**General Methods of Advertising**

A successful advertising campaign will spread the word about your products and services, attract customers and generate sales. Whether you are trying to encourage new customers to buy an existing product or launching a new service, there are many options to choose from.

The most suitable advertising option for your business will depend on your target audience and what is the most cost effective way to reach as many of them as possible, as many times as possible. The advertising option chosen should also reflect the right environment for your product or service. For example, if you know that your target market reads a particular magazine, you should advertise in that publication.

The following list is an introduction to advertising tactics that you could use. Remember, you can always be creative in your advertising to get noticed (within advertising regulations).

**Newspaper**

Newspaper advertising can promote your business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section.

You may find that a combination of advertising in your state/metropolitan newspaper and your local paper gives you the best results.

**Magazine**

Advertising in a specialist magazine can reach your target market quickly and easily. Readers (your potential customers) tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers (by interest group e.g. women) and trade (industry/business type e.g. hospitality).

If your products need to be displayed in colour then glossy advertisements in a magazine can be ideal - although they are generally more expensive than newspaper advertisements.

Magazines do not usually serve a small area such as a specific town. If your target market is only a small percentage of the circulation, then advertising may not be cost-effective.

**Radio**

Advertising on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers.

However, sound has its limitations. Listeners can find it difficult to remember what they have heard and sometimes the impact of radio advertising is lost. The best way to overcome this is to repeat your message regularly - which increases your costs significantly. If you cannot afford to play your advertisement regularly, you may find that radio advertising does not generate strong results.

**Television**

Television has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and colour to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works.

Producing a television advertisement and then buying an advertising slot is generally expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to:

* the time slot
* the television program
* whether it is metro or regional
* if you want to buy spots on multiple networks.

**Directories**

Directories list businesses by name or category (e.g. Yellow Pages phone directories). Customers who refer to directories have often already made up their mind to buy - they just need to decide who to buy from.

The major advantage of online directories over print directories is that if you change your business name, address or telephone number, you can easily keep it up to date in the directory. You can also add new services or information about your business.

If your target market uses print and online directories, it may be useful to advertise in both, although print directories are being used less.

**Outdoor and transit**

There are many ways to advertise outside and on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can get your message across with a big impact. If the same customers pass your billboard every day as they travel to work, you are likely to be the first business they think of when they want to buy a product.

Even the largest of billboards usually contain a limited amount of information; otherwise, they can be difficult to read. Including your website address makes it easy for customers to follow up and find out more about your business. Outdoor advertising can be very expensive especially for prime locations and supersite billboards.

**Direct mail, catalogues and leaflets**

Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business. A cost effective form of direct mail is to send your newsletters or flyers electronically to an email database. Find out more about [direct mail](https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/direct-marketing/direct-mail).

Catalogues, brochures and leaflets can also be distributed to your target area. Including a brochure with your direct mail is a great way to give an interested customer more information about your products and services. Learn more about [leaflet marketing using letterbox drops and handouts](https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/direct-marketing/leaflets).

**Online**

Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from.

A well-designed website can entice customers to buy from you. There are a number of ways you can promote your business online via paid advertising or to improve your search engine rankings. Learn more about [doing business online](https://www.business.qld.gov.au/starting-business/internet-start-ups/online-basics).

Other ways to advertise your business online include promoting your products or services on social media sites, blogs and search engines and other websites that your target audience visits. Find out more about [social media](https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/social-media).

# Online Advertising Strategies and methods to Fuel Your Business Growth

Growing a business isn't easy. First, you need a viable idea. From there, you need to discover a profitable niche, define a target demographic and have something of value to sell them. Whether you're peddling products, services or information, getting the word out has become increasingly burdensome. And without the right marketing strategies to fuel your growth, enjoying a profit and staying afloat is virtually impossible.

## What are the best online advertising strategies to use?

As long as the fundamentals of a sound business are there and you're working tirelessly to build an authentic relationship with the consumer by sincerely trying to add value, then there are 10 go-to strategies you can use to [market any business online](https://www.entrepreneur.com/article/283832).

## 1. Use social media.

You can't ignore social media. That's where all the so-called magic is happening. Some businesses have been built solely on the backs of social media. It can be intimidating at first. Sure. But as you build momentum, you'll find posting on social media to get easier and easier over time.

