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In the highly cut throat environment of contemporary business, the alternative media offers a very cost effective way of promoting one's goods and services across huge customer base. Alternative media can broadly be described as non traditional techniques of advertisement. Marketing is one of the most crucial aspects of business which helps the company to create a niche position in the market. Various promotional measures and advertising platforms help create awareness about the company and its products. The increasing use of alternative media has become the need of the hour primarily because of the recessive trend of the current economy. Using posters, banners, carry bags and even consumer goods to promote one's product and services has become common. Sponsorship of events like sports events, cultural festivals and carnivals have become highly attractive propositions for big and small business. But in the recent times, the companies have started using mobiles phones as their media of advertisement. The huge database of mobile phone users offers the companies with wide options to send messages regarding products to the prospective customers. While mobile advertisement might be a big nuisance value for the mobile users, it nevertheless provides the firms with huge opportunities to exploit new market. The companies like Suzuki, Vodafone, AIG etc are using this media to promote their products and services. Indeed, the new approach and innovative ideas of promoting products have increasingly transformed alternative media into highly accessible and effective tools of advertising. (words: 242)