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THE ART OF EFFICIENT ADVERTISING

Nowadays, there are lots of different advertisements which are aimed to involve more customers to sell them certain products. However, not all of the ads are equally effective. It is necessary to be familiar with some special techniques which can help employers to produce and sell their products in a more effective way.

Firstly, it is necessary to prioritise potential customers. It means that consumers need to know that the advertisement is made exclusively for them and sellers are extremely interested in selling their product. It is important to talk directly to a person in the advertisement. There is a great necessity to use “you” or “your” as much as possible. For instance, the heading of advertisement can be written as following: “You always wanted this, didn’t you?” The consumer will think what he or she wanted and then read further to find more detailed information about the product. Customers are not really interested in what certain product or service in the advertisement is. However, they are interested in what those products are able to do personally for them.

Secondly, the advertisements need to be written in the language which potential customers will be able to read and understand. It is necessary to avoid specific words which can cause some difficulties. Customers are not interested in learning new words in order to understand the main benefits of the product which is promoted. Also, effective advertisements need to be written with strong and straightforward words which can grasp the audience attention. In addition, it is extremely important to avoid ambiguity and jargon in advertisements.

Thirdly, ads need to provide solutions. If customers are interested in the product they read about, they need to find out and understand how to use it in the right way. Also, it is necessary to notice that insincere and dishonest advertisement cannot attract the attention of the target audience. Nobody is interested in untruthful information.

Finally, there is no need just to “talk” with potential customers. The efficient ads need to use emotional approach which will have positive influence on customers’ attention. It can be expressed in special words which are used in advertisements. Moreover, they can be used twice or even more times to strengthen the influence of the advertisement.

To sum up, the effectiveness of any company depends on successfully composed advertisements. Efficient advertisements are able to grab the attention of their target audience in a few seconds. So, they are one of the main factors which define the best leader in selling products.