

IMPORTANCE OF ADVERTISING IN BUSINESS COMMUNICATION

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ABSTRACT

Advertising is a paid mode of communication where companies sell their products and services through messages by using various media. Advertising are used by businesses to achieve various goals. Companies plan the advertisement strategy as per product using divers media as traditional mode (newspapers, television, magazines are very successful as they reach to a large customer segments. The companies trying to explore various ways of dissemination of product, services by target group based advertisement. The intensity of advertisement depends on state and phase of product as if a company launches new product or services the frequency of the advertising increases accordingly. Design the rite media drive companies hire the professional advertisement companies. Advertisement companies design the advertisement strategy on the basis of research as Knowledge, Attitude & Practices of consumers of particular area, or nationwide. Based on research findings product branding, price and offers decide by the company management. At present use of mobile increases due to economic range of mobile hand set and internet packages. Resultant mobile based marketing, products; applications based services being designed for different age groups. These modern media of advertising are portable communication device that reaches large young customer base Electronic media being used as compare traditional media such as social media sites (Facebook, Whatsapp, LinkedIn, Twitter, and You Tube etc.).The companies are strategically selecting the mode of advertising media. The ads that are related to kids are telecast on cartoon channels, for adults are mostly telecast on news channels, for youth are telecast on sports channels etc. The same strategy is opted for other media as well. They are those channels which are preferred by the respective audience and reach to the target customers. Time is also equally important for the advertisements. The adult customers prefer to watch television at night and kids in the day time. The companies telecast their ads accordingly so that they can reach to the right customer at minimum cost. An effectively produced advertisement can help to achieve the business mission.

Keywords: *Non-Personal Communication, Traditional Media, Target Audience, Business Mission.*

Introduction

Meaning of Advertising: Advertising is a paid mode of communication that is between manufacturer and users of a product or service. According to the Advertising Association of the UK The sender who sends the message pay to the advertising agencies with the intention to influence and inform the people who receive them. Traditionally companies used television, print (newspaper, magazines, journals etc.), radio, press, hoardings, direct selling, posters, events, even people etc. media for advertising their products and services. But now-a-days modern mode is widely used such as social sites (Facebook, Twitter, LinkedIn, YouTube etc.). These social sites are good mode to attract the youth. The company (Host Company) that wants to create the advertisement hire advertising agency and explains its product or service, intention, brand, imagination, ideas, values, target segment etc. behind the advertisement. After this the advertising agency converts these ideas and other related information in visual mode so that it can be communicated to the audience. Once the advertising agency gets the approval from the host company the ads go on air on the right/desire media.

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The time and selection of media is important for the host company. At what time the advertisement should telecast? On which media it should be on air. If the company is able to select the right time and media for its ads it can reach to the right users at right time. It can be explained with an example: company that wants to sell its product to adults should telecast its ads on those media which are preferred by adults and at right time.

What is Business Communication?

The word "Communication" has come from the Latin word "communis", which means common. Thus, communication signifies sharing of ideas in common. The common words the communication is a mode where we can exchange and convey the information and share the ideas. In the process of communication two or more people exchange or transmit the thoughts and ideas with each other. According to W. H. Newman and C. F. Summer, "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons." So we can say that to exchange the information, to understand the thoughts of each other, to send the message and receive the response from the receiver we need a systematic process and that process called communication. With this systematic process of communication we understand each other and simplify the process of exchange of ideas and feelings.

Communication is a process which include two-way channel to exchange of thoughts, ideas, plans, response etc. In an organization it is important to convey the information to the customers and in return it receives the responses of the customers. These customers' responses are a good source of idea generation for the organization. In the process of communication the sender should take best of his care to send the right message to the receiver without any distortion. If the message sends without any distortion it increases the success of the leader. The organizations are depends for their success on information and it should be convey in the right and accurate manner. In an organization the managers are responsible to establish and maintain the right channel for communication so that they can convey their ideas, plans, policies and other work related information to their subordinates. The subordinates use the same communication channel to give their reactions and response and discuss the issues with their managers.

