategies are mostly the push type strategies relying primarily on personal selling. Also in the sale of medical products and in life insurance, marketers have to employ a lot of salesmen to call on physicians and prospects for life insurance. In push type promotion, personal selling expenses are considerable and dealer margin is also higher. In this, after – sale service is also important and marketers rely on selective distribution.

Push strategy can be successfully used when:

1. We have a high quality product with unique selling points.
2. Where we have a high priced product.
3. We can offer adequate incentives (financial) to middlemen and their salesmen. ϖ

Push – Pull strategy

Most consumer goods manufacturers generally employ a push- pull (combination) strategy to sell their products. The ratio of pull to push may differ according to the requirements of market situation. Salesmen are used to push the goods through the marketing channel, while advertising and sales promotion will 202 support personal selling to accelerate sales. Thus, all tools of promotion work together.

(ii). Sustaining Promotional Strategy :

The main aim of this strategy is to stablise the market share. Sales promotion becomes necessary to sustain a market share. At a laggard stage, the markets may shrink. Unless appropriate steps are taken, the marketer may find that the market may be slipping away for, to his product. But this strategy can be adopted only after employing the penetrating strategy. That is, the market share should not decline after a higher level of sale has been attained. The sustaining promotional strategy stabilies the market share. Sales force promotion by way of bonus and other incentives many contain the market from slipping away. Steps are taken to prevent the sales force from going across to the competitors. Brand loyalty of customers is fostered and reinforced.

(iii) Developmental Promotional Strategy:

The introduction of new products may require expansion of the market. Innovators need to have a developmental strategy. New products or brands are popularized by offering trade discounts, cash rebates, premiums, money refunds, and so on. The new consumers are given effective after- sales service. Consumer franchise building is done with development strategy. The promotional mix for a brand not yet popular may require emphasis on both personal selling and sales promotion.

(iv) Promotional Appropriation :

Promotional objectives determine promotional appropriation. The forms of promotion, the costs of each component of promotion, the activities to be performed and appropriation on personal selling, sales promotion, advertising and publicity are determined under this strategic 203 approach. The marketing manager has to arrive at the optimum promotional mix of the given objectives. And this requires proper planning and programme evaluation. Product attributes, brand differentiation, purchase frequency, the nature of the market, the size of market and its location, the nature of prospective buyers, their purchase frequency, distribution and price strategies are evaluated before the formulation of an appropriate sales promotion strategy.

(V) Evaluation of sales promotional strategy

Sales promotional strategies should be evaluated twice. First at the stages of implementation and secondly after the final performance because implementation control‟ will suggest improvements during the application of the promotional strategy, while „performance control‟ will be a guide for the future. Implementation control covers initial planning, objectives, promotional packages, and printing of special premiums and packaging materials, distribution to retailers, etc. Even though it has proved successful whenever tried, very few firms adopt this strategy. Many manufacturers believe only in performance control. Performance is evaluated in the light of planned objectives. Consumer surveys and consumer experiments are used to evaluation techniques show how far the sales promotion techniques have been effective in increasing sales through motivating consumers and sellers, and point the way to improvement in sales promotion.

Cross Promotion

Under this sales promotion strategy, the manufacturer may use all the potential tools such as advertisement, personal selling and sales promotion to hit the market simultaneously so that the buyer will be induced to buy a product. For example when Deccan Chronicle, a daily newspaper, was introduced in Chennai, the management had used all promotional activities, such as display, holding, price off and media to influence the reader to buy the paper. This promotional strategy in called cross promotion.

Surrogate selling

Under this strategy, when the manufacturer is unable to sell his product in the market he may handover the product to a well known organization to sell on behalf of the manufacturer. This strategy is called surrogate selling. For example, shampoo products are manufactured at Puducherry by a number of small and medium manufactures. But they find it difficult in selling the 205 product in the market. What they have done was, handing over the finished product to Hindustan Lever, Proctor and Gample who have sufficient logistics in selling the product, there by relieving the burden of converting the product into cash. They have in fact act as a surrogate in selling their merchandise in the market.

