**Advertising**

**Creating Good Advertising**

Good advertisements sell products by making the consumer remember the brand name of their products or services.

AIDA Formula : The four standard rules for creating good advertising are summarized as follows:

* 1. **Attract attention** – develop a good headline
  2. **Gain interest** – make people want to read, watch, or listen
  3. **Build desire** – help the customer want your product
  4. **Get action** – always ask for the sale

**Types of Advertising**

Advertising is the paid-for promotion of a businesses’ goods and services using a variety of mass media to target a market.

Common advertising classifications include

* + **radio**
  + **television**
  + **newspapers**
  + **magazines**
  + **Internet**

**Marketing Research**

**Market research** is the collection and analysis of information that identifies specific groups of consumers who would use a particular product or service.

**Types of Marketing Research**

Marketers use different types of research depending on what information is needed, how it will be collected, and what will be done with the final information after it is analyzed. The following is a list of the most common types of research used by marketers:

* + **Looking at the consumers, market, competition, advertising and product research**

**Marketing Research Tools**

Marketing research relies on secondary and primary data.

**Secondary Data**

**Secondary data** is information collected by others. Secondary data can be collected from Web sites, databases, periodicals, indexes, and professionally prepared marketing research reports.

**Primary Data**

**Primary data** refers to current information that is collected and analyzed for a specific purpose. Methods include

* + **test marketing**
  + **internal information sources**
  + **surveys**
  + **observation**
  + **focus groups**