



## Developing marketing Strategies

# Principles of Advertising

This tutorial presents an examination of advertising with a discussion of basic concepts, including examining what advertising is and why it is important to your organisation. All these techniques are aimed to help you develop your own marketing and advertising if necessary.

## WHAT IS ADVERTISING?

Advertising is a form of promotion that is delivered through selected media outlets. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within your target market, and it may be an inefficient use of promotional funds. However, this is changing as new advertising technologies and the emergence of new media outlets offer more options for targeted advertising.

## TYPES OF ADVERTISING

Type of advertising refers to the primary "focus" of the message being sent and falls into one of the following categories:

**"Product"-Oriented** - Most advertising is directed toward the promotion of a specific good, service or idea. In an academic setting this includes courses available and any other services your organisation may provide to the community. For example, the goal of advertising can be to promote a specific product (a new course available) to a targeted audience (potential students). You can accomplish this in several ways from a low-key approach that simply provides basic information about a course (e.g., informative advertising, such as a course leaflet) to

blatant appeals that try to convince potential students to enrol (e.g., persuasive advertising, such as intensive recruiting campaigns).

**Image** - Image advertising is undertaken primarily to enhance your organisation's perceived importance to a target market (your community). Image advertising does not focus on specific courses or services, but presents what your organisation has to offer.

**Influence** - Organisations also use advertising to send a specific message intended to influence a targeted audience. For example, if your organisation is advertising the benefits of a formal education

## MANAGING THE ADVERTISING CAMPAIGN

In this part, you'll take a closer look at the decisions involved in creating an advertising campaign. A successful campaign requires a number of important decisions including:

1. Setting the Advertising Objective
2. Setting the Advertising Budget
3. Selecting Media for Message Delivery
4. Creating a Message
5. Evaluating Campaign Results

### 1. SETTING THE ADVERTISING OBJECTIVE

In an academic context, an advertising campaign can be used to address several objectives including:

- building awareness in the community about the organisation and courses available
- creating interest
- providing information
- reinforcing the "brand"



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### 2. SETTING THE ADVERTISING BUDGET

Setting an advertising objective is easy, but achieving it requires a well-thought out strategy. One key factor affecting the strategy used to achieve advertising objectives is how much money your organisation has to spend. Most academic organisations, in particular smaller institutions often lack funds and advertising may be just one of several tightly allocated spending areas and, thus, the level spent on advertising may vary over time.

### 3. SELECTING A MEDIA FOR MESSAGE DELIVERY

With an objective and a budget in place, the advertising campaign will next need to focus on developing the message. However, before effort is placed in developing a message, you must first determine which media outlets will be used to deliver your message. An advertising message can be delivered via a large number of media outlets, ranging from traditional outlets, such as print publications, radio and television, to newly emerging outlets, such as the Internet and mobile devices. Each outlet possesses different characteristics and offer different advantages and disadvantages.

- Characteristics of different media outlets
  - Creative Options
  - Creative Cost
  - Media Market Reach
  - Length of Exposure
  - Cost
- Types of media outlets
  - Television
  - Radio
  - Print publication
  - Internet
  - Direct mail
  - Mobile devices

#### Characteristics of different media outlets

The characteristics by which different media outlets can be assessed include the following factors:

*Creative Options* - An advertisement has the potential to appeal to four senses, but, not all media have the ability to deliver multi-sensory messages. Radio, for example, is limited to delivering audio messages while leaflets offer only visual appeal.

*Creative Cost* - The media type chosen to deliver your message also impacts the cost. For media outlets that deliver a multi-sensory experience (e.g., television) creative cost can be significantly higher than for media targeting a single sensory experience (e.g. leaflets).

*Media Market Reach* - The number of potential students exposed to a single promotional effort within a target market is considered the promotion reach. Some forms of advertising, such as television advertising, offer an extensive reach, while leaflets may offer very limited reach.

*Length of Exposure* - Some products require customers be exposed to just a little bit of information in order to build customer interest. However, in an academic setting, potential students may need to be presented with more information and you should seek media formats that allot more time to deliver your message.

*Cost* - One of the major costs in advertising is the purchase of ad time, space or location with media outlets. Advertising costs vary widely from very small amounts for certain online advertisements to exorbitant fees for advertising on major television programs. This depends on:

- ◇ Audience Size - Refers to the number of people who experience the ad during a particular time period. It can be measured in terms of number of viewers, readers or website visitors.
- ◇ Audience Type - A well-defined target market is vital to a successful advertising campaign. When choosing a media outlet, selection is evaluated based on the outlet's customer profile (i.e., viewers, readers,



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website visitors) and whether these match your desired target market.