Bait and Switch advertising

Bait means something that is meant to tempt someone. Under this strategy, the marketing manager use AIDAS formula to tempt someone to look the advertisement and influence him to buy a product. For example, Bharat Sanchar Nigam Limited has used 10 paise prominently in its advertisement to bring the attention of its users in mind which will influence them to go for using the BSNL service. This way of tempting the viewer to opt for BSNL is called Bait advertising. Switch means a device that is pressed or turned to stop or start something working especially by electricity. Switch advertising means when an advertisement is released, it should ignite the minds of the buyer to notice the advertisement and take a decision to buy the product. For example during festival times manufacturer may offer some discount on cash price to the buyer on some selected products. So he has put this in the local newspaper-which would have ignited the minds of the buyers. Buyers will certainly be influenced to buy the product. This strategy is called switch advertising strategy.

BRAND EQUITY

A Brand Is A Term Used To Identify Its Products; While Branding Is The Practice Of Identifying A Product Or Line Of Products By A Special Name Or Symbol. Its Use Goes Back To The Middle Ages For Promoting Sales. It Is Said That Egyptians Were Using Some Or Other Identification To Market Their Pottery. The Continued Use Of Brands To The Present Times In Business Has Been Largely Due To:

(I). Growth In Competition.

(Ii). Growth Of National And Local Advertising.

(Iii). Growth Of Packaging And

(Iv). The Development Of Consumer Brand Consciousness.

Definition

Aaker Defines Brand Equity As: A Set Of Assets And Liabilities Linked To A Brand, Its Name And Symbol, That Add Value Or Subtract From The Value Provided By A Product Or Service To A Firm And/Or To That Firm‟s Customers. He Explains Further That These Assets And Liabilities Can Be Grouped Under Five Categories:

I). Brand Loyalty

Ii). Name Awareness

Iii). Perceived Quality

Iv). Brand Associations In Addition To Perceived Quality And

V). Other Proprietory Brand Assets - Patents, Trademarks And Channel Relationships.

Concepts And Criteria

It Should Not Be Forgotten That Branded Goods, To Be Useful, Must Be Distinctive. Its Name Must Only Be Used In Connection With One Grade, Quality And Style Of Product. Unless Strict Similarity In These In Maintained, The Buying Public Will Soon Find Out That The Brand Name Or Trade Mark Has No Particular Meaning And Will Always Be Suspicious In Future.

A Brand Therefore Has Got Some Value. Its Value Must Come From The Article. Advertising Simply Makes It Popular And Gives It Permanent Value. When A Man Buys A Branded Article, Especially One That Is New, He Is Critical. He Uses It And Forms His Own

Opinion Of It. If He Likes It He Will Continue To Purchase And He If He Dislikes It, He Will Avoid Further Buying And Will Tell His Friends Not To Waste Money On It. This Is Called Self-Advertisement Of A Particular Brand.

Criteria For Measuring Brand Loyalty

Brand Loyalty Could Be Measured Simply By The Number Of Purchases That A Brand Obtained In A Certain Number Of Purchase Occasions. More Modern Measures Are Also Available That Involve Models That Examine The Pattern Of Purchases One Brand Receives Versus Another. The Following Criteria Is Used To Measure Brand Loyalty.

ϖ Number Of Times The Same Brand Is Purchased By The Buyer.

ϖ Popularity Of The Brand.

ϖ Frequency Of The Buyers In Making Repeat Purchases.

ϖ Word-Of-Mouth Communication In Spreading The Name Of The Brand.

Building And Using Brand Equity

In The Minds Of Many Consumers, Just Having The Brand Name Such As Sony, Or Hall Mark Adds Value To A Product. In Particular, Brands Like These Connote Favourable Attributes (Such As Quality Or Economy). What We‟re Talking About Is Brand Equity, Which Is The Value A Brand Adds To A Product. Brands Rated The Best In India And For Comparison Purposes-In Automobile Industry / Cars. In Fact, Only Four Brands – Tata, Hyundai, Maruthi And Ford – Were On The High Lists Of Brands. Also Note That Only Two Cars – Maruthi And Hyundai – Were Toping The List And Both Were Given High Marks By Users In India.

