

10 Principles Of Good Advertising

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the popularity of the television series mad men has raised the public awareness of advertising firms and what may or may not happen behind the scenes we all recognise advertising when we see it it's those bits that surround the editorial content in papers and magazines that interrupt tv programmes or pop up on the websites you like to browse as a discipline it might be defined as follows advertising is about creating a message about something usually a product or service and then getting it out to people in the hope that they will react in a particular way which in all likelihood means buying it or put another way it's paid persuasive communication that uses the mass media to connect an identified sponsor the person or company that pays for the ad with its target audience this book examines the different elements of those definitions and shows readers through discussion of the ten key principles underlying all great advertising how to create dynamic well targeted adverts of their own engagingly written by journalist and critic robert shore this book provides the basic principles behind creating a successful advertisement with clear explanations illustrations and checklists for each chapter the reader is guided through what goes into making an advertisement work

understanding effective advertising how when and why advertising works reviews and summarizes an extensive body of research on advertising effectiveness in particular it summarizes what we know today on when how and why advertising works the primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice sales and market share in addition the book reviews research on the rich variety of ad appeals and suggests which appeals work and when how and why they work the first comprehensive book on advertising effectiveness understanding effective advertising reviews over 50 years of research in the fields of advertising marketing consumer behavior and psychology it covers all aspects of advertising and its effect on sales including sales elasticity carryover effects content effects and effects of frequency author gerard j tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising

turn your words into results how to craft copy that grabs the attention of potential customers clients or supporters and calls them to action call it advertising call it promotion call it marketing but whatever you call it every business and organization depends on words with impact few among us are born talented copywriters that rare combination of both facile wordsmiths and natural salespeople most of us need some help and even naturals can improve by studying the best victor o schwab was one of the greats considered a marketing master during his 44 year career he was the copywriter who propelled dale carnegie s how to win friends and influence people into a mega seller how to write a good advertisement schwab s classic guide has stood the test of time in just over 200 pages this book clearly explains the core elements of an effective advertisement schwab shows us how to get attention with better ad copy build credibility in your advertising create winning layouts and choose the best ad size test ad effectiveness convert inquiries to sales make special offers that dramatically increase response and sales how to write a good advertisement gets you quickly up to speed with examples of powerful profitable headlines with explanations of why those headlines work so well and quick lesson reviews that help you turn what you ve read into skills you own schwab provides us shortcuts without sacrificing long term understanding fifty years after publication this book is still the standard bearer sought after by a new generation of copywriters and businesspeople read it apply it and watch your sales soar

most advertising copywriters know their fundamentals many of us practice them some of us should get back to them whether one is now studying to go into the field of copywriting whether he is new in the craft or whether he has been a practitioner in it for years his knowledge and practice of these fundamentals will determine the extent of his success as daniel defoe said an old and experienced pilot loses a ship by his assurance and over confidence of his knowledge as effectively as the young pilot does by his ignorance and want of experience so this book will strip down to fundamentals try to forget the furbelows for as time goes on every line of creative work gets cluttered up with impressive jargon and off the beam technicalities with professional palaver that strays far away from the main objective get your copy today and learn the secrets of writing ads from the masters

how to write a good advertisement is a short course in writing powerful hard hitting copy that can help you make your products and services irresistible to potential customers this remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many

experienced copywriters into masters of their trade

john egan draws on both his industry and academic background to explain the why as well as the how of marketing communications the book takes an industry driven approach which provides all the theories in the context of application and from a real world perspective it also uses accessible straight forward language and all content is supported by a collection of learning features new to this edition new chapters on digital marketing and analytics and social media marketing strong focus on marketing communications analytics update of examples case studies and references online resources for both instructors and students complement the book these include powerpoint slides an instructors manual mcq s with answers for instructors a glossary flashcards links to relevant websites and videos suitable for marketing students taking a marketing communications module as part of their marketing degree

effective advertising evaluates and summarizes an extensive body of research on advertising effectiveness the primary focus of the book is on the immediate and carryover effects of advertising on consumer choice sales and market share the book further reviews research on the rich variety of ad appeals and suggests which appeals work explaining when how and why they work

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Introduction

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