

# What is Advertising?



## What is ADVERTISING?

Advertising is a marketing subsector that involves your business paying for space on a billboard, website, magazine or elsewhere to promote your products and services. Although many companies will turn to an advertising agency to oversee their advertising strategy, you can successfully advertise your business without hiring an advertising agency as long as you understand the types of advertising and decide which methods might be best for your company.

## Types of advertising

As you'll notice, there are many types of advertising whenever you go online, drive down the highway, or simply step outside.

### Digital advertising:

Digital advertising includes paying for ad space on social media, internet publications, mobile apps or other online spaces. The vast majority, if not all, of digital advertising is paid.

## **Traditional advertising:**

Traditional advertising includes advertisements your company purchases in print publications, on billboards or other outdoor surfaces such as bus stops, or via broadcast or postal mail. Like digital advertising, most traditional advertising is paid.

## **Ambient media:**

While digital and traditional advertising are the two dominant forms of advertising, ambient media has provided an interesting alternative for many businesses. Any unorthodox advertising method, especially one that encourages consumer participation or interaction, falls under this category.

## **Product placement:**

Many brands pay for their products to be emphasized in TV shows and films. If you ever watch a TV show or movie and see a character use a heavily branded product, you've experienced product placement.

## **Key Takeaway**

Product placement might sound like a lofty form of advertising that's out of your reach, but there are cheap ways to make your product famous. If you play it smart, you could even get your product into a celebrity's hands.

## Implementing advertising and marketing into your business

If you're still familiarizing yourself with marketing versus advertising, the starting place for any advertising and marketing plan should be a marketing communication plan. You should cover all of these areas in your plan:

- Budget
- Mission statement
- Branding and brand messaging
- Objective
- Short- and long-term goals
- Target market and audience

Not all advertising and marketing methods are equally effective, because all businesses and their target audiences are unique. For example, if your goal is to sell more furniture to senior citizens in Alabama, Facebook ad data may point to a lack of market. However, the local newspaper may have a high readership of senior citizens; therefore, the choice is obvious in this case.

## Advertising and marketing channel ideas

After you have your marketing communication plan in place, you're able to make informed decisions about which areas of advertising versus marketing you'll do best to explore further.

### Advertising channel ideas

**Facebook advertising:** Facebook's ad platform is a powerful tool. A digital ad can easily be tracked, so you'll know quickly if your efforts are working. Facebook ads can be powerful when targeted correctly and created with engaging graphics and copy.



**Google Ads:** Google offers a measurable and flexible form of advertising through its Ads program. Google Ads is one of the digital advertising types that produce the most relevant search results and ads possible.

**Local publications:** Don't discount traditional advertising routes such as posting on a church bulletin, in a high school football ad journal, or on a local newspaper's website if you're trying to expand awareness of your small business in your local community.

## Marketing channel ideas

**Your website:** Having a company website is more important than ever. Customers Google businesses and expect to learn about them on the web. Your company website is essentially one massive digital ad for your business.

**Email marketing:** Despite the growing number of emails that flood consumers' inboxes every day, email marketing remains one of the most effective marketing channels. An email marketing service makes email campaigns easy and measurable. Read our [Constant Contact review](#) to see some examples of how this works.

Marketing and advertising go hand in hand. Often, businesses need to invest in an integrated approach to close the deal using several marketing and advertising channels – and content needs to run through trial and error to find out which medium works best.

## **Key Takeaway**

The medium through which you advertise matters as much as the message. The best way to connect with your target customers is to find out where your audience congregates and meet them there.