Brands Are Considered Very Important Assets For A Company. Given The Importance Of Brands, Several Methods Have Been Developed To Measure Their Value One Is Consumer Evaluations. Another Method, Developed By The Interbrand Consulting Firm, Considers The Worth Of A Particular Brand To Be The Present Value Of Future Profits That Will Be Derived From Products Carrying That Brand. In Interbrand‟s Latest Ranking, All Of The Top – 10 Brands Are Part Of U.S. Companies, With Coca-Cola, Microsoft And Ibm At The Top Of The Pack. The Top-Ranked Brand From Outside The U.S. Is Nokia Of Finland.

Planning Advertising And Promotion

The Advertising And Promotion Plan Is Only One Part Of The Overall Marketing Plan And Must Fit Within It. In Order To Start The Advertising Plan, We Need Some Background – Which Is Not A Very Formal Restrictive Planning, But For A Process Of Thinking Through What The Advertising And Promotion Are Trying To Achieve. From The Brand Plan We Should Expect To Find The Following Elements.

ϖ A Situation Analysis (Where We Are And Why)

ϖ Objectives (What The Brand Is Aiming For In Sales, Share And Other Targets)

ϖ Positioning (How The Brand Is Positioned In The Consumer‟s Mind, And How We Wish To Change This);

ϖ Strategy (How The Brand Is Going To Compete In This Market) ϖ Advertising Strategy (What Role Advertising Has Next Period With In The Overall Strategy) And

ϖ Budget (What Moneys Are Available To Spend On Advertising Promotion).

Leveraging Brand Values For Business And Non-Business Contexts

The Reputation Of The Brand Is A Source Of Demand And Lasting Attractiveness, The Image Of Superior Quality And Added Value Justifies A Premium Price. A Dominant Brand Is An Entry Barrier To Competitors Because It Acts As A Reference In Its Category.

The Brand Can Enter Other Markets When It Is Well Known, Is A Symbol Of Quality And Offers A Certain Promise Which Is Valued By The Market. The Palmolive Brand Name Has Become Symbolic Of Mildness And Had Been Extended To A Number Of Markets Besides That Of Soap,

For Example Shampoo, Shaving Cream And Washing Up Liquid. In Determining The Financial Value Of The Brand, The Expert Must Take Into Account The Sources Of Any Additional Revenues, Which Are Generated By The Presence Of A Strong Brand. Additional Buyers May Be Attracted To A Product Which Appears Identical To Another But Which Has A Brand Name With A Strong Reputation.

The Financial Value Of The Brand Is The Difference Between The Extra Revenue Generated By The Brand And The Associated Costs For The Next Few Years, Which Are Discounted Back To Today. The Number Of Years Is Determined By The Business Plan Of The Values. The Discount Rate Used To Weigh These Future Cashflows Is Determined By The Confidence Or The Lack Of It That The Investor Has In His Forecasts. However, A Significant Fact Is That The Stronger The Brand, The Smaller The Risk. Thus Future Net Cash Flows Are Considered More Certain The Stronger The Brand.

The Following Are The Three Generations Of Profit Of The Brand ;

ϖ The Acceptable Price Premium

ϖ The Differential Of Alteration And Loyalty And

ϖ The Differential Of The Margin

Brand Values For Non-Business Organisations

Most Of The Marketing Examples Are Generally Drawn From The Business Sector. Starting In 1990s, There Has Been A Broadening Of Marketing To Cover All Organisations. All Organisations Have Marketing Problems And Need Marketing Skills. The Non-Profit And Public Sectors Account For More Than A Quarter Of The Indian Economy And Are In Great Need Of Management And Marketing Skills.

Many Non-Business Organisations – College, Hospitals, Social Service Organisations, Charities, Museums, Government Agencies, Trusts – Are Experiencing Difficult Times. They Are Losing Clients On The One Hand And Finding It More Difficult To Raise Public And Private Funds On The Other Hand. Many Are Being Forced To Charge Fees For Formerly Free

Services To Earn Extra Income. In Certain Cases, Commercial Businesses Are Complaining About Unfair Competition From The Non-Profits