

### Display Marketing □

That one of the best ways of marketing business is marketing through print advertising, and as the classified ads were and still are available for many, has found business owners themselves less followed for easy use and easy for this type of advertising to attract new customers and the search for good employees, and making it easier for things largest employers is that Internet sites are now



offering free classified ads. This is what the report published by the site, which handles businessknowledgesource.com and providing advice to businesses in all things pertaining to the business management and marketing and other things related. The report said that the local newspapers of the best places that should be the owners of the business to look in the classifieds, where it can be for business owners to use print ads, but better also resort to classified ads developed by those newspapers on their electronics, which are often free advertising.

The report advised business owners to put their ads on five sites for five different newspapers, and this is to create a reaction more to the customers and consumers, and the classified ads in the need to be placed on sites generated a bit of demand for them, so the business owners they should to look for newspapers and local newspapers have sites on the Internet by a section for classified ads, which can be used in advertising for their business and their products.

The report emphasized that the classifieds gives the best result of which when coupled with advertising images and some of the words dynamic, as it is to create a demand for more on the ads, the business owners need to use some of the words vital and influential, and preferably a picture in order to attract individuals to browse and read the Declaration.

The report also confirmed that there are some points that must be taken into account when business owners work of the ad campaigns, namely:

Care to make a declaration to the impression continues with the public, and this by using a catchy slogan or ad campaign to create a great interest in the company; try to increase sales of products and services for the company, it is for business owners to try to find a way to increase sales of their business through advertising an intelligent manner; create an identity of trademarks, it is important to distinguish business owners products and their business and their services from the services provided by their competitors, and this is by thinking creatively; create a fuss, declaration of good is what creates a fuss about the target market for goods and services, which would make customers and consumers talk to their friends about the goods and products if they have experienced positive with it.