



IMPORTANCE OF ADVERTISING IN TODAY'S SCENARIO

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Abstract

The aim of advertising is motivating and affecting consumer behaviour in a way that is beneficial to the company or brand being advertised. One of the criteria that may be used in measuring advertising effectiveness is sales response. Organizations normally expect that the marketing effort will eventually result in sales revenue that exceeds the cost of advertising. There is a difference between short-term advertising effects and long-term advertising effects. In contrast to effects, effectiveness accumulates over time and affects feelings, attitudes and behaviours. The short-term effects of the advertising campaign can be assessed in time periods ranging from a few minutes to a year, while measuring long-term effectiveness should cover a period of ten years or longer. Evaluation of effectiveness should involve multiple exposures to advertisements and multiple executions within campaigns in a complex environment, which includes other marketing activities and competitive actions. Consumers are said to pass through a cognitive and affective phase before adopting and showing certain behaviour.

Introduction

Advertising effectiveness is the ability of an advertisement, or the extent to which it is liked by consumers. Advertising ability is closely related to the kind of media selected for the advertisement. For example, TV commercials are considered to be most liked by consumers as they are active and include both audio and visual messages. Naturally, not all advertisements are liked by all people. There are various reasons why a consumers do not like an advertisement – some advertisements are considered to be noisy and irritating, not giving enough information and even deceptive, exaggerated, boring and difficult to understand. The conscious processing of advertising information is also dependent on the type of product being advertised as in many cases consumers already have preferences for some products before even viewing, hearing, reading the advertisement. Another important factor linked to the processing of the advertising message is the language of the advertisement. In marketing communication there must be a common understanding between the sender (advertiser,) and receiver (customer,) so marketers should consider which will be the language preferred by the target market. Choosing the most appropriate language may not always be an easy task in multilingual countries. It may seem natural that advertisements liked by consumers would directly lead to increased brand preference and therefore decisions to buy the product or service being advertised. The first thing marketers should do in order to make an advertisement effective is to attract people's attention, meaning they have to make consumers process the advertising message consciously..If an advertisement manages to get consumers' attention, it has an opportunity to motivate and affect the behaviour of the consumers, which is ultimately the goal of advertising. There are various factors that can make people pay attention to an advertisement, for example if it includes entertainment, sports, celebrities, humour, animation or music. However, the most important factor is considered to be information. People expect to get valuable information about the product. In addition, whether or not a particular advertisement will generate the interest of people actually depends on the characteristics of every individual consumer.

The Power of Advertising

The power of advertising has a great impact.

- (i) Advertising has the power to persuade, the power to influence the mind and shape destiny.
- (ii) It has the power to change markets and improve profit margins. Advertising has short-term power (conveying new information, building awareness, etc.) and long-term power (conveying brand image, attaching emotional values to the brand, building positive reputation, etc.).
- (iii) The great power of advertising is seldom achieved in practice, but we can't give up. The potential and the promise are too great. The companies that master the creative guidance and the testing systems to consistently develop and deploy great advertising will own the future and the fortunes that go with it.

Strategies of Making Advertising Effective

1. Use of Effective punch line

We have to figure out and focus on advertisement to show our potential customers that why our business is their number one choice and why they shouldn't even consider our competitors. Then, there is a good chance that our prospect buyers won't go anywhere,

Here are some good examples of products with a clear USP:

- Head & Shoulders: "You get rid of dandruff"
- Anacin "Fast, fast, incredibly fast relief"
- Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30 minutes or less-or it's free."



- FedEx: “When your package absolutely, positively has to get there overnight.”
- M&Ms: “Melts in your mouth, not in your hand.”
- Metropolitan Life: “Get Met. It Pays.”
- Southwest Airlines: “We are the low-fare airline.”

2. Use A Powerful Headline to grab the attention of Buyers

People scan things quickly. They come into contact with so many advertisements each day that they can't possibly read each one. That is why we have to make sure that our advertisement actually grabs and keeps their attention. The greatest advertising man in history, David Ogilvy, said “On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”

3. Give the potential buyers An Offer They Can't Refuse!

Consumers love bargain. So offer them a good product so that they'll come back again and again. Whether we are offering an unbeatable price, a free trial, free shipping or a bundled package, going out of our way to provide our customers with a good deal will help us to be successful. Once we come up with the irresistible offer, make sure that we advertise it proudly. When people see that the organization have something great to offer them, they will have difficult time to resist it.

4. Talk About The Benefits – What's In It For the buyers

Explaining the features of the products or services is important, but explaining the benefits for the customer is really what it's all about. After all, people are more interested in what they get from the services offered by the company than what the organization do.

5. Tell the buyers about News: Create an Advertorial!

Webster's Dictionary says that an “advertorial” is “an advertisement that imitates editorial format.” In other words, it's an ad that looks like a news article! People come in contact with regular ads all day long. Creating an effective ad that grabs attention and provides plenty of information isn't always easy. But an advertorial can achieve this as it is far more likely to be clicked on and read.

This type of advertisement encourages readers to get interested in the product because it includes more information. Readers want to read more once they realize the article isn't just advertising the business but helping them. For example, the ad can provide them with lots of advice, tips and information and how the company and products can help them.

6. Take Away The Fear of the buyers: Make the Offer As Risk-Free As Possible!

People are nervous about spending their money. There are too many scammers and low-quality products out there. People worry that they would be wasting their hard-earned cash when it comes to many products and services. If people fear that they're going to lose their money and regret their purchase, they will not purchase the product. But, if the organization removes these doubts, people are given an incentive to give the product or service a try. If potential customers know that they can get their money back if they aren't satisfied, they'll be less concerned about wasting cash and will be more likely to give it a try.

