



TRINITY COLLEGE FOR WOMEN NAMAKKAL

DEPARTMENT OF COSTUME DESIGN & FASHION

**FASHION MERCHANDISING
EVEN SEMESTER**

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TYPES OF ADVERTISING

INTRODUCTION

Advertising is the means of informing and influencing a vast audience to buy a product or service through visual, oral or written messages.



SOCIAL MEDIA ADVERTISING

Brands use social media platforms like Facebook, Instagram, LinkedIn and Twitter to communicate with customers and promote their products. With the emergence of digital marketing, it has quickly become one of the most sought advertising strategies



DIRECT MAIL ADVERTISING

Advertisers send messages to a targeted set of customers via letters, subscriptions, sales letters, or emails.



MOBILE ADVERTISING

With the time people spend on their mobile devices, it is unsurprising that brands are now developing ads, especially for mobile devices. Investing in an effective marketing strategy utilising mobile advertising can turn great returns for the brand.



PAID SEARCH ADVERTISING

In this form of advertising, the advertisers bid on specific keywords, and the search engine pops relevant ads whenever a user enters a query with those keywords at the top of the results page. With paid search advertising, the advertiser has to pay for the ad only if someone clicks on the link to follow through. An advertising and marketing course in one of the top colleges in India will help you understand the technicalities of paid search advertising and how it helps a brand grow.



PRINT ADVERTISING

Print advertising is perhaps one of the oldest forms of marketing. As digital marketing practices gain more popularity, the scope of print advertising has significantly shrunk. However, it remains one of the most effective forms of advertising.



BROADCAST ADVERTISING

Broadcast advertising utilises mass-media platforms such as TV channels and radio stations to connect with potential customers and share information about the brand and its products. A well-structured marketing strategy can utilise these platforms to reach out to a large customer base and engage them because, unlike social media platforms, viewers do not have the option to skip these ads.



OUT-OF-HOME ADVERTISING

This type of advertising refers to any ads that people may encounter while they are, as the name suggests, outside their homes. It includes billboard ads, digital signage, ads in sporting complexes, stadiums, and more. Although expensive, it is an effective strategy, and brands have used this medium creatively to develop advertisements that connect with the people and convert to sales. Developing a marketing strategy using out-of-home advertising is complicated since people mostly notice them fleetingly, seeing how they are placed and positioned.



THANK YOU

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