

INVESTIGATE THE RELATIONSHIP BETWEEN ADVERTISING AND SALES

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Abstract

Today produced and presented product not enough because developing activities have changed and in a competitive environment should attract customers. Advertising is considered a part of marketing success; Successful companies especially in exports, as well as improving the quality of their products are seeking for design and implementation of dynamic and effective marketing systems. Advertising, helps you made current customers loyal to them or select new markets for own. One of the aspects that with their assist customers view form about your company is the way your advertisement. For advertising, there are many tools and techniques have been investigated in the present study and the advantages, disadvantages and appropriate implementation strategies are presented. Media advertising, as well as other sciences are rapidly changing. in step of introducing product (especially mass communication media such as the Internet) and public relations to create awareness and make the customer interested are very suitable. Because the Internet, make identify customers with collection and analysis of their properties easy. Now, select each of the strategies can be successful provided that can be used effectively. In any case of effective sample, would be combination of strategies that could better close to market needs and customer and respond to them.

Keywords: Advertising, Sales, advertising position, promoting factors

1. Introduction

If we assume that the marketing organization as a football team, a mix of promotion and advertising on its head, is the team's attackers (2). So advertisements are necessary for the success of the marketing factors (the attackers) is cooperating in order to achieve the desired result, which certainly is a sales success. A weakness of each of these factors is lead to a damage of the entire system. Cutler that marketing is a social and managerial process by which individuals and groups through the production and exchange of goods with each other attempt to meet the needs and demands of meet the needs and demands of their own (2). In fact, marketing is seeking to meet and satisfy the needs that distinguish successful companies from unsuccessful. Therefore, the marketer must always be looking for a study that what case can do better, more, faster, more accurate and ultimately the quality of the appropriate, to provide the people, goods, combined with their service (3). Nowadays consumers are divided into different groups. In the market there are different tastes and the tastes are constantly changing and evolving. Great cost is spent on advertising and promotion. To achieve a good position in the market and achieve success, it is necessary several factors combine. Factors that are involved in marketing in 1960 by Jerome McCarthy marketing mix or marketing components (Marketing Mix) was named. Jerome McCarthy suggested marketing mix consists of four main "product (Product), price (Price), Distribution (Place), promotions (Promotion) and promote" that traditionally, these four factors as P4 is any kind of act that company can do to influence the demand for your product. Although a wide variety of activities is effective in forming marketing mix, Classification P4 there is to see much easier the forest from the trees above (1).

2. Components of the marketing and advertising position

However, different views different P such as (People), Packaging (Packaging), power (Power), Planning (Programming), and persuasion (Persuasion) and...Were added and experts say that there is other P in the system (the system marketing) that is effective, but organizing it for the first time make a change in this branch of science. Due to that dissection is about place of advertising in marketing with regard traditional P, the damage doesn't affect subject, so we will study the proposed schedule. We see in the table above product, price, promotion, distribution and sale are factors that play a vital role in the marketing perspective McCarthy and manufacturer can have their own control. Means Manufacturer can affect on the goods (product variety, quality, design, features, brand name, packaging, sizes, services, guarantees, explains s), commodity prices (list prices, sales, discounts, deductions, time to pay , CREDIT), distribution (distribution channels, covering goods, merchandise assortment, the supply of goods, transport), promotion (advertising, public relations and public building, personal selling, sales promotion, direct marketing). In this table is an extension of P. Promote that sense to link the customer plays an important role in marketing.

3. Promoting factors include:

1. Advertising: Any provision and distribution of ideas, goods or services of a promotional unit, individual or institution that needs to be paid .
2. public relation :make proper relation with communities that have dealt with the company by acquiring a good reputation, a good overall image and appropriate action by eliminating issues, rumors, talk and adverse events (4) .
3. Advance sale: Short-term incentives to encourage purchase of a product or service.
4. Individual sales: is a Sales process, in way that provide face to face or person o person from a buyer of goods to a sender (7).
5. Direct marketing: is use of direct connection to reach a consumer audience, mainly through the use of modern methods of communication.

To success in each factor of promote also need to use other factors. Various tools are effective in promoting that in the right place can bring us to the desired result. In our country, in the minds of the public, many of the tools of sales promotion and public relations, personal selling and direct marketing place as advertising. It should be noted that the place of advertised or promoted as an important element, according to Dr. Mohammadian aggressive tactics as more tangible than other factors.

