

# Star Digital: Assessing the Effectiveness of Display Advertising

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**Technology**

Technology is the application of scientific knowledge for practical purposes, especially in industry.

**The four P's of the marketing mix**

Marketing is a collection of techniques for satisfying the needs of the market in terms of products. These needs are met by the firm's 4 P's which include the product, price, place and promotion.

**Technological Issues**

Technological issues are those issues that arise from the use of technology in the marketing process. These issues include the impact of technology on the marketing process, the impact of technology on the marketing environment, and the impact of technology on the marketing strategy.

**Benefits of technological innovation/strategies**

Technological innovation/strategies can provide a number of benefits to a firm, including:

- Increased efficiency
- Improved customer service
- Enhanced marketing effectiveness
- Reduced costs
- Increased sales

**Negative Effects of public marketing**

Public marketing can have a number of negative effects on a firm, including:

- Increased costs
- Reduced sales
- Decreased customer loyalty
- Increased competition
- Reduced market share

**Promotion**

Promotion is the communication of information about a product or service to the target market. It is one of the four P's of the marketing mix.

**Digital Marketing in a traditional firm**

Digital marketing is the use of digital technologies to reach and engage with customers. It is a key component of a firm's marketing strategy.

**Analysts of technology and personal strategies**

Analysts of technology and personal strategies are individuals who study the impact of technology on the marketing process and develop strategies to address these challenges.

**Digital Marketing**

Digital marketing is the use of digital technologies to reach and engage with customers. It is a key component of a firm's marketing strategy.

**Methods used in public marketing**

Public marketing can be achieved through a variety of methods, including:

- Advertising
- Public relations
- Sales promotion
- Direct marketing

**Benefits of Social Marketing**

Social marketing can provide a number of benefits to a firm, including:

- Increased brand awareness
- Improved customer loyalty
- Enhanced marketing effectiveness
- Reduced costs
- Increased sales

**Promotional Objectives**

Promotional objectives are the goals that a firm wants to achieve through its promotional activities. These objectives can include increasing sales, building brand awareness, and creating a positive image for the firm.

**The second curve**

The second curve is a concept in marketing that refers to the idea of a firm's marketing strategy evolving over time. It is a key component of a firm's marketing strategy.

**Direct Marketing**

Direct marketing is the use of direct communication channels to reach and engage with customers. It is a key component of a firm's marketing strategy.

**Public relations**

Public relations is the management of a firm's reputation and relationships with the public. It is a key component of a firm's marketing strategy.

**Public relations bank**

A public relations bank is a firm's internal database of contacts and relationships. It is a key component of a firm's marketing strategy.

**Social media**

Social media is a form of digital communication that allows users to create and share content. It is a key component of a firm's marketing strategy.

**Content Marketing**

Content marketing is the use of valuable, relevant, and consistent content to attract and retain a clearly defined audience. It is a key component of a firm's marketing strategy.

**Above-the-line promotion**

Above-the-line promotion is a type of promotion that is broadcasted to a wide audience. It is a key component of a firm's marketing strategy.

**Reassuring advertising**

Reassuring advertising is a type of advertising that aims to reassure customers about a product or service. It is a key component of a firm's marketing strategy.

**Persuasive Advertising**

Persuasive advertising is a type of advertising that aims to persuade customers to buy a product or service. It is a key component of a firm's marketing strategy.

**Personal Selling**

Personal selling is a type of selling that involves a salesperson interacting directly with a customer. It is a key component of a firm's marketing strategy.

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**Informative Advertising**

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# The four P's of the marketing mix

Marketing mix is a collective term that includes the key elements that ensure the successful marketing of a product. These elements are referred to as the four "P's" of the marketing mix; product, price, place and promotion.

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# Promotion

*"The use of advertising, sales promotion, personal selling, direct mail, trade fairs, sponsorship and public relations to inform consumers and persuade them to buy."*

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- The communication methods used to attract the consumer to buy the product are very important here.
- A firm may use above-the-line promotion such as television advertising or below-the-line promotion such as sales promotion, in order to convince consumers to buy the product.

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# Promotional Objectives

- Creating awareness or informing consumers of a new or improved product in the market.
- Convincing or persuading consumers to purchase a firm's products instead of its competitors' product.
- Reminding consumers of the existence of a product in order to retain existing consumers or gain new customers for a product.
- Enhancing the brand image of the product as well as the corporate image of the business.

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# Above-the-line promotion

*'A form of promotion that is undertaken by a business by paying for communication with consumers, eg advertising.'*

*It includes advertising through the television, radio, or newspapers so as to reach a wide target audience.*

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# Advertising

Advertising can be categorized as follows:

1. Informative advertising
2. Persuasive advertising
3. Reassuring advertising

In order to ensure a successful promotional campaign the right media for advertising should be chosen.

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# Informative advertising

- The focus here is to provide information about a product's features, price or other specifications to consumers
- It increases consumers' awareness of a firm's product.
- Useful when businesses want to introduce a new product to the market.

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