



# ADVERTISING – Success criteria

Transfer, adaptation and implementation of innovative solutions in developing students' skills in schools of construction in the area of vocational foreign language, personal and social competencies, within the framework of cooperation network



# Advertising campaign

It is a series of coordinated and organised advertising activities, carried out with the use of one or a number of different but related media that appear in a specific order and dates.

These activities are aimed at achieving precisely defined goals. The most general goal of an advertising campaign is to influence consumers' decisions and behaviour on the market.

Therefore, it is often believed that one of the most important objectives of an advertising campaign is to draw attention.



# Goals of advertisement

- Increase or maintenance of sales
  - Increase or maintenance of market share
  - Launching of a new product
  - Change of the product's image
  - Increased brand recognition
  - Increase or maintenance of customer loyalty
  - Taking or maintaining the desired market position
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# Effective advertising

- ▶ **Use the experience of others.** You can find good ideas by studying ads for products similar to yours. Collect all available material: press advertisements, leaflets, online advertisements, e-mails, etc. Create your ad on the basis of this material, but do not copy it word for word.
- ▶ **Set the goals for your advertisement.** They may include acquiring new customers, increasing sales or increasing website traffic.
- ▶ **Make a list of the advantages and benefits that can be achieved thanks to your product/service.** Start your ad with the most important benefit. Place it in the ad headline or the first line of body copy.
- ▶ **Present benefits in a concrete way.** Use exact numbers, percentages, colours, scents, sounds, descriptive adjectives, etc.
- ▶ **Stand out from the competition.** Make a list of features that make your product different from competing products. Your ad should include everything that makes your product better than competitive products.



# Effective advertising

- ▶ **Emphasise the benefits of your product.** Use graphics, drawings and photos of people whose needs have been met by your product. You want to evoke emotions in the recipients, an impulse that will make them buy your product.
- ▶ **Define the target audience for the ad.** How old are they, what gender, where do they come from? Once you've defined the profile of potential customers, write down on a piece of paper what you think could make them buy your product. Include this in your ad.
- ▶ **Include objective information,** such as the results of consumer surveys, research, statistics, product reviews, etc.
- ▶ **Don't forget about the after-sales service.** Inform the ad recipients about the support they will receive after purchasing your product. It can consist of free consultations, technical support, maintenance etc. After-sales service can have a huge impact on the purchase decision.
- ▶ **Seek feedback from people who decided not to buy your product.** Ask them what prompted them to make such a decision. It will give you new ideas on how to modify your ads to bring more benefits.