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Advertising

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The effectiveness of paid advertising will never compete with free media placement
and word of mouth

Thesis: Regardless of the advertising techniques adopted, it is believed that the free
media placement and the positive word of mouth will remain more effective
advertising tools than the paid advertising.

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Introduction

Advertising today, has become a worldwide occurrence and many organizations and marketers use various advertisement techniques which have varying possible effects. It is common to find one organization using a particular advertising only, while another company may prefer to use a combination of advertising techniques. Regardless of the advertising techniques adopted, it is believed that the free media placement and the positive word of mouth will remain more effective advertising tools than the paid advertising (Armellini and Villanueva 5). The objective of this descriptive essay is to explore the concept of paid advertising, free media placement and word of mouth as some of the most preferred advertising techniques. The idea is to demonstrate why the effectiveness of paid

advertising will never compete with free media placement and word of mouth. The first part of the essay will describe the advertising techniques and the remaining sections will highlight the effectiveness of paid advertising, free media placement and word of mouth. Before the conclusion, the final section will demonstrate why the effectiveness of paid advertising will never compete with free media placement and word of mouth.

Paid advertising

Paid advertising is a form of promotional technique in which the communication regarding a given firm and its services and products are transmitted to the intended audience through the mass media such as the radio, television, newspapers, public transport or commercial websites. Companies or advertisers pay to have their products presented through the various advertising channels. Armelini and Villanueva (5) describe paid advertising as an electronic marketing concept such as the banner advertising that enjoys a good reputation to generate traffic. According to Armelini and Villanueva (5), finding new leads and clients through paid advertising is quite challenging, expensive and time consuming, especially for small firms. When starting a new firm, Weinreich (190) recommends that the marketers should focus on other methods and ways in order to find new leads and clients. According to Weinreich (190), paid advertising, especially through websites should be used to target the existing clients and to acquire the customer and lead demographics. A separate description provided by Pizam (517) is that paid advertising has the capability to bring the advertiser closest to the client, but often requires a lot of effort. Pizam (517), therefore, argues that the best way is to explore other advertising channels in order to establish better connections with the existing customers and to gather detailed client demographics. Just like Weinreich (190),

Pizam (517) pointed out that paid advertising is important, but is viewed as a relatively new strategy to use on the social networking sites. For instance, paid advertising through Facebook is quite a new strategy that may not achieve much traffic on the firm' s website. It is possible, but it takes time to enjoy paid advertising as the number one traffic source.

Positive word of mouth advertising

A number of authors, including Armelini and Villanueva (10) have examined the positive word of mouth advertising. Armelini and Villanueva (10) pointed out that consumers learn about products from various sources. In Armelini and Villanueva' s view the word of mouth is a crucial advertising technique and a source for positive brand information because it is a great way in which consumers express satisfaction (10). The positive word of mouth significantly influences the subject' s reaction and response to the product and service advertising. Compared with the paid advertising, Pizam (517) explains that the word of mouth is inexpensive and provides a crucial extension to other advertising strategies. Pizam (517) therefore suggests that the word of mouth, as a personal influence, should be used to extend the impact of other advertising techniques in order to reinforce the power of advertising. Considering the accuracy of the information obtained through the word of mouth, Pizam (517) and Weinreich (190) argued that the positive word of mouth affected the clients' attraction to products and had a constructive impact on the organizational attractiveness and process decisions as opposed to the negative word of mouth.

Free media placement

Free media placement allows companies and marketers to put their promotion or ads in a media vehicle at no cost. According to Weinreich (190), organizations rely on the placement of persuasive messages or announcements in a mass media

space to achieve a strong value proposition and to promote their products. Weinreich (190) pointed out that the free media placement advertising provides a staple of promotional mixes used to reach the intended audiences. The promotional strategies ensure that the clients understand the products and the brand' s value proposition. The clients are able to recall the brand at the point of purchase and they know why they should obtain the brand. According to Pizam (517), customers embrace the media democracy and value the free media placement. Media placement encourages the clients to create and co-create content, which captures the spirit of a shared control over the distribution and promotion of products and services.

Conclusion

In summary, advertising is a world-wide practice used by organizations and marketers to promote goods and services. There are numerous advertising techniques that can be adopted. Paid advertising, free media placement and word of mouth are some of the most useful and common advertising techniques. The information evaluated above clearly shows that the effectiveness of paid advertising will never compete with free media placement and word of mouth. This is because the free media placement and the positive word of mouth have greater benefits in terms of cost, convenience and efficiency. Therefore, they will remain more effective and more preferred advertising tools than the paid advertising.

Works Cited

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