

# Why Should a Business Advertise?



**T**ake a look around! The world of advertising has undergone considerable change. DVR's and the Internet have drastically altered the way businesses all over the globe promote their products and services.

Aspiring sales people are being introduced to a whole new set of buzzwords. Terms like 'audience fragmentation' and 'consumer-centric campaigns' are now the focus of sales training programs and classroom lectures far-and-wide.

These relatively new terms originate, more or less, from the purported assertion that people no longer sit in front of their TV passively watching commercials. Similarly, it is widely held that people are not reading newspapers and magazines or listening to radio with regularity.

Sure enough, the promotion game has evolved dramatically beyond the traditional outlets of television, radio and print. It now includes the widest ever spectrum of visual, audio and electronic media.

Today's web sites features pop-ups, popovers, audio messages, flash videos, RSS and animated sales people who actually interact with customers.

**Does all this mean the end of traditional advertising?**

**Not a chance.** It does, however, place sales people at the crossroads. To thrive in the face of constantly growing competition, it is essential to recognize these rapidly changing technologies.

As always, advertising is a powerful driver of a business's success, and has a substantial influence over the way the marketplace perceives their offerings.

The difficulty, especially on a limited budget, is knowing how to sift through these ever-growing options, and determining which mediums most benefit your particular situation.

The solution is, knowing who your customers are . . . which mediums they use and what their interests are. By doing so, you will identify promising leads, and ensure that

your money is spent in an efficient manner.

Beyond increasing sales, advertising has several enormous benefits which need to constantly be reinforced with prospects and current clients. Here's why businesses should continue to invest their hard-earned money in advertising.

