

# Why Should a Business Advertise

## Engaging Audiences

Does the complex world of endless, online and on-the-go access to information mean conventional advertising is obsolete? Do businesses really need complicated models and be-everywhere marketing to reach potential customers today? Are consumers really tuning out when tuned in?

Not when advertisements are crafted with useful and interesting content that engages an audience to take action.

But, not all engagements are equal. Without the elements of sight, sound and motion (or a combination of these) delivered when people are most likely to pay attention (at home watching television, in the car during a daily commute or while leafing through a magazine), then neither the medium nor the message matters.

While the way people consume and interact with media has evolved, advertising remains the most effective way to build awareness, create interest and encourage action. People trust advertising, more today than two years ago. In fact, in Nielsen's 2009 global survey on Consumer Trust, Value and Engagement in Advertising, results showed:

- Advertising on television and newspapers are the most trusted
- TV outperforms online video ads in conveying emotion and sparking viewer

## Why Advertising Matters

Businesses want a way to get people's undivided attention with messages that captivate customers to take action. Successful advertising speaks to a target audience when the right medium is combined with the right voice at the right time.

Advertising doesn't just drive traffic and sales, but supports a company's brand, its place in the community and its credibility by:

**Creating awareness.** Advertising informs people about a brand or service, builds familiarity and earns consumer trust.

**Reaching new customers.** Community demographics change. Customers grow older, younger ones enter into their buying years and new residents move into a market. Advertising reaches out to the changing consumer.

**Keeping loyal customers.** Loyal customers are the life blood of any business and advertising reminds them a business is still there to meet their needs.

**Staying ahead of the competition.** When competitors are advertising lower prices, advertising reminds shoppers of the value-added services offered by a retailer.



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**Enhancing reputation.** Advertising gets ahead of bad news, strengthens a business' identity and builds credibility in the minds of consumers.

Once an advertiser gets a consumer's attention and trust, engagement follows. For an automobile dealership, engagement results in a test drive and a potential purchase. For a real estate firm, engagement encourages new home buyers or sellers to pick up the phone or visit the realtor's website, increasing clients and commissions.

Engagement advertising builds on awareness with emotional triggers that create a perceived need to purchase. Once customers are motivated to take action, they respond to ads with strong calls to action, such as special promotions or limited time only offers.

After buying a product, satisfied consumers will come back and repurchase. Loyal shoppers begin to choose the advertiser over competitors, even if they have to go out of their way, and will recommend a business to their friends and family.

## Selling Service

Budgets are tight and today, more than ever, companies need wise counsel when investing in advertising. When working with clients, sales people can guide businesses in developing successful campaigns by knowing who their customers are and helping them to define:

- **A clear and consistent direction.** Help advertisers to assess their problems and weaknesses, along with their opportunities and strengths, and then develop strategies that make the most of their advertising money.
- **A distinctive market position.** Determine how an advertiser is different from its competition and develop meaningful ad campaigns that reflect this position.
- **Customer benefits.** Attention-getting ads focus on what customers need, not on the products or services sold.
- **Take a top down approach.** Identify the customer's problem first, and then develop content that demonstrates how a business solves these problems.

**Traditional advertising is not dying - far from it.** It is still one of the basic marketing expenses for almost every business. At the same time, controlling costs and maximizing the impact of every dollar spent is critical for almost every business. Businesses have come up with the clearest advertising strategy based on what their customers want.

# Few things in media are as powerful as **EXPOSURE.**



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