



ADVERTISEMENT

Why do we write how to write and classifications

What is advertisement writing and how do you write an ad?

Advertising writing is a digital as well as written communication form intended to pursue a targeted audience in taking some action like buying a product, opting for a service, and many more. For advertisement writing, analyse the type and the targeted audience. Keep the content short and precise, and include all the necessary points. Include an element that makes the reader take the required action.

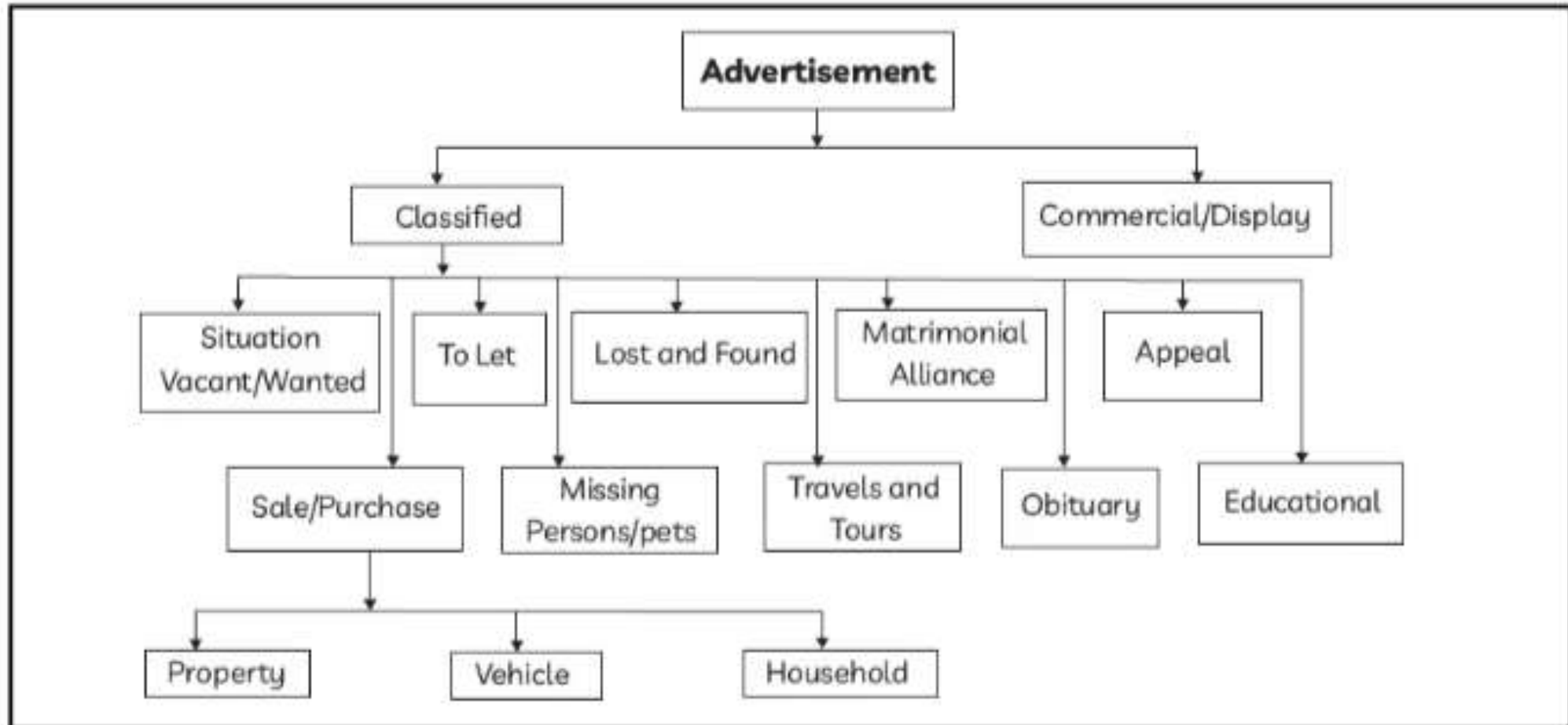
Advertisements, generally labelled as ads, are communication forms that intend to encourage manufacturers to take the required action, such as buying their products, accepting their services, supporting a cause, and many more.