7. Give the prospect buyers a Reason To Buy the Product

The organization doesn't want to just plant the seed with the ads, they want people to move forward and do something about the offer. When people see an ad and think about giving a company a try later, they might actually mean to do so. But, people most often move on with their lives and forget all about the ad and the product that they might have been interested in. Therefore, the company have to encourage people to act now rather than later.

Ingredients of Effective Advertising

1. **Attention** – the headline should act as a stimulus and cut through the clutter. It must be appropriate, relating to the product or service, the tone of the ad, and the needs or interests of the intended audience.
2. **Interest** – The advertisement should be capable of generating the interest of the prospect buyers.
3. **Credibility** – makes believable claims.
4. **Desire** – describes the benefits of the product or service.

Steps in Advertising Process

1. **Briefing**- the advertiser company should brief about the product or the service **which has to be** advertised.
2. **Knowing the objectives**- the objectives of the advertising should be very clear.

3. **Research-** this step requires researching of so many activities like finding out the market behaviour, knowing the competitors, what type of advertising they are using, what is the response of the consumers etc.
4. **Target Audience:** the next step is to identify the target consumers most likely to buy the product. for e.g if the product is for the particular age group then the target customers will be that age group who are going to buy the product
5. **Media selection:** After identifying the target customers one should select an appropriate media for advertising so that the customers who are informed about the product and are willing to buy are successfully reached.
6. **Setting the budget:** Now the advertising budget has to be planned so that there is no short of funds or excess of funds during the process of advertising and also there are no losses to the organization.
7. **Designing and Creating the Ad:** First the design that is the outline of ad on papers is made by the agency, then the actual creation of ad is done with the help of art directors and the creative personnel of the agency.
8. **Perfection:** then the created ad is re- Examined and the ad is redefined to make it perfect to enter the market.
9. **Place and time of ad:** the next step is to decide where and when the advertisement will be shown.
10. **Implementation:** now the ad is released with perfect creation and perfect timing in the market.
11. **Performance:** the last step is to judge the performance of the ad in terms of the response from the customers whether they are satisfied with the ad and the product. If any changes are required it would be done accordingly.

Is Facebook Advertising Really Effective ?

1. It works but few points should always be considered while making ad on facebook. Here are a few tips to help you make the most out of your Facebook advertising campaigns:
2. **Target, Target, Target**
Facebook advertising allows to target some very specific demographics for the ads – and that’s exactly what one should do.
3. **Boost the Competitions**
Competitions are a great way to boost our engagements but if the company give them an extra boost with Facebook advertising then they can go through the roof – and the organization would be able to obtain the email address from each competitor, too, as an added bonus to grow the list.
4. **Follow Up With Email**
To really ensure that your Facebook ads are lasting, make sure that we are following up any conversions with an email of thanks. And then again with any special offers that the company is offering in the future. Keep going, once you’ve got them, you’ve got them.

Guidelines for Effective AD campaigns

1. **Don’t be a follower**
Too many advertisers get caught up in what their competitors are doing, assuming their competitors are smarter than themselves. If you want to be successful carve out your own distinctive brand. Do your own homework, know your strengths, understand your target audience, and make a brand promise that is relevant and meaningful. Most important is to be unique. No one get success by following anyone.
2. **Don’t overlook the website.**
Usually the organizations ignore the fact that they have an outdated website. If the site needs an overhauling, just go ahead with it. In today’s world, even consumers who might choose because they live nearby are likely to “check you out” online. If the website looks unattractive, this could stop them dead on their tracks.
3. **Searching the benefits.**
Consumers don’t buy products – they buy the benefits they derive from them. For instance, consumers don’t buy a Volvo because of side airbags and all-wheel disc brakes. They buy Volvo because it provides them with a sense of safety. Think about what benefits you provide to your customers. Do you save their time? Do you make their life easier? Your advertising will always work harder when it contains a consumer benefit.
4. **4. Clearly define the goals and expectations.** The Advertising campaign should be capable of defining the goals and expectations of the organization. The ultimate goal should be to provide accurate and reliable information through advertisement about the product or service.
5. **Be consistent.**
Some advertisers feel they have to change their tagline, or their colors, or their look-and-feel every year. Some even think they need to “mix it up” with each new campaign they run — “*That’s how we keep it fresh.*” But when we do this, we are simply dulling our identity’s ability. Now that doesn’t mean you have to keep repeating the same layout over and over. Don’t be dull and repetitive. Being consistent simply means that consumers should be able to recognize your brand from one ad to the next ad..



Conclusion

To sum up the discussion, I would like to add that advertising is important for a company to sustain itself in the competitive market but companies should follow certain ethics and a code of conduct in order to eliminate harmful effects of advertising. Advertising helps in increasing awareness about a company's product or services. People would get to know about company's new offerings easily through advertising. Without advertising publicity of company's product and services will not be possible. Thus advertising helps companies in increasing their sales and profits. According to some school of thoughts, advertising creates demand by educating its target customers about new ways of using an existing product or service. In my opinion, companies and organizations that are spending money on advertising should save to improve the quality of the products; they will gain fame and sell more as long as they produce quality goods. Moreover, customers shouldn't rely only on advertisements to decide to buy a product or not instead they should check for reviews and opinions of people who have used the products.

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