



Marketing is an activity that includes different kinds of business dealings with the movement of goods and services from producer to consumer. It surrounds our everyday life.



In small business they prepare their own copy and give it to newspapers, as a rule, or they mail circulars or form letters all by themselves. In big business, however, they employ the whole army of specialists in the field of advertising. They work out advertising programmes, provide means for advertising purposes, discuss and solve many advertising problems with the owner or management of a company. As a rule, they advertise to sell their products and services through various advertising mass media.





Direct mail - Mail sent directly from you to your customers can be highly customized to suit their nature and needs. You may want to build a mailing list of your current and desired customers.



Direct Mail





Newsletters - This can be powerful means to conveying the nature of your organization and its services. Consider using a consultant for the initial design and layout.



Online discussion groups and chat groups - As with e-mail, you can gain frequent exposure to yourself and your business by participating in online discussion groups and chat groups.





Posters and bulletin boards - Posters can be very powerful when placed where your customers will actually notice them. But think of how often you've actually noticed posters and bulletin boards yourself.



Radio announcements - A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radio, for example, when in their cars.



Telemarketing - The use of telemarketing is on the rise.





Television ads - Many people don't even consider television ads because of the impression that the ads are very expensive.

They are more expensive than most of major forms of advertising.



Web pages - You probably would not have seen this means of advertising on a list of advertising methods if you had read a list even two years ago. Now, advertising and promotions on the World Wide Web are almost commonplace.



Yellow Pages - The Yellow Pages can be very effective advertising if your ads are well-placed in the directory's categories of services, and the name of your business is descriptive of your services and/or your ad stands out.



Thank you for attention

