

Nontraditional Media in Marketing and Advertising



BOOK DETAILS

- Author : Robyn L. Blakeman
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BOOK SYNOPSIS

Nontraditional Media in Marketing and Advertising by Robyn Blakeman is a concise guide that offers a step-by-step approach to the strategic use of nontraditional media by both marketing and advertising professionals. The text focuses on methods used as an alternative choice to more traditional marketing and advertising methods such as print and broadcast mediums. To assess the efficacy of nontraditional methods, Blakeman looks at why a marketing team might choose nontraditional media vehicles over (or alongside) more traditional ones, how it can be used to attract smaller niche markets, and where nontraditional media is headed. Blakeman also explores how nontraditional media, which can offer creative and unusual options for marketing and advertising, deliver meaningful and memorable ads that are often more effective at reaching the target audience than traditional vehicles, since they are often unexpected. Understanding nontraditional media and its role in delivering a strategic message to the target market requires professionals to understand what options are available and how they will be used, as well as the projected return on investment. This must-have guide is perfect for facilitating this understanding!

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