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**Advertising Defined, What's It Good For And How An Online Campaign Can Really Save You  
Big Bucks**

**By Chad McDonald**

A variety of definitions of advertising exist but the best I've found yet to cover what advertising is can be summed up in the following 2 statements:

ad·ver·tis·ing n.: The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.

Also defined as "the non personal communication of information through various media, paid for by the advertiser and is usually convincing in nature about the need to buy products and services" – the advertisers of course.

Advertising your company's products and services to your targeted audience is essential to maintain a long lasting and prosperous relationship. If you're not continually winning your customers over than the competition will.

So, What Does An Advertising Agency Do?

If your business can afford it an advertising agency will really help you allot. Advertising agencies spend all day long just doing advertising for various businesses. They will already know the cost/thousand numbers of the various media available in your area, they'll also have a good idea of what will or will not work well for your type of business. This will come at a price but will definitely be the short track to your businesses success, unless your time is not worth much to you, and in that case go ahead and waste it if you'd like. (:--:) A successful advertising campaign will strongly depend on how the advertising agency has designed your advertisements; therefore I've provided the following help.

Tips For Choosing An Advertising Agency 1) The popularity and reputation of the advertising agency 2) The charges / work ration of the advertising agency 3) The working efficiency of the advertising agency

The longevity and overall success of your business can be obtained by the help of a good advertising

agency saving you precious time and huge amounts of money should you not know what your doing.

### The Latest Types Of Advertising

Now a days advertising on the internet has become a very popular and effective tool to promote and reach your target audience. Known as digital advertising, pay per click advertising or internet advertising marketing, the benefits are huge. Considering the cost savings of knowing ahead of time what the consumer response of one advertisement over the other is will be essential information to a great ad campaign.

With an online advertising campaign you have the immediate benefit of testing of your campaign rather than waiting till it's over with traditional media. Through text advertisement programs like Google Adwords for example you can have a campaign up and running within minutes to test how well various

words will be clicked. You can than test this further to ensure the clients that are going to your site are the type of customers you want and not just "tire kickers" so to speak.

Once your online advertisement campaign is able to draw the right clientele you'll be in a better position to launch an offline, more expensive traditional style advertising campaign.

An online advertising agency can help you plan, design and implement internet advertising of your products and services to take the confusion out of the web if online advertising is new to you.

Many advertising careers exist and have for years. With the advent of the net of course a new stream of advertising career has been opened up for those desiring to work from their computer rather than the traditional face to face approach. Myself, I recommend a combination of both online and offline for total success of your business.

Submitted by Chad McDonald to provide info. about the

internet advertising marketing

industry and

digital advertising

in general.

### **Should You Advertise on TV?**

**By BIG Mike McDaniel**

Should You Advertise on TV? by BIG Mike McDaniel

When people discover my background in advertising, the questions flow. One of the most frequent questions is "Should I advertise on TV?"

I can't answer that questions until I ask a number of questions first.

Do you have an advertising plan?

Are you working on a firm budget?

What are you trying to accomplish with your advertising?

Where are you spending your money now?

Usually by the 4th question the happy face becomes one of disappointment.

Contractors don't build a building without a plan, and you shouldn't advertise without a plan. The first action is to determine what you want your advertising to do. Most small and medium businesses do not have the bucks for long term image, so they focus on a call to action or proclaiming benefits (not features).

Can TV do that? Probably. Can you afford it? Probably not. Local TV ads even in the smallest of television markets are expensive. You can buy cheap ads, but the cost is factored to the number of viewers. The cheaper the ads, the fewer the viewers. How many folks do you know are glued to the tube at 5:45 AM?

You can get on TV by using the Cable TV in your market. With Cable, you can buy a package that's spread over 15 or more cable channels. Beware the number of viewers and the shoddy production. Get my article "Cable Ads 5 Bucks" by sending a blank eMail to [MailTo:CableAds@BigIdeasGroup.com](mailto:MailTo:CableAds@BigIdeasGroup.com)

Some people in business believe you haven't "arrived" until your business is on TV or on a billboard, or both. Funny, I know of hundreds of

businesses making big bucks that don't use either.

©2005 BIG Mike McDaniel, All Rights ReservedMike@BIGIdeasGroup.comBIG Mike is a Small Business Consultant,Professional Speaker and former Major Market TVNews Anchor.  
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