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As an entrepreneur and marketer, it is important that you know how to create effective advertisements that generate results. Knowing how to create an effective advertisement may be difficult at first but with practice, it will become easier and easier. The key to Effective Advertising is by asking yourself the right questions beforehand, so that you are able to position the advertisement effectively in the specific medium that you are placing the ad in.

1. Why are you bothering me?

It is a fact that advertising is an interruption. Your ideal clients didn't wake up this morning, get out of bed and hope that someone will advertise to them today. The real world simply doesn't work that way. Your ideal clients, however, did get out of bed with business problems, goals, and other things that are important to them. If your Advertising and Marketing doesn't grab their attention with a compelling reason that is important to them, then it will be thrown in the trash or just ignored. Go back to market research, and learn more about your target market. The research and understanding are the keys to generating responses to your advertising.

2. What does it have to do with me?

After you capture your client's attention, you must get their interest to ensure more effective advertising. You can do this by telling them what the advertisement's information has to do with the things that they consider to be important. Again, this is about what they consider to be important, not what you consider to be important. A tried and true way to capture the interest of your target audience is to state the biggest possible benefit or promise that you are able to make to them. If you know your market well, this is a sure fire way to keep prospective clients reading.

3. Why should I believe you?

Decision makers default to skepticism, not belief, about your claims. If you don't give your prospects powerful and compelling reasons to believe what you claim in your advertising and marketing, they won't. It will be your job to provide the proof that they need to believe whatever it is that you are communicating towards them. If your advertising doesn't provide proof, get to work and add it in. For every promise you make and every benefit you list, there should always be testimonials, case studies, or photographs to prove it.

4. What should I do about it?

Just listing a phone number or website URL isn't enough. The audience should be given a specific step to take in order to begin the process of becoming your client. Tell the prospects exactly what to do, how to do it, and what they will get as a result. This is also what we call a "call to action" which is essential for effective advertising.

5. Why should I do it right now?

And last but not the least, if your prospects don't take the action you want then your message is in front of them, it's highly unlikely that they'll come back to it at a later date. Your advertising and marketing must give prospects a compelling reason to act immediately.

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[Harry Tan](#) - About Author:

Singapore-Based Outdoor a [Advertising and Marketing](#) company, SMRT Media, is known for a [Effective Advertising](#) strategies and campaigns such as a [Digital Billboard Advertising](#), a [Airport Advertising](#) and a [Subway Advertising](#).

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