

Advertising tips

You'll find lots of advertising tips online, but here are just a few to get you started:

1. Go after your target audience. An advertising campaign should be geared to your niche market. It is a common mistake to create generic ads that do not speak the language or grab the attention of your potential customers. Don't try to be everything to everyone. No product or service will appeal to everyone.

2. Great advertising shouldn't be comfortable. It should go against the grain, challenge convention, make us see things differently. For something to be truly memorable – and that's one of your first objectives – it should be unfamiliar. So surprise people. Not for the sake of surprise, but for the sake of making them pay attention.

3. Magnify the customer's problem. What do we mean? Well, if you make the customer think about what problem they have, and offer the solution - the customer is more likely to make action right now, and purchase your product! The bigger you make their problem seem, the better your product will seem and the more sales you will get.

4. Don't steal ideas. You might have heard the expression that imitation is the sincerest form of flattery. Well, in advertising it just doesn't work. You need to think of something fresh that hasn't been thought of before. You can be inspired by an advertisement you've seen, but you shouldn't use someone else's idea.

5. Your customer's real question is "Why should I care?" When creating an ad consider that your audience is saying "Tell me a story that has ME in it. Don't tell me a story about YOU. Can you save me time or money; help me become greener; or cause people to think more highly of me? If not then leave me alone."



Popular advertising words

Absolutely.	Helpful.	Remarkable.
Amazing.	Highest.	Reliable.
Approved.	Huge.	Revealing.
Attractive.	Immediately.	Revolutionary.
Authentic.	Improved.	Scarce.
Bargain.	Informative.	Secrets.
Beautiful.	Instructive.	Security.
Better.	Interesting.	Selected.
Big.	Largest.	Sensational.
Colourful.	Latest.	Simplified.
Colossal.	Lavishly.	Sizeable.
Complete.	Liberal.	Special.
Confidential.	Lifetime.	Startling.
Crammed.	Lowest.	Strange.
Delivered.	Magic.	Strong.
Direct.	Mammoth.	Sturdy.
Discount.	Miracle.	Successful.
Easily.	Noted.	Superior.
Endorsed.	Odd.	Surprise.
Enormous.	Outstanding.	Terrific.
Excellent.	Personalised.	Tested.
Exciting.	Popular.	Tremendous.
Exclusive.	Powerful.	Unconditional.
Expert.	Practical.	Unique.
Famous.	Professional.	Unlimited.
Fascinating.	Profitable.	Unparalleled.
Fortune.	Profusely.	Unsurpassed.
Full.	Proven.	Unusual.
Genuine.	Quality.	Useful.
Gift.	Quickly.	Valuable.
Gigantic.	Rare.	Wealth.
Greatest.	Reduced.	Weird.
Guaranteed.	Refundable.	Wonderful.