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## ADVERTISING JOBS - TOP 5 TIPS TO ACHIEVE SUCCESS IN ADVERTISING

### Good copywriting

Give whatever you have into copywriting. Use all your five senses to kick start an advertising campaign that would beat all odds hands down. Convey your message in the simplest possible terms using words and phrases that gel with consumers of the niche market you are catering to. Advertising agencies try to bring in more excitement and thrill in descriptions of a product or service to make the prospective buyers hear, smell and literally feel the product.

### Create a brand

From the time future brand managers take up entry level advertising jobs, the need to make consumers identify with a particular product gains enormous significance. If you take a look at some brand success stories, you would find out that they hit off instantly and consumers started identifying with the product. Some of them have stayed on in the market and are still much sought after.

### Blend with the environment

Advertising jobs are mostly team work and you need to blend with the environment. Advertising agency jobs are not the straight laced work places that we all tend to think of. Rules are broken and the atmosphere is more informal. You need to fit in quickly and be a part of the team. These are small lessons learnt while you are into advertising internships for a more lasting impact.

### Negotiate

Create real time contacts in the media as well as in all other circuits as advertising jobs are all about effective public relations. Try and map the minds of people to extract more benefit out of them. You will have to deal with clients and a host of other people who may be directly or indirectly related to your job. Your idea would be to get maximum mileage out of a campaign as you should not shy away from going a few extra miles.

### Stay updated

Right from the time you take up entry level advertising jobs, you should stay updated with everything that is going around you. Listen to the latest developments, check online and use the latest networking tools for more impact. It will help to set a great pitch by painting a story around a news point. Press releases should be catchy and spot on to draw the attention of readers and get them hooked. In advertising jobs, you have to fine tune them according to changing scenarios.

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