

Advertising

"Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored unidentified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor"

- William Stanton.

Advertising is a printed, written, oral and illustrated art of selling

Objectives

- To Inform Buyers
- To Remind Buyers
- To Face Competition
- To Help or Educate People
- To persuade or convince Buyers
- To Achieve Sales Targets
- To Build & Improve Brand Image
- To Build Company Image & Reputation

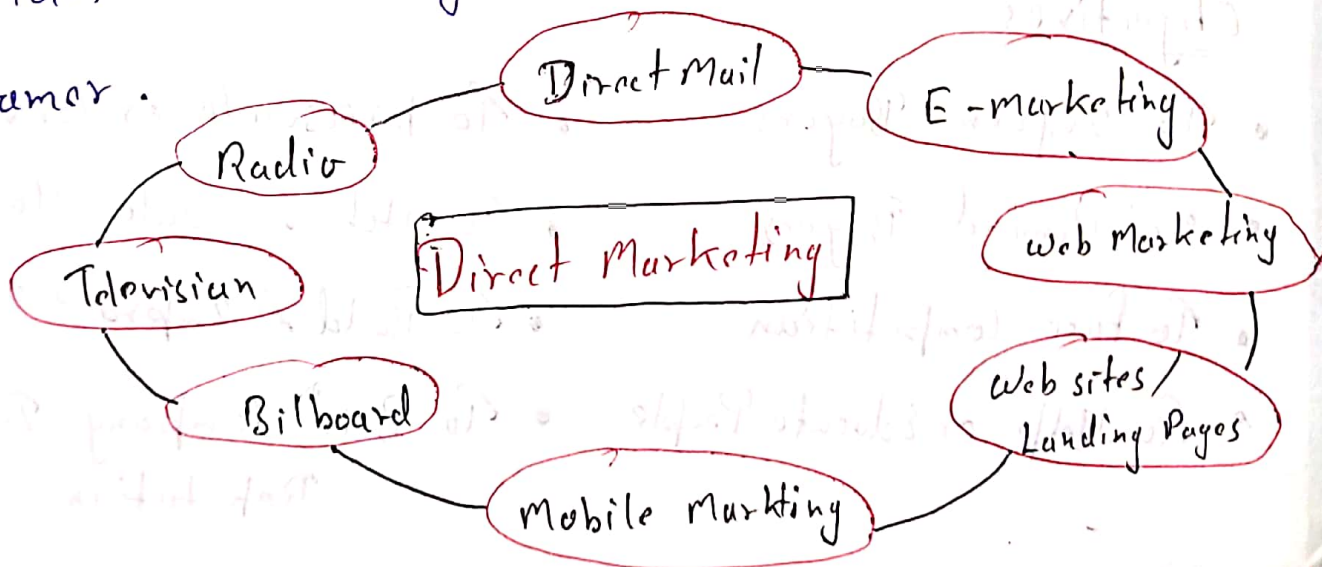
Direct Marketing

is a form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service.

Direct marketing does not involve advertisements placed on the internet, on television or over the radio.

Types of direct marketing materials include catalogs, mailers and fliers.

Direct marketing removes the "middle man" from the promotion process, as a company provides a message directly to a potential customer.



Both advertising and PR help build brands and communicate with target audiences.

The most basic difference b/w them is that advertising space is paid while public relations results are earned through providing the media with information in the form of press releases and pitches.

For ex- you have to buy online banner ad space, but you can pitch a story to a news outlet.