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Floor graphics – achieving effective advertising at lower costs [Mary Porter](#)

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Floor graphics – achieving effective advertising at lower costs As you search for the best way for you to market your companies portfolio of products and/or services, you will come across companies telling you that they have found a provable tried and tested marketing campaign for you to use. You should ignore these as there is no such thing as tried and tested in marketing. The true fact of the matter is there are so many variables when it comes to marketing a company that there really isn't right or wrong way. If you are a small to medium enterprise then your best option is to use ambient advertising and guerrilla marketing to achieve the best results. This article is aimed at given you advice on ambient advertising and the benefits on blending this with other marketing campaigns to achieve maximum results. This article isn't aimed at giving you the answers but allowing you make your own decisions in creating the best possible marketing campaigns. The article will then conclude by informing you on where you can find more information on products like floor graphics and commercial flooring.

Ambient Advertising and floor graphics – the benefits for small and medium enterprises

There are many factors why ambient advertising can benefit you and your company the first is being the cost effectiveness of ambient advertising, the design is the bulk of the cost but the upside is the amount of people you can reach with this form of advertising. The other upside is ambient advertising leads to word of mouth and even viral marketing advertising by people spreading your message from one place to the next.

Blending ambient advertising with other marketing tools to reach full potential including floor graphics

Ambient advertising can generate leads and drive traffic to your website or your social media campaigns, it is then up to you to try and retain these people and turn leads into customers. This first thing you need to do is ensure that you have got accurate content and designs that stand out from the crowd. People may flock to you but they will quickly fly away if you have no breadcrumbs to keep them from leaving. Ambient advertising really does lend itself to creating leads for other marketing campaigns. If you would like more information then this can be found by entering the keywords – floor graphics – into an internet search engine

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Article Keywords:

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