Elements of Business Communication

In Business communication there are six basic elements involves. They are as below:

- **Message**

Message is a base of any communication. Message is the subject-matter that is passed to one person to another person that is from sender to receiver. A message can be convey in the form of information, ideas, plans, orders, opinion, suggestion, attitude, feeling, view, etc.

- **Sender**

Sender is the person who sends the message or passes the information and understanding to other person.

- **Receiver**

Receiver is the person who receives the message from sender.

- **Channels**

Channels are the medium through messages are transmitted from sender to receiver such as radio, television, telephone, letter, e-mail, etc. The selection of media is depends on sender and it considered various factors.

- **Symbols**

The sender uses the actions, signs and words in the messages to convey or to communicate with the receivers these are comes under symbols in a communication process.

- **Feedback**

Feedback is a response that goes in reverse direction (receiver to sender). After receiving the message from sender the receiver gives him/her feedback to the sender. Feedback is an important part of communication; a communication is not completed if receiver not provides feedback.

Need of Business Communication

To communicate message between sender and a receiver required media if the message appropriate for the receiver it will accepted and resultant business will grow as per desired goal and time line. Communication is an essential aspect of the management of a business. This has applicable at work

place as well. To achieve the goal a manager established effective communication between employees called business communication. It is a two-way communication that can go higher to down, down to higher in hierarchy of an organization. On the other side it can go from organization side to the customers and the responses or feedback from customers to the organization.

At present organization struggle to established in house Business Communication in small mid and large organization. They are tried to explore various level and media to timely deliver the messages for accomplish the task, follow-up and feedback process. To ensure the effective communication organization use the MS office, outlook and now a days app based. Organization is equally responsible towards the society where it operates its business. To run the business successfully and effectively the firms should communicate with the society, it can increase the trust of public on organization and organization can achieve its goals in a better manner. For any team, organization, or society to grow, communication gaps should be filled in before they grow too big.

Types and Importance of Advertising in Business Communication

Advertisement may be classified according to media, type of products, types of appeals and so on. Advertisement is a way to make it organization visible in terms of increase awareness of its name, phone number, and or brands. Since the advent of the early form of advertising, advertising communication objectives have varied substantially, and different forms of advertising can be identified while using the same media.

Some of the different types of advertising are:

- Product Advertising
- Corporate Advertising
- Competitive Advertising
- Comparative Advertising
- Commercial Advertising
- Advocacy Advertising
- Interactive Advertising
- Service Advertising
- Financial Advertising
- Response Advertising
- Covert Advertising
- Surrogate Advertising
- Public Service Advertising
- Celebrity Advertising.

What are the Different Types of Advertising – Product Advertising, Institutional Advertising, Advocacy Advertising, Transit Advertising and a few more.

Product Advertising

To establish an organization's product image, to convey the information and qualities about the products to the customers organizations use product advertising. Companies use the brand name of their established products for selling new products under same firm. The brand name increases the image of a product as Coca-Cola, Lifebuoy, Amul etc. The Product advertising aims to highlight the information about the key ingredients, among the target market /group. The organization highlights the benefits and unique features of the products to grab the attention of their prospective consumers. Customers can identify the product with the brand name of a product that is "brand name recall process". To maintain the brand name in a product's Product Life Cycle the company go for huge promotion and other activities that can create awareness among the customer about the product. The important information about the product, supply, the services offered by organization etc. are need to be communicated to the customer for product success. The product advertising may be classified into following groups:

Direct Action Advertising

This strategy gives organization quality gain in running product or service. For example credit cards use this strategy to attract more potential consumers. After the introduction of technological and

advancement in technology now direct marketing is more beneficial for retailers and marketers. Now-a-days companies maintain the customer database of their prospects. It made easy for the companies to get in touch with the prospects and explain the products benefits and offers to them. In the busy time schedule the internet communication system make the purchasing process easy and efficient for the customers.

