



# K L University

(Koneru Lakshmaiah Education Foundation)

Estd. u/s 3 of UGC Act 1956

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Constituent College KLCE Accredited by NAAC with CGPA 3.76/4.00

Approved by A.I.C.T.E ± Accredited by N.B.A.± ISO 9001-2000 Certified

## Academic Staff College

### KLU Business school & Dept. CAMS

28.10.2016

1-day seminar on “Advertising Strategy” by Mr.Benjamin Galni, creative head/director, ad film industry on 28.10.2016 is organised by Academic Staff College along with **KLU Business school & Dept CAMS** for the staff and students of **KLU Business school & Dept. CAMS**.

An **advertising strategy** is a plan to reach and persuade a customer to buy a product or a service. Effective product assessment, market definition, media analysis, and budgetary choices result in an optimum plan—never the perfect plan because resources are always limited.

The best advertising strategies for small businesses

1. **Target your audience.**
2. **Measure and track your advertising.**
3. **Know when to advertise.**
4. **Brand well.**
5. **Use your resources well.**
6. **Show up in the right places.**

### Final thoughts

There are plenty of opportunities to monetize through advertising. The key is in knowing who your target customers are, where they like to hang out -- and thus where to find more people like them -- and allocating your resources to those specific channels.



Resource person addressing the gathering



Staff and students in rapt attention

