Better targeting with digital billboard advertising by Harry Tan

Article published on March 16th 2012 | Advertising

The needs and interests of a busy financial executive heading to work are very different from those of a harried mother taking children to pre-school or a retired couple on their way to an exercise class. But until the advent of LED billboards, advertisers never had the opportunity to deliver billboard messages specifically designed to attract the attention of each group. But Digital Billboard Advertising has made that possible. Because digital billboards are electronically controlled, they are easy to change and to schedule, thus giving advertisers a unique opportunity to reach their target audiences at specific times of day.

Advertisers can target their consumers better by tailoring their advertisements based on the time of day and what types of consumers are going out at that particular time. Digital billboard advertising also offers the opportunity for businesses to display season appropriate messages. Several different companies can even share the same digital space with each other, choosing the time of day that is most appropriate for them.

The one concept where there is a large overlap between conventional billboards and digital billboard advertising is the most important one: choosing a location. While traffic patterns are easily measured and largely accessible to businesses, raw numbers may not tell the whole story. So donâ€™t forget your target demographics! A billboard placed on a major interstate in a rural area probably isn't the best location for a local business, no matter how low the cost or high the traffic count. While bigger, national companies are more likely to benefit from these locations where costs are lower, visibility is high, and long-distance travelers are still within the target audience. However, rush hour with stop-and-go traffic is the best location for any form of Effective Advertising. If you're considering an approach with more promotional advertising, as opposed to name branding, looking at areas prone to slower traffic is a solid move.

It is not that hard to see why digital billboard advertising is becoming more and more popular with companies that are concerned about the rising costs of workers compensation claims. Itâ€™s because they are simply much safer to create and update. When a company advertises on a digital billboard, they can simply call the billboard management company or the Best Advertising Agency that handles the medium, and ask that a different sign be displayed. The change can occur within a very few hours and ensures quick response to sudden changes in the market.

Article Source:
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Singapore-Based Outdoor a Advertising and Marketingcompany, SMRT Media, is known for a Effective Advertisingstrategies and campaigns such as a Digital Billboard Advertising, a Airport Advertising and a Subway Advertising.

Article Keywords:

Bus Shelter Advertising,Digital Bus Advertising,Banner Advertising,Outdoor Advertising Banners,Subway Advertising,Airport Advertising

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