Indirect Action Advertising

The objective of Indirect Advertisement is to build the reputation of the advertised brand. This method is effectively use in highline electronic equipment's. Companies are finding ways to be in touch with the customers, to communicate with them, to listen their issues, to provide the solutions of their problems related to organization's offerings etc. so, companies devote this work to CRM customer relationship management (CRM) department. In a competitive it is the requirement of time as-well to development of relationship, marketing approach is gaining importance due to the increase of competition in market situation.

Significance of this form of strategy from organizational point of view may be analyzed as follows:

- Expansion of customer base,
- Generation of more loyal customer,
- Encouraging customer selectivity approach.
- Reduction of other promotional expenses,
- Increased scope of introduction of new products,
- Scope of product extension,
- Patronization of consumers in difficult period,
- Proactive and reactive measures adopted to satisfy customer etc.
- **Combination of Direct-Indirect Action Advertising**

As per product demand and season new time bound schemes will be propagate to encourage the prospects to react instantly in favor of buying decision, for example, an advertisement of an air-conditioner may offer a free installation on after sales services. Special offers may be attached if purchase is made within a specific period.

Institutional Advertising

The corporate image in terms of increase the good will of organization creates reliability of the organization by project best practices and values in the same. Such advertisement projected and to develop confidence in consumers. For example Tata, Hutch and Reliance are engaged in institutional advertising policies.

The main aim of this advertising is as below:

- Promotion of a public service;
- Generating awareness about innovation, achievement and development;
- Employees welfare schemes and development of corporate image;
- Job opportunities;
- Opening a debate on controversial issues"

Advocacy Advertising

This type of advertising is used by the firms when they want to attempts to highlight contemporary arguments directed to a specific group.

It has following forms:

- Ideological advertisement
- Defense advertisement
- Reply bound advertisement, and
- Position taking advertisement.

These messages are exhibited under controlled and set situations which make it more suitable for the advertiser. In such kind of advertising the advertiser can run many advertisements in a series. To highlight the social issues in public, to establish a social and political statements companies use this type of advertising activities. An insurance company gives the social message on drink and driving laws, this type of advertisements give messages to the society that "Don't drink and drive". From the past few years the use of advocacy advertising has increased and simultaneously met with increased criticism. The critics argued about advocacy advertising that such type of advertisements are in a series so they occupied large space and companies purchase too much of time and space. Sometime the advocacy advertisements are misled the audience.

Transit Advertising

It is a type of outdoor advertising that includes the advertising in the form of posters seen in bus shelters and train, airport and subway stations. This advertising captures the large audiences. The people who travel by these commercial transport facilities weather bus, train, taxi etc. exposed with this outdoor advertisements. Such advertisements are mostly used by companies like Colgate, Nestle who offer packaged goods and some other service agencies like Banks, Insurance companies etc.

Transit Advertising may be of three types:

- Inside Cards
- Cut side Posters and
- Station, Platform or Terminal Posters.
- **Inside Cards** – The basic aim of inside cards advertising is to get more attention. So this type of advertisements are placed mostly those places where people exposed more like above the seats and luggage area, TV and Radio stations, Electronic message boards that display the advertising information.
- **Outside Posters** – These types of advertisements are places outside or back of the transportation facilities. These advertisements are display with colors and with illumination effect to attract the attention of the audience.
- **Station, Platform and Terminal Posters** – These types of advertisements are categorized as electronic signs and other forms of advertising. They are advertised public transports like train or subway stations airline terminals, bus stations.

Advantages of Transit Advertising

- **Exposure** – The time of exposure with such advertisements are long as they are placed in such a place where large number of people exposed for longer time.
- **Frequency** – The people who travel frequently with such transport facilities they get exposed **repeatedly with advertisements**
- **Timeliness** – The timing of these advertisements is very adequate and people and purchased some of products at the time of traveling after exposed with the advertisements.
- **Geographic Selectivity** – Local advertisers find an opportunity to reach the selective segment **by exposing through this network.**
- **Cost** – This is comparatively less expensive from of advertisement.

