Marketing tools



Renewing the company website:

- Focus advertising on search engines Showing “banner” ads could double unique visitors to the Silk Motors website
  - Price for CPC (cost-per-click) is $2.00

- This could double the traffic to the company website

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Marketing tools



Using Newspaper and Magazines:

- Focus advertising on traditional newspapers and magazines
- A typical full-page newspaper advertisement costs $200,000. This could reach about 40 to 50 million readers.
- A typical full-page magazine ad costs $150,000 in major publications and could also reach 25 to 50 million people.

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Marketing tools



Using Television Ads:

- Focus advertising during prime time viewing hours between 20:00 to 23:00.
- For a popular TV show, a 30 second national ad can cost from $100,000 to $500,000.
- Could reach from 10 to 20 million viewers.

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Marketing tools



Using Public Relations:

- PR example could be:
  - holding a press conference
  - Having editorials written about your product/company
  - Establishing or donating to a fund/charity

- Typically sponsoring a national sports event might cost $5 million, but research shows that this is one of the fastest ways to create a positive image of companies

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Marketing tools



Using Social Networking Services:

- Focus advertising on major SNS.
- A typical ad costs $2.00 per click, CPC (cost-per-click).
- And $10.00 for 1,000 CPM (cost-per-impressions or times shown).
- Some companies have reported a100% increase in their annual sales by using this type of advertising.

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