

# Assignment paper

[Business](#), [Marketing](#)



Marketing Marketing Advertising Advertisement is the process of publicizing a product of service so as to convince people to utilize the product or service being offered (Shah & DSouza, 2009). Advertisement has benefited a lot from commercial organizations that strive to achieve more and increase their profitability. Frequently new organizations can contend to the fact that they are little, more adaptable and target a specific clientele as opposed to larger businesses. However, the need to penetrate either a saturated market or an untouched market has made businesses to set aside resources for advertisement.

#### Forms of advertisements

Marketers have continued to innovate new ways to reach out to the customers with brand information, as such, there has been an increase in the forms of advertisement (Panda, 2008). Advertisement can thus be grouped in to two major categories; indoor and outdoor. Indoor advertisement is a form of advertisement that targets people when they are at the comfort of their homes. This form of advertisement includes the use of television, radio, online advertisement and mobile advertisement. Outdoor advertisement focuses on showcasing products to customers when they are outside their homes. They include billboards, roadside shelters and booths, transit advertisement, banners and posters. They mainly target clients who are travelling or moving from one place to another.

#### Players of advertising

In order to be effective with advertising, the trade organizations need to keep in mind the five main players of advertising. The advertiser is an important player in advertisement. They are responsible for financing the whole

advertisement process and they benefit from it with increase in sales. The advertising agency is the busy that is tasked by the advertiser to convey the message using and agreed advertising channel. The media is the advertising channel chosen to carry the message. The vendor is the body that links together the media, advertiser and the agency. Mostly the vendor is engaged in consultancy. The last player is the target audience. The advertiser engages in advertisements so as to benefit from sales directed toward the target audience. Understanding the behavior of the target audience and aligning the advertisement to their needs makes the advertisements to be more effective (Schlee, 2013).

#### Reasons for advertisement

Many organizations find it to be beneficial to advertise since the return on investment is always high as a result of increased revenue and profits. When a company advertises its products, it uses a substantial amount of money that is recovered through increased sales (Murthy & Bhojjana, Top of Form 2007). Advertisement is a crucial marketing component for enlightening the client on the functionality and efficiency of a commodity. It helps create demand for a product by show casing its effectiveness in solving a problem. through advertising, trade organizations are able to increase their market share, remind consumers of the products, change perceptions of the clients from negative to positive so as to make them try out using the product and also to reinforce a positive attitude and perception towards a product.

#### Personal opinion

Advertisement is one of the most important aspects of marketing in businesses. Many customers get to know of new products in the industry

through advertisements, while at the same time continuous advertisement increases customer loyalty. Companies need to carry out continuous advertisement so as to increase their profit margins and grow to become dominant players in their industry.

References:

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