Saxee Patel

Dr. Wayne Partridge

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Does Advertising Help Businesses?

Do businesses profit from advertising their products, or is it useless? “Advertisements can be created to appeal to a mass audience or a select target niche” (Ingram). There are many ways businesses can promote their product (Ingram). As stated by Ingram, advertisements can be on televisions, radios, magazines, newspapers, billboards, phone apps, and shop windows. According to Ingram, there are many options if a business owner is looking to promote their business. They are not just stuck with one option (Ingram). Blake states that small, local businesses can really benefit by advertising their products. They can be known by consumers (Arora). As stated by Arora, businesses need to advertise because the public needs to be aware of the different options they have available. Arora states that advertising can help a business spread awareness, promote their product, and create business relations.

Advertising can help a business spread awareness (Jantsch). Ingram states that business owners need to let the people know that they exist, even if it is by putting a poster on a shop window. Spreading the educational content of a product can bring a business more customers because of the trust building (Jantsch). According to Hank, advertising can also be used to spread awareness of social issues. Some organizations use advertisements to reach out to the public and teach them a lesson (Hanks). Hank states that they use strong images, expressive music, and well-worded texts to evoke feelings in the viewers. It helps to promote changes in society (Hank). Hank points out that the U.S. Centers for Disease Control and Prevention (CDC) use advertisements to help prevent smoking or to help the public quit smoking. Hank states that the CDC examined data that showed that people who intended to quit smoking did so because of anti-smoking advertisements. According to Hank, other agencies that use advertisements to spread awareness are the American Society for Prevention of Cruelty to Animals (ASPCA) and People for the Ethical Treatment of Animals (PETA). They both campaign against animal abuse (Hank). Hank states that they spread awareness by showing the public doleful images of animals. Auto Safety can also be advertised to prevent the misuse of automobiles (Hank). The “Crash Test Dummies” spread awareness of the use of seat belts (Hank). After the introduction of the “Crash Test Dummies,” “The use of seatbelts increased from 14 percent to 79 percent” (Hank). AT&T created a campaign called “It Can Wait” to prevent customers from texting and driving (Hank). According to Hank, advertisements are not just for businesses. They can also be used to spread awareness of the social issues going on in the world right now (Hank).

Advertising can help a business promote their product (Arora). The public needs to know that there is a product that might solve their problems (Blake). Ingram states that advertisements can inform customers about new products out on the market. Advertising “helps to spread awareness about products or services that are of some use to consumer and potential buyers” (Arora). Business owners can put advertisements on television, radio, billboards, shop windows, and phone apps, and in magazines and newspapers (Ingram). According to Jantsch, advertisements can help you target ideal customers specifically. The owner can send a personal message to a select audience make a greater connection with customers (Jantsch). The main idea of advertising is to sell products and to let consumers know the choices that are available to them (Arora).  There are so many ways to promote your business (Blake). According to Blake, the owner can put their business in an online directory. Examples of online directories include Google, Bing, Yahoo, and Yelp (Blake). According to Blake, they can also promote their business using social media sites like Twitter, Facebook, YouTube, Pinterest, Instagram, and Snapchat. All these sites can lead back to the owner’s business website (Blake). The business website is just one click away, and the public likes when things are readily available (Blake). LinkedIn is also a great website to do general online networking (Blake). It can help small local businesses be known by consumers (Blake). Trade shows “pull together a large group of buyers and sellers organized around particular industries” (Blake). A business can rent a booth at a trade show and attend (Blake). According to Blake, visiting trade shows is a great way to build one’s business because, as stated by Arora, it boosts their public image and makes them known. According to Arora, tradeshows are a must for businesses.

Advertising can help create business relations (Ingram). The business can partner with non-competitive businesses that have the same clientele (Blake). Doing this can help grow a quality network and create business relations with other businesses (Blake). As stated by Blake, a business owner needs to have relations with other business owners because they can help each other out. According to Blake, business relations also help promote their business, so both parties will benefit. Businesses look more professional when they have business relations with other businesses (Blake).

Arora points out that advertising does help businesses, regardless of what others think. According to Ingram, the main reason why business owners advertise is to boost their sales report. Jantsch states that advertising gives them a public image and makes them grow as a business. According to Jantsch, advertising has plenty of benefits. It can help a business spread awareness, promote their product, and create business relations (Arora). As stated by Ingram, there are a variety of ways one can promote their business. The method they choose just depends on their budget (Blake). According to Jantsch, companies should advertise because it can be beneficial to them and the public.

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