



# SNS B-SPINE

Coimbatore-35  
An Autonomous Institution

DEPARTMENT OF MANAGEMENT STUDIES

23BAT607 – MARKETING MANAGEMENT

I YEAR I SEM

UNIT 5 – MARKETING CHANNELS AND COMMUNICATION MIX

TOPIC 7 - ADVERTISING

- Advertising is a paid form of communication that aims to promote products, services, or ideas to target audiences through various media channels. It plays a vital role in building brand awareness, influencing consumer perceptions, and driving sales. Effective advertising strategies involve setting clear objectives, allocating appropriate budgets, selecting suitable media, and evaluating campaign success.



# Setting Advertising Objectives

- Advertising objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).
- Common advertising objectives include increasing brand awareness, driving sales, introducing new products, changing brand perceptions, and promoting special offers or events.
- Example: A new tech startup aims to increase brand awareness by reaching 1 million online users within six months.



# Setting Advertising Budget

- Advertising budgets depend on factors like company size, industry, competition, campaign objectives, and available resources.
- Common budgeting methods include percentage of sales, competitive parity, objective and task, and affordability approach.
- Example: A consumer goods company allocates 10% of its annual revenue for advertising, matching the industry average.



# Developing Advertising Strategy

- The advertising strategy outlines the overall plan to achieve the objectives and target the intended audience.
- It involves defining the message, selecting the appropriate media, and deciding on the reach, frequency, and timing of the campaign.
- Example: An athletic apparel company develops an advertising strategy to promote a new running shoe line targeting fitness enthusiasts and athlete



# Profiles of Major Media Types



Television: Reaches a broad audience and allows for visual storytelling through commercials.

Radio: Effective for localized targeting and cost-efficient for audio messaging.

Print (Newspapers/Magazines): Provides detailed information and targets specific reader demographics.

Online/Digital: Offers precise targeting, interactivity, and real-time tracking of performance.

Outdoor (Billboards/Transit Ads): Provides high visibility to a large audience in public spaces.

Example: A luxury fashion brand utilizes print and digital media to target affluent consumers interested in high-end fashion trends.



# Selecting Advertising Media

- Consider the target audience, advertising objectives, budget, and effectiveness of media channels.
- Integrated media campaigns may include a combination of TV, radio, print, digital, and outdoor media.
- Example: A fast-food chain chooses TV commercials, online display ads, and outdoor billboards to reach families and working professionals.



# Selecting Specific Media Vehicles



- Media vehicles are specific outlets or platforms within each media type.
- Choose media vehicles based on their relevance to the target audience, cost, reach, and frequency.
- Example: An electronics company selects specific TV channels and popular websites for its tech-focused ads.





# Deciding on Media Timing



- Timing is crucial for effective advertising campaigns.
- Consider seasonality, holidays, product launch dates, and competitors' activities.
- Example: An ice cream company runs its ads heavily during the summer months to capitalize on increased demand.

# Deciding on Reach, Frequency, and Impact

- Reach: The number of people exposed to the ad.
- Frequency: How often the target audience is exposed to the ad.
- Impact: The level of attention and impression the ad creates.
- Example: A healthcare provider aims for a reach of 70% of its target audience with a frequency of at least three exposures to reinforce the message.



# Evaluating Advertising

- Measure campaign success using key performance indicators (KPIs) such as brand awareness, sales lift, website traffic, and customer inquiries.
- Analyze data and adjust future campaigns based on insights.
- Example: An e-commerce company tracks website traffic and conversions to assess the effectiveness of its advertising campaign.

# Other Advertising Considerations

- Creativity and Message: The ad should be creative, engaging, and align with the brand's message and values.
- Legal and Ethical Considerations: Ensure compliance with advertising laws and industry standards.
- Integrated Marketing Communication (IMC): Advertising should be integrated with other marketing efforts to create a cohesive brand image.
- Example: A car manufacturer launches an advertising campaign highlighting the car's safety features while adhering to all legal guidelines.