- ◇ **Ad characteristics** – Costs depend on run time (e.g., length of TV or radio ads), size (e.g., print ads size), print style (e.g., B&W vs. colour) and location in media (e.g., cover vs. inside pages)

### Types of media outlets

Today there are a variety of media options:

**Television** – It can reach large numbers in a single exposure, yet because it is a mass medium, television lacks the ability to deliver an advertisement to highly targeted customers.

**Radio** - Promotion through radio has been a viable advertising option for over 80 years. Radio advertising can be local, or with web-based radio stations, it can have national and potentially international coverage.

**Print Publication** - Print publications such as magazines and newspapers offer advertising opportunities. Magazines, especially those that target specific niche or specialised interest areas, are more narrowly targeted compared to broadcast media.

**Internet** - The fastest growing media outlet for advertising, the Internet offers many advertising options with messages delivered through websites or by email. The main advantage of website advertising is its ability to allow for a large variety of creative types including text, image, multimedia and advanced interactive. Also, email advertising offers you the advantage of low distribution cost and potentially high reach.

**Direct Mail** – A more traditional method of advertising, using postal and other delivery services to ship advertising materials, including letters, brochures, catalogues and flyers. Direct mail can be a very cost-effective method of advertising; however, as large numbers may discard the mailing

before reading, some view the approach as ineffective.

**Mobile Devices** - Devices such as mobile phones, allow customers to stay informed and gather information without being tied to a physical location. While the mobile device market is only beginning to become a viable advertising medium, it may soon offer significant opportunity for you to reach potential students at anytime and anyplace.

### 4. CREATING A MESSAGE

Effective communication requires you to create a message that can be easily interpreted by the intended receiver - the potential student. In advertising, the act of creating a message is often considered the creative aspect of carrying out a campaign, and the number of different ways a message can be generated is limited only by the imagination of those responsible for developing the message.

**General Message Factors** - When developing the message you must take into consideration several factors including:

- ◇ **Target Audience** – The makeup of the target audience (e.g., age, location, attitudes, etc.) impacts what is conveyed in the message.
- ◇ **Type of Media** – The media outlet (e.g., television, print, Internet, etc.) used to deliver the message impacts the way a message will be created.
- ◇ **"Product" Factors** – In an academic context, advertising courses can be highly complex and require a different message than simpler products, such as advertising a single event.
- ◇ **Advertising Objective** – The objective of the advertising campaign can affect the type of ad that is designed. For example, to promote a new course with the objective of stimulating increased number of students quickly will be different from



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an advertisement campaign to raise awareness of your organisation.

**Message Structure** - Most advertising messages share common components within the message, including:

- ◇ *The Appeal* – This refers to the underlying idea that captures the student’s attention.
- ◇ *Value Proposition* – The advertising message should contain reasons for potential students to be interested.
- ◇ *Slogan* – To help position your organisation and the courses offered in a potential student’s mind and distinguish it from competitors’ offerings, advertisements may contain a word or phrase that is repeated across several different messages and different media outlets.

### 5. EVALUATING CAMPAIGN RESULTS

The final step in an advertising campaign is to measure the results of carrying out the campaign, which relate directly to the objectives you were seeking to achieve. For example, when the objective is to build awareness, a successful campaign may be measured in terms of how many people are now aware of your organisation.

### CHANGING MEDIA CHOICES

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There is a major cultural shift occurring in how people use media for entertainment,

news and information. Many traditional media outlets, such as newspapers and major commercial television networks, are seeing their customer base eroded by the emergence of new media outlets. The Internet has become the major driver of this change. In particular, a number of important applications tied to the Internet are creating new media outlets and drawing the attention of many, mostly younger, consumers, including podcasting audio and video and RSS feeds.

These new technologies should be monitored closely as they become accepted alternatives to traditional media outlets. As they gain momentum and move into mainstream acceptance you may need to consider shifting advertising spending. You should also be aware that new media outlets will continue to emerge as new applications are developed. The bottom line is you must stay informed of new developments and understand how students and potential students are using these in ways that may offer advertising opportunities.

### FURTHER INFORMATION

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- [Learn Direct](#)
- [Marketing and advertising techniques](#)
- [Principles of Marketing](#)