

Media advertising

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



Media Marketing Media Marketing Engaging in marketing of software products requires the use of splendid market strategies and agents to an extent that they may require integrated marketing communication to ensure increased sales. The most suitable social media platform would be through the online advertising where a mode such as Facebook would target more customers online. There are various forms of media advertising that one can engage in to ensure effectiveness in marketing. The mode of advertising requires evaluation and analysis to determine the benefits and risks associated with the system of advertising. This paper delves into how media advertisement can be used to promote sales for software products.

When marketing for software products I would engage in the process of developing the marketing plan required to sell the software. Research on how to market the product would cover market needs, market trends and the best mode of advertising. Since the identified marketing medium is through online selling on Facebook, the best tactic to use would be to display unique features about the product using creativity that is difficult to copy (Feltenstein, 2010).

There are risks that are associated with social media marketing and they include;

Legal implications – when using the online advertisement, any breach of law can always be traced back and used as evidence of the case. Due to ignorance of law, many businesses suffer from this risk.

Sticky-finger competition – once a company posts an advert about its products online, other businesses are likely to use the idea to form their products or shape their marketing strategies.

Security breach – there are hackers or internet criminals who target the operations of the companies that undertake online marketing. This involves track on financial information and account details or company profile to create havoc (Smith, 2011).

Advertising on the internet serves as a good strategy to increase profits for the company or the business. Social media advertisement targets a large group of people who act as customers of such products and they lead to increased sales of the product. Many customers who deal with online products get more satisfaction because they can make the transactions using online system and they are able to get the specific product without going for window shopping. Since the customer satisfaction is high through social media due to factors like integrated marketing communication, there are more customers in social media which leads to increased sales and thus profitability (Funk, 2013).

Social media advertisement also leads to profits through reduced cost of operation. Through online advertisement, the business applies integrated marketing communication (IMC) which involves combining all aspects of marketing such as sales promotion, public relations, advertising and direct marketing. Through social media the IMC concept is applied where even the transactions are done online. This process ensures that the cost of operation is reduced and thus the company can generate more profits. When expenses are low and the income is high, profits increase and results to high performance of the company (Smith, 2011).

In conclusion, online market is one of the best marketing medium. It can lead to high growth of the business due to large sales and profits. Although there

are risks associated with social media marketing the benefits are splendid.

References

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