

Lesson 2 - Advertising Techniques

Demographic Positioning

- Position your product or service to appeal to an audience with specific demographic characteristics.
- By demographics we're talking: gender / age / race / marital status / sexual orientation / education level / income.

Direct Response Offer

- Make the audience a compelling offer, and tell them exactly how to get it.

Evoke Emotion

- Broadcast media, such as radio, TV or digital are ideal mediums to trigger emotion. And music can be emotional magic, creating an instant emotional response in the audience - particularly if the music is familiar and associated with strong feelings of love or anger, grief or sadness.

Employees as the Brand

- Using employees to represent the brand.

Interesting Character

- Create a character that adds interest or story value to your campaign.

Personification

- Give a human face to your product. Or human characteristics to an abstract idea, like "hunger" or "greed."

Problem/ Solution

- Problems. Everyone has them. And some products solve them.

Reasons Why

- Give your audience "reasons why" to try or buy.

Testimonials

- You can get testimonials from famous, infamous, or just plain interesting folks.