



# THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)

Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science

Affiliated to the University of Madras

Accredited with 'B' Grade by NAAC

An ISO 9001: 2015 Certified Institution

**NAME OF THE DEPARTMENT: Management Sciences**

**SUBJECT : Advertising Management And Sales Promotion**

**TOPIC : Advertising**

**STAFF NAME : Dr.V.Govindarajan**

# Implementation of Advertising

- Identifying the target audience.
- Determining the role of advertising in the promotional mix.
- Setting advertising objectives and budget size.
- Selecting the creative strategy.
- Determining the media and programming schedule.
- Implementing the advertising program.

# Advertising Plans / Implementation

- Advertising Plan. The advertising plan describes how to put that strategy into practice.
- Media Selected. The advertising plan sets out the media for the campaign, with details of the target audience, the number of advertisements, and their cost.
- Creative & Messaging.
- Advertising Budget.

# How do you implement advertising?

- Start with Your Goal.
- Develop Your Budget.
- Define Your Audience.
- Determine What Products or Services You'll Feature.
- Complete a SWOT Analysis.
- Use the SWOT to Articulate Your Key Differentiators.
- Build Your Advertising Plan.
- Consider Other Low-Cost Methods.

# Advertising Coordination

- Advertising efforts represent only one spoke in the wheel of the marketing mix. It is one of the four Ps of marketing mix namely, product, price, place and promotion. That is why, advertising coordination implies establishing unity of thought, purpose and action between the advertising efforts and those of others having bearing on his efforts.

# Areas of Advertising Coordination

- Personal selling
- Sales-promotions
- Public relations
- Research
- Production
- Finance

# Message

- A message is a discrete unit of communication intended by the source for consumption by some recipient or group of recipients. A message may be delivered by various means, including courier, telegraphy, carrier pigeon and electronic bus. A message can be the content of a broadcast.

# Message Strategies

- A **message strategy** consists of a positioning statement and three support points. A positioning statement addresses the key target user problem by stating a benefit; i.e. why the target user should care about your products, programs or services. ... Each positioning statement has three to four support points.

# Marketing plan control process

- setting the values of indicators, which are the subject of observation and measurement (e.g. sales volume, market share, stock rotation, etc.)
- determining the tolerance ranges from planned values,
- measurement of the values of indicators,
- comparison of planned values to actual values, to determine deviations and give explanation of their causes,
- formulation of proposals to eliminate the detected deviations or change of values of indicators.

# Advertisement Copy

- Advertisement Copy is the soul of an advertisement. An advertisement copy is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the desired message to the target consumers.

# Types of Advertising Copy

- The advertisement copies can be divided into six main types:
- Human interest ad copy.
- Educational ad copy.
- Reason why? ad copy.
- Institutional ad copy.
- Suggestive ad copy.
- Expository ad copy.

# Media

- The main means of mass communication (broadcasting, publishing, and the internet) regarded collectively. "their demands were publicized by the media"

The three types of media are commonly known as news media, social media, and web media, but you might also see them referred to as earned media, shared media, and owned media. Some other forms of modern media are print media, television, movies, and video games.

# Media selection

- The purpose of media selection is to transmit the message of advertising to the target audience effectively and economically. The selection of media involves the selection of a particular source or vehicle of advertisement and its utilization over a period of time.

# Media planning

- Media planning is generally outsourced and entails sourcing and selecting optimal media platforms for a client's brand or product to use. The goal of media planning is to determine the best combination of media to achieve the clients objectives

# Media Scheduling

- Media Scheduling refers to the pattern of timing of an advertising which is represented as plots on a flowchart on a yearly basis. The plots in the flowchart indicate the pattern of periods that matches with favorable selling periods.

# Web Advertising

- Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.