

CONTEMPORARY ADVERTISING

Name : Hamza Mansoor

ID : 14765

Department : BFD

How to execute a successful advertising campaign with keeping in mind the current pandemic situation :-

As we know that the current situation causing us hurdles and other difficulties, but to advertise a university during the situation can be a successful campaign if one focus on the following points.

The following points are my personal preferences and if i had the authority i would have been focusing on these points.

KEEN POINTS OF A SUCCESSFUL ADVERTISING CAMPAIGN DURING THIS PANDEMIC :-

Before talking about the campaign related points the universities should be focused on the following points on the first place.

1. Produce original Content.

You've heard it time and time that content is king.

2. Host easy to enter contests.

3. Get students and staff involved.

4. Showcase Your Programs.

5. Utilize your alumni.

6. Use Your online channels correctly.
7. Host and publicize events.
8. Invest in Your Website.
9. Develop your program web pages.
10. Leverage your institution's online presence.
11. Get your content marketing in place.
12. Set up social media channels.
13. Consider pay-per-click marketing.
14. Focus on student interests and needs.
15. Recruit student bloggers.
16. Feature your faculty.
17. Tell alumni stories.
18. Encourage and interact with comments.
19. Promote your blog on social media.

Advertising should be like showcasing what you really are, so the above mentioned points should be followed, advertise what you really are.

Are you even worth it for the advertising campaign? :-

Identify your value proposition. Know perfectly the most attractive features of your program or school.

Promote and make unique events.

Make them visualize.

Customize your attention.

Use visual tools.

Collect all the data.

Take advantage of word of mouth.

ADVERTISING CAMPAIGN :-

Keeping in mind the current situation following points should be kept in mind.

1. Huge focus on advertising your ability to deal the hurdles which this situation has created.
2. How you are managing the online sessions.
3. Are these online sessions effective?
Focus on the advertisement of your this skill.
4. The right medium for this campaign.
Social media is the best medium.

I think of the above points to be kept in mind if a university wants an advertising campaign during this pandemic.

FINISHED

SUGAR CANDY



Rs 10/-

BACHPAN KI KHUSHI

Hamza Mansoor
14765

CHOTI
CHOTI
KHUSHIYAN