

## Advertising Ideas To Help Your Business

Advertising is very important to market or sell a product or a service. If the company or the organization does not advertise about the services provided by it or the products sold by it then people would never come to know about these products and services and hence they would not buy these products. In today's world advertising has become very important as this is the only medium through which you can reach people. Advertising is also important to build brand name of your company. The stronger or more popular the brand name the more people are attracted. Advertising has made a lot of progress, before this there were only newspaper ads, etc. Today there are a lot of ads, like TV commercials, radio ads, internet ads, etc.

Advertising as an industry has grown a lot and has become more commercial and money oriented. Companies and industries are slowly understating the importance of advertising and are investing money to publish or make good ads. Many companies are also hiring full time creative ad makers so that they do not have to spend extra money for ad making.

There are many different types of ads that can be made, or published. A few advertising ideas are:

- Getting brand ambassadors: Famous sport persons or movie stars or other celebrities can be signed up for your company. These people can then become your brand ambassadors. This will increase the value of your brand as well as will help you advertise it properly. Since these icons and stars are very famous among people, using them in your ads is a great advertising idea as people easily connect with them may buy your product just because their favorite star is using it. More often than not advertisements which have stars or celebrities in them are more popular than normal ads.
- Creative ads: Creative and uncommon ads are also a huge hit. Especially TV commercials which are made with some good ideas, concepts are bound to become more successful and more popular. One should always make an intelligent or comic ad, as the masses love such and do not get irritated even if they have to watch them over and over again, thereby increasing their recall value.
- Colorful ads: While printing ads in the news paper or making ad pamphlets, one should make colorful and attractive ads. The ads should have a perfect blend of colors that will look sober and catch the readers' attention. Also one should not use extra bright and bold colors as this may make the ad look to tacky and instead of catching the readers' attention it will irritate and distract them.
- Radio ads: As many people listen to radio, advertising on a radio is not a bad idea. The only problem is that the ads on radio can not be seen; hence the dialogues used in such ads should be witty, funny, and clear. Also the people presenting this ad should be able to speak in such a way that it will compel the listener to imagine and create a picture of whatever the speaker is selling.

## About the Author

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