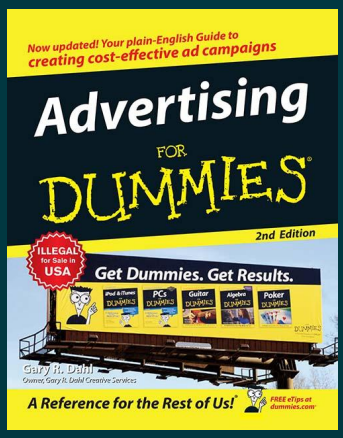
WILEY



Advertising For Dummies, 2ed

By Gary R. Dahl

Paperback 9789357462013 ₹959.00

Description

So, you need to create an advertising campaign that brings in more customers, adds more dollars to your bottom line, and validates all the reasons you went into business in the first place. But how can you make your ad look and sound like champagne if your budget can only afford beer? Are you wasting your time trying to sell ice to an Eskimo?

About the Author

Gary R. Dahl

Gary Dahl is an award-winning copywriter, creative director, and advertising agency owner in California's Silicon Valley. He is also the creator of the sensational Pet Rock.

Table of Contents

Introduction

About This Book

Conventions Used in This Book

What You’re Not to Read

Foolish Assumptions

How This Book Is Organized

Part I: Advertising 101

Part II: Creating Great Ads for Every Medium

Part III: Buying the Different Media

Part IV: Beyond the Basics: Creating Buzz and Using Publicity

Part V: The Part of Tens

Icons Used in This Book

Where to Go from Here

Part I: Advertising 101

Chapter 1: Advertising: Mastering the Art of Promotion

- Making Advertising Work
- Getting to Know Your Media Options
- Regarding radio
- Rating TV

- Contemplating print
- Musing upon direct mail
- Scrutinizing outdoor advertising
- Ogling online ads
- Poring over publicity
- Lessons from the Legends: Figuring Out Your Advertising Needs
- David Ogilvy
- Bill Bernbach
- Wieden and Kennedy

Chapter 2: Setting and Working within Your Advertising Budget

- Determining How Much You Can Afford to Spend
- Developing an Advertising Strategy and a Tactical Plan
- Researching and evaluating your competition
- Identifying your target market
- Knowing your product’s appeal
- Maximizing Your Budget
- Getting the most out of your creative and production
- Using media you can afford

Chapter 3: Boosting Your Budget with Co-Op Programs

- Knowing Who Uses Co-Op Funds
- Finding Out Which of Your Suppliers Have Co-Op Funds Available
- Knowing who to talk to
- You’ve found your funds, now how do you get the dough?
- Understanding the Rules, Regulations

To purchase this product, please visit:
https://www.wileyindia.com/advertising-for-dummies-2ed.html

Scan to buy