Advertisement writing is considered a process of captivating and convincing content to market the product or service and convince the audience to take the required action.

Types of Advertisements

The advertisements can be categorized into two types:

- Classified Advertisements
- Display/ Commercial Advertisements



Classified Advertisements

When the advertisement content, like job openings or people seeking goods, is conveyed with brevity, these kinds of ads are known as classified ads. There are reasons why classified ads are severely popular among the masses.

- These types of advertisements require only a little space, thus making them cost-effective.**
- Brevity is unique to classified ads. The message they convey is lucid and succinct, but effective.**
- It commonly appears in the columns of newspapers and magazines.**
- They also serve the purpose of informing or seeking information about some person or belongings that may have gone missing.**

Situation Vacant/Wanted

As the name suggests, the advertisement is intended to announce job openings in an organisation or an institution. It can also announce the availability of a person for a job profile or location.

Sale/Purchase (Property)

As the name suggests, the purpose is to inform potential customers about selling or purchasing a property via a newspaper or magazine.

Sale/Purchase (Vehicle)

As the name suggests, the purpose is to inform potential customers about selling or purchasing a vehicle via a newspaper or magazine.

Sale/Purchase (Household Goods)

As the name suggests, the purpose is to inform potential customers about selling or purchasing household goods via a newspaper or a magazine.

To Let

These kinds of ads are published to inform a potential customer about rental properties or to seek a property for the customer.

Missing (Pet/ Person)

The kind of advertisements posted to find the missing person or pet instead of a monetary reward.

Lost and Found

If something valuable is lost or found, this kind of advertisement is posted to find or return the valuable item.

Travel and Tours

For the announcement of tourist services for interested clients or groups.

2. Display/Commercial Advertisements

Commercial or display ads, as they are commonly known, could be an announcement of an event, an inauguration ceremony, a promotion, or a simple discount declaration of the product or service it is advertising.

- This type of ad may be published in a newspaper or magazine or released simultaneously over several mediums such as TV, radio, the Internet, etc. as part of a synchronised media campaign.
- They are also visually more attractive and employ creative design and language elements to entice their target audience.
- by catchy slogans and wordplay, these ads are a fancier version of classified ads.

It is important to understand that the purpose of commercial ads, as compared to other ads, is to attract attention. The spending on these ads is a lot more than on classified ads since they occupy more space.

Some Tips to Follow in Advertisement Writing

Classified Ads

- Employ attention-grabbing words and catchy phrases.
- Use simple language.
- State the facts as they are.
- Keep it formal and short (not more than 50 words).
- State the purpose of the ad clearly at the top. For example: Mention if the advertisement pertains to Wanted, Situation Vacant, Missing, To Let, etc.

Display/Commercial Advertisements

- Name of the institute, brand, organisation, or company at the behest of which the ad has been inserted, broadcast, or relayed.
- It must carry details regarding the product, event, service, or educational course.
- The ad must announce ongoing offers, discounts, sales, and early bird prizes on purchase or subscription, if any.
- Since these ads have the advantage of more space, high-resolution illustrations and photos are used to maximise their impact.

Benefits of Advertisement Writing?

Advertisements are an essential way to promote and communicate with the targeted audience. Several benefits make advertisement writing an essential part of the academic curriculum.

- Advertisements can help create brand awareness. It can help brands gain more recognition and be unforgettable to their customer base.
- It is a cost-efficient way for lead generation and sales comparison with conventional methods.
- It can help increase sales and revenue by generating leads, shortlisting potential customers, increasing product awareness among customers, and persuading them to buy products or services or support a cause.
- It can help in increasing existing brand value and making them regular customers.
- It can help increase brand visibility and improve strategy as per the customer's reaction.

Situation Wanted

WANTED Teaching or Research-oriented job. Hons. Degree in Biotechnology. Graduated from Panjab University. Good observational skills. 2 years of hands-on experience in labs. Can work night shift. Salary negotiable. Contact Karun/Karuna Bajaj at XXXXX.