Limitations

- **Image Factor** – As the advertisement company uses public transport facilities it is categorized as low image place.
- **Reach** – The people who travel with such transportation mode only those can be exposed with these advertisements.
- **Creative limitation** – Almost all the advertiser follow the same pattern to advertise their products.
- **Mood of the Audience** – As these place are crowd and people are in rush so they may not be in mood to receive the information.

Other Types: Some more type of advertising categories are as below:

- Manufactures' Advertising
 - Industrial goods e.g. Motors, Cranes etc.
 - Consumer goods e.g. Food products, Cosmetics etc.

- Commercial Advertising
 - Trade e.g. Hotels, Nursing Home etc.
 - Profession e.g. Lawyers, Doctors etc.
 - Farm e.g. Fertilizers, farm products etc.
- Non-Commercial Advertising
 - Charitable Institution e.g. Hospitals, clubs etc.
 - Educational Institution e.g. School, College, etc.
- Rational and Emotional Advertising
 - Rational Advertising: These type of advertisements explain the product value rationally like for a particular brand of any health supplement powder have medical value and health benefits. When advertisers focus on functional need of a product they use rational advertising. The motive to purchase such product can be based on comfort of the customer, economic motive, convenience etc.
 - Emotional Advertising:

Such advertising are in use to create emotional bonding with the customers like in the `advertisement of 'Hutch' the company try to develop an emotional bonding between a dog and a little boy, the company gain the success to convey the message of connectivity with the tag line 'wherever you go, our network follows'. Same as Safolaoil "Teredilkibaatmajanu" It is assumed that the perceived image would provide an aura of credibility around the brand and this in turn could persuade consumers to decide in favor of the brand.

What are the Different Types of Advertising – Corporate Advertising, Brand Advertising, Recruitment Advertising, Social Advertising and a Few Others?

Advertising may be classified into the following categories according to its scope and purpose:

- **Corporate Advertising**

It identifies clients' strengths and highlights them in the right way. By selecting the right media, it makes the clients' corporate identity come shining through. An advertising agency provides facilities to their clients that include strategy of creative ideas and media planning fulfill the basic need of the clients.

- **Financial Advertising**

For financial institutions advertiser provide financial advertising. The advertiser provides complete information of financial market to their clients.

- **Brand Advertising**

The advertisement contain the story connect to life style, with quality products with creative image of the product in the minds of the consumer. Today, products are known by their brands and youngsters are highly influenced by these brands and they purchase the duplicate products of these popular brands such as Puma, Reebok, or Adidas as these brands have status attached with them.

- **Government Advertising**

Government institute also use media for disseminate essential messages for specific services includes information about diseases, family planning, vaccines, government bonds, etc. Such campaigning's conducted through print and electronic media and for specific projects Mid Media (street play) also used

- **Recruitment Advertising**

In any organization recruitment is an important activity. The organizations publish the advertisements for recruitment of candidates for various positions available in organization. In these advertisements company mention the qualifications, skill set, experience etc. in desire candidate along with salary offered. The interested candidate can approach the organizations for the vacant posts.

- **Social Advertising**

The objective of social advertising is propagate best practices, as do & don'ts. Such message developed based on Knowledge attitude and practices based on research. In this category public sector companies use the advertisement for using energy-efficient fuel.

What are the Different Types of Advertising – Consumer and Industrial Advertising, Trade and Farm Advertising, Push and Pull Advertising and a few more.

