

# Newspaper advertising to target right audience

Marketing professor at University of the Witwatersrand explains how to target the right audience for newspaper advertising. The professor explains that newspaper advertising is a very effective way to reach a large audience, but it is also a very expensive way to reach a large audience. The professor explains that newspaper advertising is a very effective way to reach a large audience, but it is also a very expensive way to reach a large audience.



## Purpose

- 1. To target particular demographic of audience based on location, age, gender

## Key features

- 1. Create visible headline
- 2. Provide relevant information
- 3. Use high quality images
- 4. Advertise special offers
- 5. Advertise more

## Benefits

- 1. Provide products and services
- 2. Reaction to all customers
- 3. Ability to target the right audience
- 4. Helps in building brand awareness
- 5. Advertise more

# Marketing Plan Newspaper

**AW Rasmussen**



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