

Newspaper advertising to target right audience

Marketing professor at University of the Witwatersrand explains how to target the right audience for newspaper advertising and how to measure its effectiveness.



Purpose

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

Key positions

- 1. Create positive reaction
- 2. Provide relevant information
- 3. Use high quality images
- 4. Attractive special offers
- 5. Attract more

Benefits

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

Marketing Plan Newspaper

M Lipman



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