6 Things that make advertising important in marketing

:The introduction

Because the objectives of marketing are related to consumers and are represented in identifying their needs and attracting public opinion, as well as maintaining the competitive position it enjoys among other goods. The article presented by the venets site will aim to shed light on the important things in marketing advertising and the relationship between it and marketing and the performance of the organization or company In addition to mentioning the most important 3 factors that help in creating a successful advertisement.

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Marketing

Marketing is defined as the art of selling, and how products and services are best presented to attract the largest possible number of consumers and customers

Marketing includes many operations and activities that are represented in the study of the entire market, and through that study, the target group of customers is determined, and work is being done to study their needs and requirements and know their desires
The marketing process is a comprehensive process as it studies all areas to achieve the goals set by the company or organization concerned
The importance of marketing lies in the extent to which its objectives are achieved, which are

The goal related to public opinion, which is to improve the company's image in the press and the surrounding community

The other objective is related to price, which guarantees achieving the required profits while maintaining the position and competitive advantage it enjoys and satisfying the customer

The third objective related to quality, which is to provide goods of good quality that exceed the quality of similar goods in the market

There is a goal that people are ignorant of, which is related to the points of distribution of goods, and it is only an important goal in expanding the size of the points of sale and the spread of places to the most accessible areas

The importance of the marketing mix in projects

The concept of marketing these days has expanded more than an advertisement for a product, or the product has reached the consumer's hand. The things associated with marketing have become known as the marketing mix, which is a set of marketing tools, strategies and tactics

used by the company.
In order for the company or project to ensure its success these days in the marketing process, there is supposed to be a strong interaction between all the elements of the marketing mix, because they are the main pillars on which the organization rests.
What are the elements of the marketing mix

Price

The product

Promotion
The place

The importance of the marketing mix lies in
The importance of this mix will facilitate the decision-making process in defining marketing channels
He will achieve the largest possible profit
Achieving early sales
It will affect the success and failure of the company
Develop from the strength of the organization
Improving interdepartmental cooperation
Create value for your product or service
Knowing the location of the client and the most appropriate way to reach him

Definition, Importance and Types of Advertising

Advertising is defined as the method used by the merchant to influence the decisions of the buyer, by relying on the

application of a set of non-personal means and methods of communication in order to select and transfer ideas in promoting the products and services provided.
The importance of the announcement
Advertising is an essential means of media used by various establishments; To communicate with the public and target customers of its business;
Therefore, advertising is of great importance in the work environment

What are the aspects around which the importance of advertising revolves

The economic aspect: by influencing supply and demand, affecting marketing costs, affecting production costs, affecting the quality of goods, influencing investment

Social importance: through educational influence, facilitating life in the community, introducing new habits, enhancing the rapprochement between society and people

What are the means of advertising

Advertising means

Read media, including: newspapers and magazines

Visual advertising media, including: television and the Internet

Audible advertising media, including: radio

Factors Affecting Advertising

Environment: The environment surrounding the advertisement determines the appropriate opportunities for marketing, and contributes to achieving its objectives. The environment surrounding the advertisement includes the following elements

Demographic distribution.

- the society.
- Factors resulting from the economy.
- Technological factors.
- Special factors in the law.
- Factors specialized in culture

Products and services: It is the concern that the idea of a service or a commodity is able to meet the needs of consumers, is distinguished by high quality, and has specifications that suit public tastes

Advertising material design and preparation: One of the basic and influencing factors in increasing the effectiveness of advertising; It depends on creativity in advertising design, and awareness of psychological influences on consumer

behavior

The Three Factors That Help in Successful Advertising Industry

Every good business needs ingredients and factors that help in its success. Here we will mention that there are three factors that help in creating a successful advertisement

Fluency
The concept of fluency is based on the association of advertising with the mind, but the association of the audience with the advertisements you provide requires the presence of a feature that combines the audience and the brand You must pay attention to the fluency of the graphic or written logos that you publish, so that you can win the trust of customers, gain strength over the competition of other companies, and have the ability to withstand in different markets.
Emotion
Research and studies by marketing experts have confirmed the success of emotional advertisements at a greater rate than rational advertisements.
Commitment
The commitment factor depends on providing distinguished and creative content in advertisements, with an interest in creating value that is compatible with the customs and culture of the community. It is also linked to the idea of commitment to what is included in the content in order to gain the trust of customers

Conclusion

All commercial projects pass through important stages, from the idea to the feasibility study and then the launch stage. In this article, we have presented the steps of the feasibility study. These seven steps greatly contribute to the success of your project.
And you should not forget that marketing is one of the most important things that you must work on in launching your project.
The feasibility study is a pre-existence of what your project will look like on the ground. If you are able to prepare a good study that is comprehensive and elaborate, it will be very easy for you to deal with your project when it is done

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