The important types of advertising are as follows:

- Consumer and industrial advertising – This includes the information relating to machines, semi-finish goods and equipment etc. Industrial advertisement is in use for industrial users to give more information about the price of the product, its quality, packaging, size etc.
- Trade and farm advertising – Producers and wholesalers use trade and farm advertising. To motivate the retail traders and to maintain sufficient stock of goods trade advertising is used. On the other hand for advertising farming activities and related tools farm advertising is used.
- Push and pull advertising – Advertisement for middlemen for maximum sales, 'it is known as push advertising. Under pull advertising motivating the consumers to maximum purchases.
- Primary and selective advertising – Specific advertisement for classified health products for children, in messages Protein useful for children health such as Bournvita.
- Direct-action and Indirect action advertising – Direct advertisements are those advertisements that influence the customers to make a purchase decision after get exposed with the ad. Indirect-action advertising influence the customers and customer don't react immediately they take time to make a final purchase decision.
- Pioneering and sustaining advertising – Pioneering advertising dedicated to create demand for unexplored areas such as marketing for rural areas as Solar TV, Fan. Sustaining advertisement is for existing products continues maintained demands.
- Product and institutional advertising – Product oriented advertising are used to increase the brand image or sale of a product. If company want to go for publicity and try to build the trust and goodwill among customers they use Institutional advertising. These advertisements increase the demand and goodwill of the company and products.
- National and local advertising – National advertising for the goods that are sold across the nation. Local advertising for the goods which have only limited demands, advertising is done by the middlemen.
- Informative and competitive advertising – Informative advertising is to educate the consumers by providing right information as responsibility. Competitive advertising is directly compared the product and services of competitors.

Classification of advertising categories is as below:

- **Product Advertising**

Companies sell its product or services through advertising it may be referred to as product advertising. Most companies doing good job in marketing, they make the product image by using the brand names like Lux, Dove etc.

- **Selective or Competitive Advertising**

The main aim of advertising is to influence demand for a specific product or service. Often, such drive includes the least information and human sentiment based advertisement. We can say its drive for 'brand name recall'.

- **Institutional Advertising**

Institutional advertising are used to enhance to image and goodwill of the organization. The company projects the good image in front of the various stakeholders.

- **Primary Demand Advertising**

Such drive will be conduct during introductory stage of product launch and for sustain the product.

- **Comparative Advertising**

When company wants to compare the features and attributes of their products with competitor's products they use comparative advertising. This method is adopted in the stable stage where when similar products growing in the market with tight competition. This is depend on what extend competition in the market exist.

- **Shortage Advertising**

When the demand of the product exceed the supply than companies try to fill the gap with shortage advertising, where companies try to advertise such promotional activities that can fill the gap of supply and demand. These promotional activities are like:

- Educating the user of more efficient means of utilizing the product, thus reducing the demand;
- To reduce customer pressure on the sales force;
- Improving goodwill; and
- Making appeal to save resources.

- **Co-Operative Advertising**

For example Car manufacturers, dealers jointly sponsor and share the expenditure on advertising; it takes the form of co-operative advertising. Such advertising would carry the names of all the parties involved.

- **Non-Commercial Advertising**

This advertisement use by Trust, NGO, charitable institutions preferably to getting and financial help (e.g., collection of donations or sale of tickets.)for specific cause, activities.

- **Direct Action Advertising**

Advertising that stresses and persuades immediate buying of the product is known as direct action advertising. Direct mail advertising is capable of achieving immediate action to a large extent.

- **Commercial Advertising**

The gold is to increase sale and sustain profit. Usually the following forms of commercial advertising as:

- Industrial advertising —exclusively used for selling industrial products.
- Trade advertising —Increase trade related activities.
- Professional advertising — Professional people advertise to provide services such as doctors, chartered accountants, etc.
- Farm advertising —exclusively used for selling the products used at farms as fertilizers, insecticides, farm implements, etc.

What are the Different Types of Advertising – Product Advertising, Corporate Advertising, Selective Advertising, and Comparative Advertising -

- **Product Advertising**

Such advertisements propagate the quality of products based on consumer needs and if this has been achieved and tested by consumer feedback later on consumer knows the brand and the associated benefits attached with the product the advertising objective can easily be achieved thereby bringing about an increase in the sales.

- **Institutional/Corporate Advertising**

The objective is to make image of the company .The underline objectives of such advertising as follows:

- To make the company known
- To make its products / services known.
- To make its achievements known.
- To make its values known.
- To make socio-political / economic / moral statements.