Of course, you could also hire a social media manager if you have money to burn. But if you don't, just be yourself. Be authentic. Post your thoughts. Post your products. Post anything that you find relevant and useful that would help your audience either learn more about you and your business, or about the industry that you're in.

Use direct messages on platforms like Instagram and even Snapchat or Twitter to reach out to other successful businesses or even to communicate with potential customers who might be looking for your products and services. This is very powerful marketing.

## 2. Create video tutorials.

One of the most effective ways to get the word out on your business is to create video tutorials. Teach people something useful. Walk them through it. Hold their hands. Step-by-step tutorials are all the rage. The better you are at this, and the more value you provide, the quicker you can boost your visibility, and ultimately, your sales.

Today, YouTube is the second largest search engine in the world behind Google. Whenever someone wants to learn something visually, they head there. You've likely done it yourself countless times. So just ask yourself what you could teach in your business that would help consumers solve some pain point? What got you into business in the first place?

## 3. Start blogging now.

Sure, you could [start a blog](https://www.entrepreneur.com/article/293597). If you don't have a blog for your business, then you need to start one immediately. But you don't just have to blog on your own blog. Most people find blogging ordinary because they lack the visibility. The truth is that your blog is going to be like a barren desert unless you know what you're doing.

When you do blog, ensure that you blog effectively. Don't post thin content. Think about adding value. Worried about revealing all your business secrets? Don't be. Give away the farm. Give people so much value that you instantly become an authority in their eyes. This is one of the most powerful strategies you can use to market any business.

## 4. Leverage influencers.

Want to get the word out there and boost your visibility on social media without taking years to build the audience? Then you should certainly leverage influencers. But the key is to find the right influencer. You don't have to go with influencers with millions of followers. You could opt for micro-influencers with tens of thousands or even a hundred thousand followers.

The trick? Find the right influencer in your niche so that you're targeting the right audience. It's not just about spreading your message. It's about spreading your message to the right consumer base. If you can do that properly, then you can likely reach a sizable audience for not much money invested when you think about the potential profit it can return.

If your sales systems and products are in place, then this makes sense. If you have an offer that's clearly converting, and it's simply about more visibility, then this is likely the right marketing strategy for you right now. Assess the situation and reach out to influencers and gauge their pricing. Do small tests and see what works, then scale.

## 6. Build a great lead magnet.

A **lead magnet** is an incentive that marketers offer to potential buyers in exchange for their email address, or other contact information. Lead magnets usually offer a piece of digital, downloadable content, such as a free PDF checklist, report, eBook, whitepaper, video, etc.

Lead magnets are one of the best ways to get more email subscribers. If you don’t have a lead magnet or you don’t have a good one, then this resource could literally be a game-changer for your business.

## 7. Use Facebook ads with re-targeting.

One of the most powerful methods you can use to market just about anything these days are Facebook ads. With Facebook, you can reach a very specific audience and you can do it very easily. You can target by interest, age, relationships status, geographic location, and so much more.

But the trick here to getting great results isn't just about click-traffic. You have to focus on conversions and re-targeting through pixels. If you don't know how to install the Facebook Pixel on your site, then you absolutely must learn how to do this right now. Even if you're not running Facebook ads, you can build your audience with a pixel.

## 8. Use LinkedIn the right way.

Do you have a video on your LinkedIn profile? Did you know that you can easily add one? Why not take the time to introduce yourself and your business. Link that to your profile description. This is an easy way to passively market your business, and when it's done right, it can lead to shocking results.

If you have lots of connections on LinkedIn and you're not really posting on there, start immediately. You can reach a large audience, especially when your posts go viral. This is a great place to convey the entrepreneurial journey. Talk about your challenges and tell stories. The more effective your stories, the larger your potential reach when you go viral.

## 9. Create an affiliate program.

Most people don't understand the power of affiliate marketing. Affiliates can provide massive fuel for growth. But approaching the right partners isn't always that easy. You have to have good conversion if you want the bigger affiliate to take you seriously.

I've found that navigating the affiliate minefield can be tricky. It takes persistence and it takes true grit to make it through. Most of us get discouraged after a few setbacks, but you can't allow emotions to get in the way when it comes to affiliate. Build an affiliate program and start reaching out to potential affiliate who can assist you.