## Paper MARKETING OF SERVICES

MBA IV SEMESTER (CBCS) (Batch 2018-2020)

#### Lecture on

Advertising Issues of Services

#### Faculty

#### Dr. Kamran Sultan

Pandit Jawaharlal Nehru Institute of Business Management Vikram University Ujjain (M.P)

## Paper MARKETING OF SERVICES

MBA IV SEMESTER (CBCS) (Batch 2018-2020)

#### Lecture on

Advertising Issues of Services

#### Faculty

#### Dr. Kamran Sultan

Pandit Jawaharlal Nehru Institute of Business Management Vikram University Ujjain (M.P)

# Advertising

"According to American Marketing Association (AMA), "Advertising means any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor."

## **Features of Advertising**

- # Paid form of Communication
- # Non-personal presentation of message
- # Promote idea, goods and services
- # Advertisement is issued by an identified

sponsor

# **Significance of Advertising**

### **Benefits to Service Firm**

- \* Introducing new products
- \* Create new taste
- \* Increase the sale
- \* Create steady demand
- \* Meeting the force of competition
- \* Increase goodwill
- \* Increase the morale
- \* Facilitate the mass production

# **Significance of Advertising**

### **Benefits to Customers**

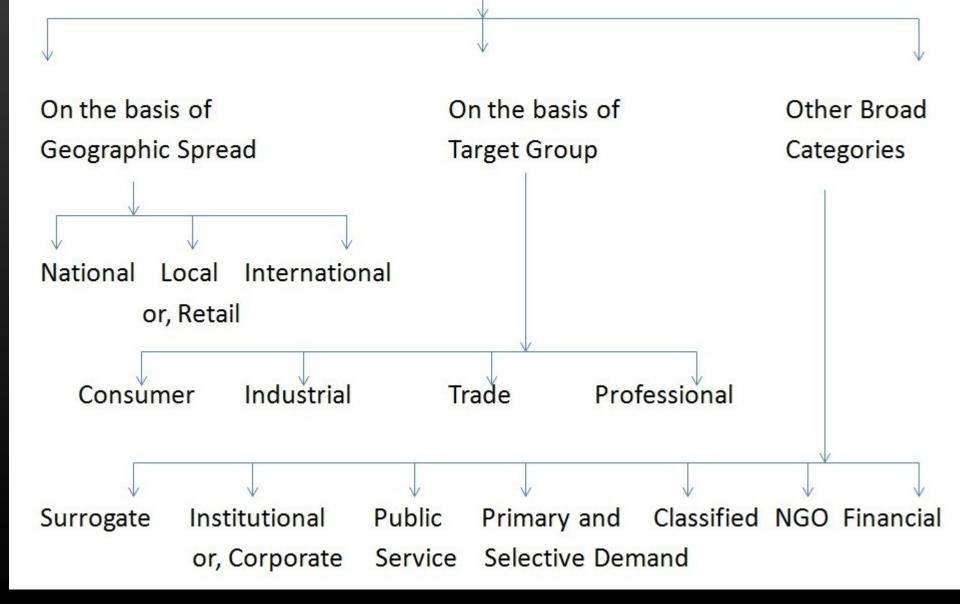
- \* To know about existence products & services
- \* Utility of existing products & services
- \* Ensure better quality of products & services
- \* Educate customers about new products & services

# **Significance of Advertising**

### **Benefits to Society**

- \* Provide employment
- \* Promote living of standards of people
- \* Sustains the press and media
- \* Educate the people about different products & services

## Advertising



# **Advertising Media**

#### Press/Print Advertising

- Magazines
- Newspapers

### Outdoor Advertising

- Poster Display
- Bill Boards Display
- Vehicular Display
- Direct mail advertising
- Audio-Visual advertising
- Internet and Social advertising
- Electronic and Film advertising
- Window / Shelves display
- Speciality advertising

Factors affecting the Selection of Advertising Media

- Nature of Product
- Nature of Market
- Advertising objectives
- Financial Consideration
- Types of Audience
- Life of Advertisement
- Media used by Competitors

# **Advertising Strategies for Services**

- Determining the right frequency of advertisement
- Selecting the right media mix
- Using media that targets the primary audience
- Hitting target demographics repeatedly to keep the featured products/ services visible

# Thank you

Dr. Kamran Sultan Contact no. 9425012255 Email-Id: kamran\_sultan@rediffmail.com