

1. Record Nr.	UNINA9910817517203321
Autore	Li Cong
Titolo	Effective advertising strategies for your business // Cong Li
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-869-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (134 p.)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.802
Soggetti	Target marketing Advertising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (pages 109-120) and index.
Nota di contenuto	1. How does advertising function in general? -- 2. What are the three advertising strategies? -- 3. How does standardized advertising strategy work? -- 4. How does targeted advertising strategy work? -- 5. How does individualized advertising strategy work? -- 6. How to gather consumer insights for advertising -- 7. How to incorporate consumer insights into advertising -- 8. How to integrate different advertising strategies together -- Notes -- References -- Index.
Sommario/riassunto	As the media landscape has evolved over the past few years, especially with the emergence of interactive media and social media, the philosophy of advertising is significantly changing. Most businesses realize that the days when they relied on three national networks (ABC, NBC, and CBS) and a few national newspapers to advertise are gone; thus, they begin to find alternatives to standardized advertising. Many of them begin to adopt more individualized advertising approaches, empowered by the Internet technologies. Although a few high-technology companies--such as Google, Facebook, and Amazon--are showing success in delivering individualized advertising messages to consumers, this approach (including both personalization and customization) is not suitable for all businesses. The problem is that many companies don't know what strategy is the best for their business. The purpose of this book is to describe in detail and discuss the pros and cons of each of the three fundamental strategies of advertising: standardized, targeted, and individualized. The importance

of collecting consumer insights and incorporating those insights into advertising messages will be highlighted. No single strategy is absolutely more effective than the others; however, here you are given a real strategy based on a scrutiny of the value proposition of the business and expectations of consumers.

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