

Advertising is a program to Cost-effectiveness reach targets/audience possible and attracts new/bigger ones. It is categorized or done in two distinct phases, one before launch of a product and the other when it is on sale. Both types of advertising are done to boost sales to customers and are initiatives to promote image of companies.

Factors to consider when choosing where to advertise

Position of the target audience, if they are reachable

The competitive image/advantage on other products

After spending money, the company shall earn revenue and boost sales

Whether company would be willing to diversify and expand in those earmarked areas

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