- **Selective/Competitive Advertising**

- **Comparative Advertising**

When companies compare their products with the competitors' products they use comparative advertising. Where companies explain the features of their products in comparison of the competitors' products.

- **Commercial Advertising**

It is also termed as business advertising. As the name suggests such advertising is solely meant for effective increase in sales.

Usually, the following forms of commercial advertising are recognized:

- Industrial Advertising – this is exclusive used for selling industrial products.
- Professional Advertising – This is undertaken by professional people such as – doctors, accountants etc.
- Trade Advertising – This is advertising related to trade.
- Farm Advertising – This type of advertising is exclusively used for selling farm products such as – fertilizers, insecticides, pesticides, farm equipment etc.

- **Advocacy Advertising**

To change the public opinion about any controversial issue advocacy advertising are in use. There are some people who say that such advertisements should not be run as these are the point of some deep arguments.

- **Interactive Advertising**

Companies use interactive marketing to communicate with customers in a better way. They promote their products and services through using interactive advertising mode like TV, mobile services, internet facilities etc. These advertising make customers comfortable to use e-commerce business.

- **Service Advertising**

The following are essential points about what constitutes a service are to be remembered:

- They are activities, benefits or satisfaction offered for sale.
- They are intangible, inseparable, variable and perishable in nature.
- Require strict quality control, supplier credibility and adaptability.

These messages are focused on specialized services like doctor provide consultation. A doctor advertises the services offered by him. What is his/her specialized area etc. Hospitality industry like hotels, resorts etc. inform the customers about their services and offering through these advertisements. The travel industry effectively uses service advertisements.

- **Financial Advertising**

For financial activities and information such kind of advertising are in use by companies. They make their customers and prospects customers about their products and other related information through such advertisements. The people who invest in the financial activities try to collect information about their desirable products. These advertisements basically focused on middle class and upper income group people.

- **Response Advertising**

Companies use this mode of advertisement for sending personalized message to their prospective customers. These messages encourage the customer and build a strong relation between customer and the organization.

- **Covert Advertising – Advertising in Movies**

Covert advertising is based on product connect to the celebrities, famous some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. The latest example of such advertisement are Ranvir Kappor associated with Vivo mobile group, Baba Ramdev having own range of Ayurveda products under umbrella of Patanjali etc.

- **Surrogate Advertising – Advertising Indirectly**

Product comes under law /acts which has directly affect the consumers due to regular consumption. In this category cigarettes, alcoholic, products which are injurious to health are prohibited by law in countries. Hence companies change the strategy and indirectly remind people of the cigarettes or beer bottles of the same brand. To promote the brand companies present Soda water in same brands as Kingfisher, McDonald etc.

- **Public Service Advertising – Advertising for Social Causes**

Social cause dissemination often designed for social cause and aware community for provide information education and communication (IEC). Government, funding and Non-government organization use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, Water and sanitation, Education, Poverty Eradication etc.

- **Celebrity Advertising**

In this type of advertising celebrities are used. These celebrities are caring their face value. Many people follow these celebrities and influence by them for the product suggested by them. These celebrities can be from film industry, any sport person etc. The legend actor Amitabh Bacchan advertises ICICI bank. He is the role model for many people and can influence the purchase decision of them.

Conclusion

Advertising is a paid form of promotional activity. Companies paid to advertising agency to create attractive and informative ads to sell their product and service. The audience receives these ads from various modes of media such as television, print, hoarding, internet, events etc. The selection of right channel (media) is a crucial task for companies so that they can reach to the large target audiences. Initially when ad go air it attracts the audiences, then it create interest, then desire, then user take action then finally it may satisfy or dissatisfy with the product or service used by him/her. This whole process called AIDAS (Attention, Interest, Desire, Action, and Satisfaction). Sending the message from company and received by the receiver is called business communication. So advertising is a part of business communication where companies create a communication channel between themselves and audiences via a medium.

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