

Almost every successful company is using advertisements to increase their sales. What features make an advertisement effective? Is advertising good or bad?

By gaining benefit from various commercial activities, many businesses can introduce their manufactured goods and extend the rate of their sales. In general, if the promotion practices does not cross the boundaries of ethics, it would be quite helpful.

There are several features that can make an advertisement more impressive. First, it should be believable. You should convince your customer that what is being told on your advertisement is true. If people do not believe what you say, they will not buy accept your words and as a result, your advertisement would be a failure.

Second, it should be honest. If you lie about your advertisement, the consumer of your making would be undissatisfied and will never buy anything from you again. By being truthful in your promotions, you can gain win the trust of your customers and being a trustworthy businessman can be an advertisement itself.

Advertisement is valuable indeed. It can help smaller companies to introduce their productions and help them grow into bigger businesses. The stronger companies in a society, the more powerful economy ie that society would have. Also customers who do not know what to buy can receive help from different commercials and choose what is best for their interest. But if it tries to seduce people, it can be so harmful. Sometimes poor quality productions sell more than high quality ones because of the incredibly excellent production of their advertisement.

In conclusion, creating believable commercials which are honest to customers can lead us to more successful advertisements. Also advertisements can help both producers and consumers of the products. On the other hand, by powerful advertisements customers can end up buying the wrong commodity.