



ADVERTISING OPTIONS

LET'S DISCUSS WHAT THEY ARE!

Digital media is the juggernaut of advertising and marketing but that's not to say you don't have other options and those other options aren't worth exploring. Some of this will be influenced by budget and your audience, let's have a look at what your options are and the pro's & con's for both

Different options



Social Media



Radio



Television



Print media/ newspaper



Expo's or markets



Direct mail marketing



SOCIAL MEDIA

Social media platforms give people the opportunity to interact where they create, share, and exchange information and ideas in virtual communities and networks. This exchange of information is where it gives you the opportunity to market your business

AUDIENCE

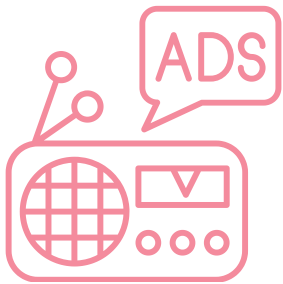
Social media is the way most of the population get their information currently. It also includes many platforms which appeal to many demographics.

PRO'S

- ✓ Social media is mostly free to participate in making it easily accessible.
- ✓ It can be a cost effective way to advertise.
- ✓ It reaches a large audience easily.
- ✓ It can be targeted to your specific audience.
- ✓ It can be easily measured.

CON'S

- ✓ It is a very competitive market and you can feel like a small drop in a big ocean.
- ✓ It can be time consuming if you aren't familiar with it or don't enjoy it.
- ✓ Algorithms are always changing and are near impossible to keep up with.
- ✓ It can be an easy platform for negative feedback.



RADIO

Radio advertising is the practice of buying airtime to promote your business, this can be through a prerecorded advertisements using voice overs, more recently we have seen announcers also being the voices to promote a business, rather than the traditional advertisement.

AUDIENCE

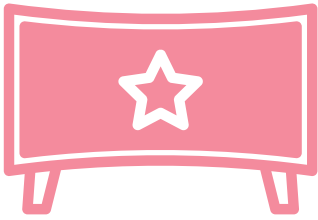
Today, a radio station's audience is understood as the amount of its listeners and those who follow it on social networks. While the first kind of audience still receives radio in a traditional way, members of the second set are connected to each other and to the host within a network

PRO'S

- ✓ Radio had an anywhere, anytime medium.
- ✓ Will compliment other marketing channels well.
- ✓ It reaches a large audience easily.
- ✓ Radio stations can be the trusted voice of the community.

CON'S

- ✓ Can be costly.
- ✓ Needs repetition.
- ✓ Can't be measured.
- ✓ Usually has distracted listeners and a limited audience.



TELEVISION

TV advertising refers to the use of commercial television spots to promote products, services, or brands to a broad audience. These TV ads are broadcast across various networks and channels, locally or nationally, reaching viewers during scheduled programming breaks.

AUDIENCE

Television networks use audience segmentation to customize content and attract advertisers. By understanding key demographic segments like age, gender, income, and education, networks can create programming that resonates with specific groups and optimize their schedules for maximum viewership.

PRO'S

- ✓ Traditionally because of the price of TV advertising it is seen as a trusted source.
- ✓ It reaches a large audience easily.
- ✓ It can be targeted to your specific audience.
- ✓ TV adverts are on full screen so you are not competing in that moment your ad is running.

CON'S

- ✓ Because of digital platforms it is in decline.
- ✓ Because of production changes are difficult.
- ✓ Frequency is important.
- ✓ Can be expensive.



PRINT MEDIA/ NEWSPAPER

Print advertising uses printed media such as newspapers, magazines, direct mail and billboards to advertise services and attract more customers to a business. This form of advertising aims to capture an audience's attention when they read particular publications or receive something in the mail.

AUDIENCE

Despite the digital shift, there is still an audience for print media. Some reasons include: Preference for Physical Media: Some people prefer the tactile experience of reading a physical book or newspaper. Trust in Print: Studies have shown that people tend to trust print media more than digital media.

PRO'S

- ✓ It can be a cost effective way to advertise.
- ✓ It reaches a large audience easily.
- ✓ It can be targeted to your specific audience.
- ✓ It can be easily measured.

CON'S

- ✓ It can't be tracked.
- ✓ Print ads usually have a longer timeline.
- ✓ Depending on the publication they can be a trusted source/voice.
- ✓ They can have great visual appeal.



EXPOS & MARKETS

A trade show, also known as trade fair or trade exhibition. An exhibition is an organised event designed for companies in a specific industry to showcase and demonstrate their latest products and services, meet with industry partners and customers, study activities of competitors, and examine recent market trends

AUDIENCE

More often than not the audiences at these events are interested stakeholders, customers and on lookers. These people already have an interest in your industry.

PRO'S

- ✓ Networking at these events can be great.
- ✓ It can be a great place to increase your data base.
- ✓ It gives you a lot of opportunity to create digital media content.
- ✓ Can be great to meet your target audience in person.

CON'S

- ✓ Can be competing directly with like for like businesses.
- ✓ Can be resource heavy depending on how many days it's for with travel, staff, stands, etc
- ✓ Can be expensive.



DIRECT DIGITAL MARKETING

Social media platforms give people the opportunity to interact where they create, share, and exchange information and ideas in virtual communities and networks. This exchange of information is where it gives you the opportunity to market your business

AUDIENCE

Usually, these people are your people already. People who have bought from you in the past or visited your website.

PRO'S

- ✓ They are extremely targeted.
- ✓ They can be very personalised to names and what people have bought in the past.
- ✓ It reaches a large targeted audience easily.
- ✓ It is very cost effective.

CON'S

- ✓ Some people find digital marketing somewhat spammy.
- ✓ There are a lot that don't get read.
- ✓ There can be privacy concerns from people.