

# LEAFLETS



Sometimes called flyers, leaflets are small sheets that are handed out to people on the street or posted through doors.

Leaflets are cheap to produce and allow customers to refer back to the information, if given a business's address, for example. They are useful for targeting customers geographically but targeting based on other factors is not possible. The main downside to using leaflets are that most are likely to be thrown away without even being looked at.

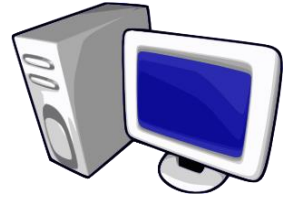
# SOCIAL MEDIA

Social Media platforms, such as Facebook, allow businesses to pay for advertising space on people's news feeds.

Social Media advertising is relatively cheap and businesses can use settings to target specific groups of people based on a range of factors such as age, area and common interests. Social Media adverts, however, are less effective if targeting older customers and adverts can easily be overlooked with such a variety of content on a single page.



# WEBSITES



Many websites allow businesses to pay to advertise on their webpages. Many businesses also have their own websites to advertise their products/services.

Advertising on websites or having their own website means businesses could potentially reach large audience numbers worldwide. Website advertisements, particularly those in “pop up style”, can annoy users which means they will be less effective and can give users a negative view of the business being advertised.

# NEWSPAPERS



Alongside news articles, newspapers include many spaces for businesses to purchase for their advertisements.

Advertising in newspapers means customers can refer back to the information they are being given; this could be a business's address or phone number, for example. Newspaper advertisements do, however, cost quite a lot in relation to the number of people they reach and advertisements can easily be missed by readers as each page of a newspaper contains such a large amount of information.

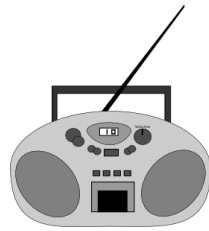
# MAGAZINES



Magazines are often based on a specific topic and often have a clearly segmented target audience; this means businesses can choose to advertise in magazines their own target market are likely to read.

Similar to newspapers, potential customers can refer back to the information in the advertisement but these advertisements can be easily missed because of the amount of content on each page of the magazine.

# RADIO ADVERTISEMENTS



Many radio stations are funded by payments business make for advertisements during commercial breaks between music and chat.

Radio advertisements are likely to be the most expensive from the six methods we're focusing on and, because the advertisement is delivered verbally, people can't refer back to information they have been given. Radio can reach a large audience though and some targeting is possible as radio stations usually have a key audience group based on age or area etc.