

The Changing Pace Of Advertising



Today, the use of traditional media outlets, such as radio, television, and print, is eroding as alternative advertising options increase.

Rather than reading the newspaper first thing in the morning and watching broadcast television news every night, people can find out what's happening in the world, almost in real time, via the web.

So where does that leave marketers that want to maximise their return on their advertising investment?

Now, as the latest technology becomes more accessible to a broader market, the advertising field is changing, too. Years ago, you could plan your advertising campaign around a few television commercials and print advertisements. And most companies would never have considered spending a sizeable portion of their advertising budget on the internet.

Advertisers who want to reach their target audience and remain competitive in this high-tech world have to change with the times. You need to keep up with emerging technologies, what media types are most popular, and how consumers use what's available to them.

1. Blogs

Blog is short for "web log," online journals that people without any technical programming knowledge can create easily from any computer.

They are frequently updated and usually include the owner's thoughts or musings on topics ranging from what's happening in the news to what they wear to work.

Companies or individuals can keep blogs. Company blogs usually promote products in what is known as an "adverblog."

However, those blogs started by individuals without a commercial affiliation usually have more credibility.

Blogs are popular because they provide a concise summary of news and information and give users power by providing information all in one place and on a timely basis.

As far as advertising on blogs, ads are generally related to the blog topic.

That heart health blog could be an excellent place to advertise a health food or exercise product.

If you're interested in advertising on blogs, first look for help from marketing companies that measure hot blog topics and provide market research based on blog content.



2. Podcasts

Podcasts deliver digital audio and video files to a user via the Internet.

Podcasts are an emerging media form that will continue to grow, and as this media outlet increases in popularity, the advertising possibilities will grow as well.

3. Mobile Advertising

Every phone produced in the last year is capable of accessing the internet.

What does this mean for advertisers? It's another method for reaching the target audience.

People now use mobile phones to search the internet, play games, and instant message as well as to access sports scores, learn breaking news, and even check out horoscopes.

The High-Tech Future Of Advertising

If you want to remain competitive in the future, technology will be key to your success.

You should consider these and other new types, of digital media when putting together any advertising strategy.

The Great M's Of Success



People who have studied successful people over the last 300 or more years have found certain traits that accounted to their achievements.

These success techniques not only helped them forward but also kept them there even in times of depression, recession or other personal disasters.

Four of them are the great M's of success in business and in life:

- ◆ Mentoring
- ◆ Masterminding
- ◆ Marketing
- ◆ Motivation

I have heard it repeated over and over again, "Get Yourself a Mentor." Get help, advice and guidance by someone who has already been there and made it. A mentor can save you years to a lifetime of mistakes. They can excel you forward, in ways you never could on your own. You'll have a much greater ability to achieve your goals because you will have a blueprint to guide your way.

Surprisingly, many people if not most will go to a friend or relative for advice. People who have never succeeded and have no ambition to go anywhere, and then these same people are surprised when they too don't succeed or even get very far. Then they look for excuses and reasons outside themselves for the failures. Such as recession, location, or even competition muscling in.

Accomplished people also belonged to a Mastermind group. They are people like you, entrepreneurs working towards a better life.

The collective power of the group brings increased knowledge that can help you resolve challenges that you may have. They also keep you motivated and accountable. The power or synergy of the mastermind group has shown over and over its ability to help people overcome any problems.

Each week, each person in the group would state what they have accomplished, what they are doing next and ask for assistance with any matters. The group as a whole then works together to come up with solutions. Discover just how powerful this is in moving you forward and achieving your desires. It also gives you the very important ability to give back to the group by helping them.

The third M is Marketing.

No matter what your business is, if you don't market yourself or business, you won't get very far. You can't expect to hide under a blanket in the corner and hope that someone finds you.

Marketing is more than just advertising. It's understanding your target market and knowing how to promote to them and the benefits that your product or service will provide them.



Without this knowledge, you will either not attract anyone to you or you can waste a lot of money with zero results.

It pays to find people who understand this and can help guide you. They can help you define your 'niche', explain copywriting and the magic of words.

They can show you the difference between features and benefits and why they are so important. And they can teach you how to test everything for positive and increased results.

Finally the fourth, motivation.

Motivation is the juice that keeps you going, that allows ideas to progress and persevere when times are tough.

No matter how great your product or service is, if you don't stay motivated, you probably won't last through the hard times.

There are many ways to help you stay motivated. One is to be around others that are also moving forward. A second is to write down and post right in front of you, Why You Are Doing This. Get specific and detailed as possible. Then post it in front of your computer or where ever you work the most. Look at it often to remind your self why and what your motivation soar.

Grasp on the marvellous M's and jump-start your own goals dreams and desires.

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