

How Effective Is Online Advertising

Advertisement is the best tool in the hands of the entrepreneurs to introduce their product to the market and to the prospective buyers. Earlier, advertisements were confined to news papers, television, posters, and distribution of pamphlets. With the invention of computers and the Internet, the concept of advertisement has been redefined. This is because now it is more effective and has more viewers. In fact, it has added to the benefit of both the entrepreneurs and the buyers.

More descriptive:

In the print and other Media, there is limited scope for providing the full description of the product. But, in online advertisement, full description of the product can be given. In online advertisement, the visitor to the website is given important leads so that he can interact with the manufacturer. Of course, FAQs are available to answer the queries. But, in spite of FAQs, if any points require further clarifications, he can contact the manufacturer immediately. This leads to quick decisions being taken by the visitor. The potential buyer can get the information on the spot; he can interact even while he is travelling. This interaction may lead to taking a positive decision of purchase. The decision can be conveyed online.

Brand recognition:

It is easy to remember the website address than remembering the telephone numbers. Remembering digits is difficult when compared to remembering words. That is human psychology. By advertising online, people will remember the brand name much better and that leaves an imprint in their mind. This advantage is not available in any other form of advertisement.

Economical:

The print media has limited scope. People read the news paper once and they forget what they read. So, the expense on advertisements is not commensurate with their effectiveness. On the other hand, electronic media like television are quite expensive because payments to the producers, actors, and anchors are quite expensive. So, this investment is also not commensurate with the response. But, online advertisement is quite economical because the bidding is on keywords and PPC, which is quite reasonable.

Convenient:

The potential buyer can access the information anytime he wants and anywhere he wants. This convenience leads to more positive response. He can check the product sitting at his office or home. There is no need for the person to travel all the way to the showroom. This is the most resounding advantage of online advertising, compared to other media.

Assess the advertisement:

In so far as the advertiser is concerned, he can assess the effectiveness of his advertisement by PPC. There is wide scope for him to make it more 'visitor friendly'. That leads to more effective introduction of the product. The search engines will help him in this regard. A proper layout and descriptive advertisement will prompt the prospective buyer to introduce more similar customers to the website. So, more prospective buyers will visit the site and the product gets more active advertisement through the word of mouth of prospective buyers. With more visits to the website, if there are less queries generated, that indicates that the advertisement has served its purpose. Such communicative advertisements lead to increased sales.

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