

Advertisement for growing business

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Abstract: *The purpose of this paper is to address on how ads can increase sales revenue in a business. Various studies show a positive relationship between advertising and sales. Based research, advertising is important for every type of business. The purpose of advertisement is to let people know about the business. By definition, advertising is the dissemination of information privately through paid media where the source is a sponsoring organization. Advertising is important to the business as a whole because it enables the business to attract more customers, thus boosting business recovery. Further investigation revealed that at least 6 reasons shows a positive relationship between advertising and revenue that is a product and service awareness. Second, persuade through creative advertising messages, product demonstrations and more to attract customers to buy. Third is a positive attitude towards increasing brand in sales. Fourth, I would say that brand loyalty is a company's asset as customers will keep continue to invest and support the company. Fifth, the brand image or brand reputation will influence the buyer whether buy or not to buy. Finally, successful and strong ads will attract more buyers across the border.*

Keywords: *Advertisement, Customer satisfaction, sales*

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1. Introduction

At the beginnings of a business, promotion is important for a business to tell others about the business. Any sort of business, regardless of whether it is run on the online or traditional requires customers with the goal that it can encounter a decent business turnaround. Nonetheless, the main methods for arriving at customer is promoting. This is the reason advertising is significant for a business (Kotler, 2017). When a business publicizes about its items and administrations, it can run in a serious situation. Promoting is significant for each part of a business. It assumes a basic job for the two producers and customers. Promoting is significant for the business overall as it lets the business acquire clients, consequently expanding business turnaround (Rita, Oliveira, & Farisa, 2019).

Advertising can be accomplished utilizing various media like TV, papers, radio, flags, leaflets, sites and so forth. Each publicizing media has its pro and cons; and one must assess every one of them before choosing a specific media (Aminuddin, Don, & Shamsudin, 2020). The primary concern that should be considered is that the promoting medium chose must have the option to arrive at countless clients (Bin et al., 2016).

Furthermore, there are several reasons why advertising can increase sales revenue in a business. First, awareness. Advertising is an important part of creating awareness of a product or service such as brand name and price (Hassan & Shamsudin, 2019). Awareness of the product or service can be achieved through the prominence of the brand's unique features (M. F. Shamsudin, Razak, & Salem, 2018). Product information is essential, especially when products are introduced

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in the market, or when product modifications are underway. Proper product information can assist consumers in their purchasing decisions (M. F. Shamsudin, Shabi, & Salem, 2018). Nowadays, because intense competition is not enough to create awareness, but mindfulness is needed. Therefore, if more people recognize that our brand exists in the market, more people will tend to try to buy our products (Razak & Shamsudin, 2019). Having a consistent number of customer's visit your business is the first step to increasing your sales. The more users you have, the more businesses you have. Advertising creates a business now and in the future (Gligor, Gligor, & Maloni, 2019; O'Dwyer & Gilmore, 2018; Rapp, Beitelspacher, Schillewaert, & Baker, 2012). Secondly is persuasion. When a business offers a similar product, it not only has to inform the customer about the product's availability, but also persuades them to buy it. Through a reassuring message, marketers strive to provide a reason for their product superiority over the rest of the market (Muhammad, Farid Shamsudin, & Hadi, 2016; Razak & Shamsudin, 2019; M. Shamsudin et al., 2015). Referrals can be made through creative advertising messages, product demonstrations at trade shows, offering gifts, premium offers and organizing competitions. For example, she had problems with her skin that made her feel uncomfortable in front of others, but then she suddenly saw regular skin care ads on Instagram and saw a lot of positive feedback from customers, finally buying the product in the hopes that she would have skin beauty as before and boosted her confidence (Arndt & Karande, 2012; Dabrowski, Brzozowska-Woś, Gołąb-Andrzejak, & Firgolska, 2019; Li Sa, Choon-Yin, Chai, & Aik Joo, 2019).

Third is about attitude. Promotions are needed to build or reinforce the attitude of the target audience. Marketers expect their target audience to develop a positive attitude towards their brand. Positive attitude toward the brand helps increase sales (Hamzah, Othman, & Hassan, 2016; O'Dwyer & Gilmore, 2018; Rapp et al., 2012). Through promotional techniques such as advertising, marketers can correct the negative attitude towards the product, if any. Negative attitudes can also be corrected through public relations and advertising. For example, you can offer a free trial of a product or service, issue a coupon, offer a rebate, or hold a competition for free. All of these methods aim to get customers in your business to spend money (Gligor et al., 2019; Javalgi, Hall, & Cavusgil, 2014; Kadic-Maglajlic, Micevski, Arslanagic-Kalajdzic, & Lee, 2017). Fourth is brand loyalty. Advertising helps develop brand loyalty. Brand loyalty results in repeat purchases and recommendations (Muhammad et al., 2016; M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018; Mohd Farid Shamsudin & Razali, 2015) that are encouraged by others by existing customers. Sales promotions, effective personal sales, timely and efficient direct marketing, and other techniques help build brand loyalty (M. F. Shamsudin, Shabi, et al., 2018). With all the choices consumers can make, many loyal users have strayed from their previous businesses in search of other options. Advertising reminds your users why they chose your business in the first place and why they should choose you in the future.

Fifth, the brand image. Advertisers help to build a good brand image in the mind of the target audience. Several factors can help the audience such as the brand-supporting personality, the content of the advertising message, the type of packaging and the type of sponsored program or event, which can help develop the brand image in the mind of the target audience (Amin et al., 2017; Hahm, Chu, & Yoon, 1997; Mahendrawathi, Astuti, & Nastiti, 2015). Compact brand image will affect your revenue directly, as customers will feel safe and secure in purchasing goods and services from your company. Reputation management is about understanding the impact of customer perception on your business revenue prospects (Basha, Mason, Shamsudin, Hussain, & Salem, 2015; M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015). The idea here

is to manage customer expectations, to respond quickly to issues or issues, and to always run your business ethically.

Finally, market expansion. Successful ads lead to market expansion. Marketers may intend to expand the market from local to regional, from regional to national, and from national to international. For this purpose, marketers can perform various promotional techniques such as free shipping abroad (Kadir, Shamsudin, Nurul, & Mohd, 2020).

Conclusion

The sole reason for a business is to offer items and administrations to procure benefits. Advertising causes a business to procure benefits by empowering more individuals to think about the items and administrations and consequently bringing about more deals. The buyers then again will never find a good pace the items and administrations if they are not promoted. Notices help the customers to settle on choices concerning which item and administration to purchase. With the assistance of promotions, a shopper gets the most ideal alternatives.

Today, the advertising business has become an enormous industry in light of the huge number of items and administrations being advertised. Thus, the opposition has likewise expanded, requiring each representative to advance his items and administrations in the most ideal way. This has additionally prompted the improvement of new promoting procedures and an expansion in the quantity of publicizing offices which are accessible today. The point of each special battle is to empower the items to contact the correct individuals by expanding the mindfulness about the item, its advantages and downsides. This is significant for the achievement of a business.

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