I know everybody remember the Filet O' Fish song McDonalds ran for awhile. They had people buying fish, singing the song, and even selling the fish on the wood plaque that wiggle while the song played.

Have you ever saw a catchy commercial that had you wanting that product?

I know everybody remember the Filet O' Fish song McDonalds ran for awhile. They had people buying fish, singing the song, and even selling the fish on the wood plaque that wiggle while the song played.

That short nice little jingle made a lot of money for Mickey D's.

The words were "g*ive me back that Filet O' Fish… give me that fish… give me back that Filet O' Fish… give me that fish. What if it were you hanging up on this wall? If it were you in that sandwich, you wouldn't be laughing at all…"*

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services.

It includes the name of a product or service, and how that product or service could benefit the consumer to persuade a target market to purchase or to consume that particular brand . These messages are usually paid for by sponsors and viewed via various media.
Advertising
can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action.

Advertising is one of the most important things present in or society today.

Advertising helps to keep the consumers informed about whatever new products or services are available in the market at their disposal. It helps to spread awareness about products or services that are of some use to consumer and potential buyers.

Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers.

Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail, or new media such as websites and text messages.

In 2010, spending on advertising was estimated at more than $300 billion in the United States and $500 billion worldwide.

If you have a business, marketing and advertising is the key. In this era, everything is done electronically in most cases. So, if you are a business that is using email advertising, be careful.

I thought it might be good to talk about a few of my likes and dislikes about email advertising. I have picked up a few good pointers over the years.

Even though a lot of these may be known or said before they are worth repeating. After all the whole idea is get people to read your emails (not DELETE) in the hope that they will sign up or buy whatever you are promoting.

One of the first things you are going to want to do is make sure you don't go more than 65 characters across a line in your email. There are 2 reasons for this and the first is what is known as eye fatigue. What this means is if the person reading has to go across too far to the right the reader loses interest.

The second reason is some email clients have what is called line wrapping which means your message will come out all garbled if it is over 65 characters. Next thing is avoid using all capitals. When a person uses all capitals on the internet it is considered shouting and nobody likes shouting all the time.

Gilbert Godfrey shouts all the time and, at first, it is funny but then you come to expect it and eventually he's not funny anymore.

So be creative. The odd CAPITALIZED word can add variety and can make a product or benefit stand out in your email. The next thing after that is one of my personal pet peeves. I can't stand emails that are full of bad grammar. Bad spelling doesn't hurt your professional image it flat out destroys it.

It makes me think the guy on the other end can't be bothered to proof read his emails which in my mind makes him a bit of a retarded chimp. Another pertinent practice you are going to want to do on a regular basis is put your link to your site in your email no less than 3 times. You know the old saying "a picture is worth a thousand words."

Chances are your website has all the interesting pictures or videos you'll need to capture your prospect's interest so make that the goal. Space them out evenly through your email and make

sure they work by sending yourself one of your emails.

Then click on it to see if it works. I can't tell you how many people have sent me links that don't work.

And, for goodness sake, don't be long winded. A little info then your link… a little more info then your link… Well, you get it.

What I want to know is who are these people who babble on and on and take forever to get to the point, I get tired of reading at some point. Keep it short and sweet
or KISS (keep it simple stupid) is the key.

Business people today have many means of communicating with clients, co-workers, customers and company stakeholders. Cell phones, email, and video-conferencing are a few of the ways businesses enable their employees to communicate to get work done. Understanding the nature of business communication can help a small business owner lead their company toward its goals and assist with the day to day management of a company.

As far back as Ancient Egypt, advertising has served a critical purpose in the business world by enabling sellers to effectively compete with one another for the attention of buyers whether the goods and services are a necessity.