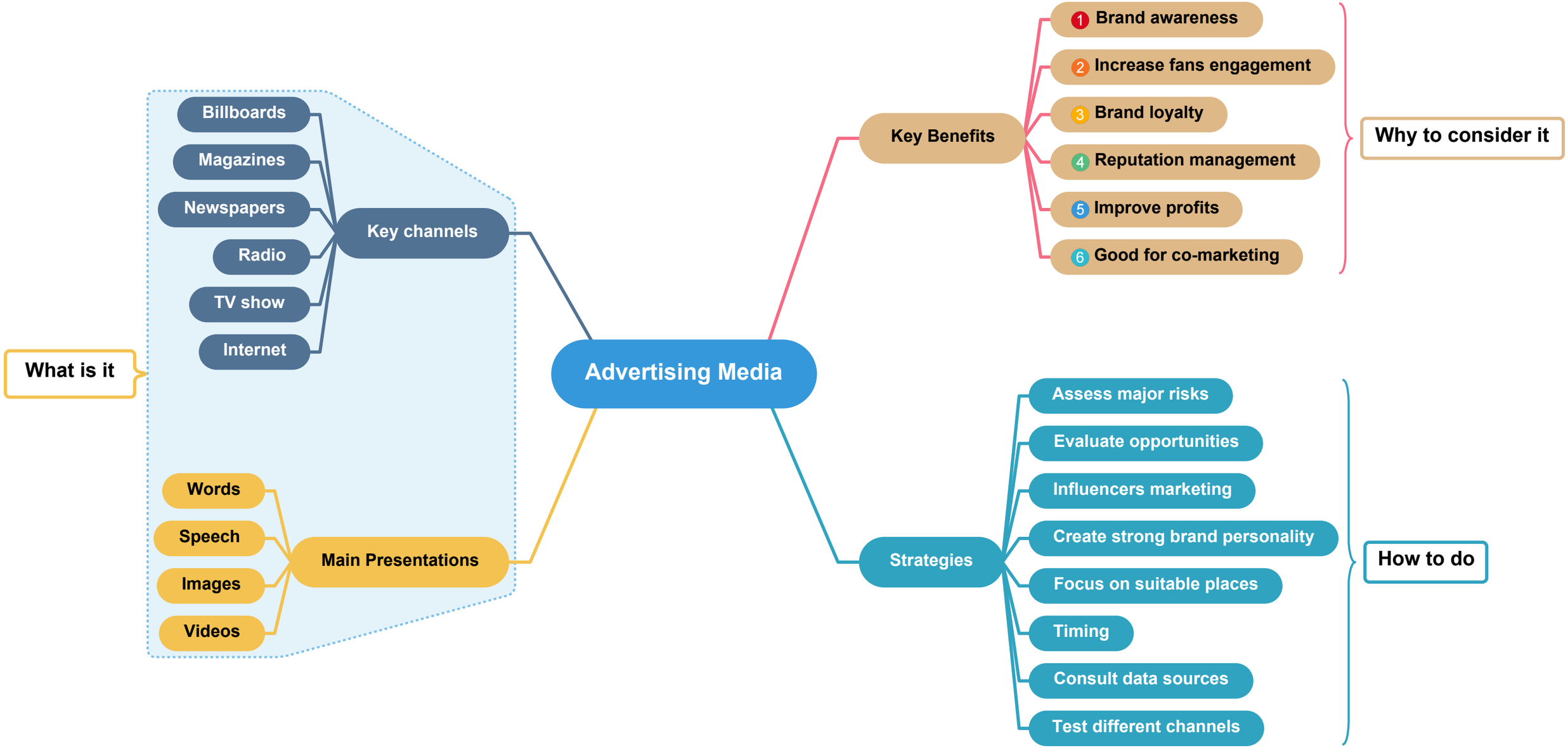
Advertising Media
What is it
Key channels
Billboards
Magazines
Newspapers
Radio
TV show
Internet
Main Presentations
Words
Speech
Images
Videos
Key Benefits
1 Brand awareness
2 Increase fans engagement
3 Brand loyalty
4 Reputation management
5 Improve profits
6 Good for co-marketing
Why to consider it
Strategies
Assess major risks
Evaluate opportunities
Influencers marketing
Create strong brand personality
Focus on suitable places
Timing
Consult data sources
Test different channels
How to do