

# Advertisement that sells

## Producing an advertisement that sells

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### Seeking Advice?

At InterAlliance Group Services we assist our valuable SME clients in business development by offering our business advisory services.

We offer Business Advisory, IT and Outsourcing services leading to development of small and medium size businesses.

Contact us and we will assist you in bringing success to your business.

InterAlliance Group Services



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## this issue

Basics of producing a powerful advertisement for your business

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## Simple tips to prepare a powerful advertisement

A wrong advertisement can actually reduce the sales of a product or service. It is advisable to follow an approach covering ingredients, purpose and desired results of your advertisement.

Basic steps involved :-

**Study your product** : More you study it, more you will be able to think of effective advertisement.

**Positioning of your product** : Study your target market on basis of demographics, age, taste and competition analysis.

**Brand image** : Study personality and quality of your product.

**More questions** : Is your advertisement eye catching or unique ?

**Target Audience** : Study your audience, their culture and beliefs.

**Consolidate your message** : Audience likes to know details in short time so best is to use maximum of two sentences to deliver your message.

Above points could help you to get audience attracted towards your product. Apart from these points, one should make sure product serves its purpose, brings value and useful results to the users. Big budget advertisements might fail to bring more business if product is not reliable and up to the mark.

If you are seeking more assistance on advertisement at affordable charges, contact us at [info@interalliancegroup.com](mailto:info@interalliancegroup.com) and we will be happy to assist you.