

COMPANIES SHOULD ADVERTISE EVERY DAY



When it comes to advertising, the most important thing a company should know is that the frequency of the advertisement is more important than the message itself. Not many businesses know this or understand it. The more frequent the message, the better the results will be for the company and its revenue. We have outlined three major reasons as to why a company should advertise 365 days per year, not just for a couple of months out of the year. The first reason is that people move. According to the United States Department of Commerce, between the years of 2010 and 2011, 11.6 percent of Americans moved. Seven in 10 of those who moved, moved to a different county within the same state, and one in 10 moved from a different state in the country. As a statistical example, in a town of 150,000, close to 18,000 people have moved, with the majority of them moving to new areas of the country. When someone moves, their shopping habits have to change based on what is available in their area. The second reason is that people forget. Those who read, listen to, or view an advertisement will forget the message one month, one week, or one day from the moment they encountered it. Advertising Age claims that an average consumer sees between 254 and 5,000 messages per day. The magazine points out the following: "The ability of the average consumer to even remember advertising for 24 hours is at the lowest level in the history of our business." The business that will be the most effective in its advertising is the one that will advertise frequently. This includes more than once per day, in various media outlets. The company also needs to have a great message in the advertisement along with the frequency of the ads. The third and final reason is that people do not make major purchase decisions overnight, especially in such a tough economy. For instance, how many people woke up this morning, drove to a car dealership, and handed over a check for \$40,000 or so for a new car? Not one person did this for the sole reason that it just does not happen. It can take a consumer close to nine months to decide on whether to purchase a new vehicle. Unless the consumer desperately needs the vehicle, which means they are without a car because of a wreck or a major malfunction in their current car. For companies so massive as car dealerships, they should be advertising each day of the year, not just their Fourth of July specials or their Labor Day specials. There are four stages to a person's buying cycle. With an exception to groceries, consumers usually take a long time to decide on a purchase. Publishing advertisement all the time will put your product or service at the front of your consumers' minds.

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