4. Distinction between advertising and marketing purposes

When sales increase, the ultimate goal of advertising, marketing, consumer goods and services, the distinction between advertising and marketing objectives have been cloaked in obscurity. Advertising (that is part of the marketing) convenience on the mental aspect, namely, "preferring the brand". Additionally, marketing covers all other sale sectors (including advertising). Each of these activities is part of moving goods (or services) from the place of production to place of consumption. In 1931, the CEO of Coca Cola (WOODRUFF) prepares the stage for massive growth of coca and announced target their marketing Embed "Coke is available to anyone that wants it".This example is one of the classic examples of the combination of behavioral and psychological impact of marketing advertising. The question "What is the purpose of your advertising?" Thousands of times by those who create the ads or confirmed it will be asked, and asked again. Many companies have a ready answer for it. If we can get a closer look at their responses rather than specific goals related advertising, marketing objectives relate to. It is well known that advertising alone cannot cover all aspects of sales activities (4P). So first step is to

determine what the company expects from advertising. Location of advertising in the marketing mix table shows the physical position. Advertise subset of (sales volume), which is under the (product). Important point is that advertising can not be the task of the four units itself, but if it is targeted, can be effective achievement of all four elements. A commercial purpose, is a Specific cases of the relationship with determined audience, in a given time period.

Write your goals: ask several people in an advertising company to write their own advertising goal for their client, ask the same to product managers and sales as well as customer (advertiser). Do not be surprised - Generally refers to all marketing efforts are not unique role in marketing advertising- for many managers, writing advertising purposes, seems difficult and if you collect this set encounter different views. Sales manager probably want increase data sell in the next month, while advertising marketing director wants to focus on creating brand advantage. Managing Director may know advertising a power that make the name of company famous. These ideas, in the same way in respect of different people, in different forms is presented.

5. Benefits of writing advertising goal

- When people have a clear idea of what they will do their job better?
- Advertising is the most invisible Selling power that helps drawing touchable goal.
- Advertising is a very professional and for this reason is very helpful in selecting path.
- When goal is agreed by all, reduce waste of money and power.
- Having a clear goal will help the team ideas and creativity.
- Draw a conclusion and the effect may allow targets.

So before you begin any work in advertising, first clarify aim –

6. Case Study (advertising of tile industry)

After determining the purpose of the advertisement is found that about determining Advertising purposes in a major industry of city, tile have a short review. Tile industry in our country due to high quality raw materials and the possibility of mass production, in the last years has been prosperous and successful industries in the domestic market or export. In Tehran, Isfahan, Qazvin, Yazd, Fars, Gilan and Azerbaijan are the poles of the principal producing that more than 200 production factory and ceramic tile in these areas are under active. It is worth noting that many of today's manufacturing technology from Europe (Italy and Spain) automated sorting systems and skilled manpower. On the other hand, abundant raw materials of high quality clay, kaolin, sandstone, limestone, dunite, talc and magnetite tone in there that makes up 75% of the raw materials needed. (While in Spain there is only 50% of the material). At present, Iran, ceramic tile exports to over 50 countries worldwide. Moreover, social conditions and economic conditions in which to expand the market, there is increased production and higher quality products. In 1997 the country produced was 52 million square kilometers and it is predicted that by the end of 2004 this rate will reach 120 million square kilometers. But with exponentially increasing production and expanding the market, the need for advertisement in this industry becomes more. Some of producers spent a huge amount of budget on television, some of them used media environment, some magazines and newspapers have used some combination of all three of these tools. In this article, the author collected the outdoor advertising industry, often in a specified geographic area (intersection of Mulla Sadra - Shiraz and highways), performed. With the aim of bringing together the different messages can be examined advertising purposes (list attached). Case studies are very interesting because of the tangible experience that is happening around us and many of us have seen its effects on ourselves. If we assume that the main audience for these messages are composed of several distinct groups and Almost all the manufacturers, know these people their customers, it means we faced with a fix group of

audience, So how is it possible that our messages are so different and to purchaser not show any special advantages over other similar products. If we assume that, their goal was creating awareness of a product or its name still makes no difference(6).

7. Advertising purposes

One of the goals of creating a brand image or advertising is desirable emotional attitudes toward goods. Actually buyer buys the needed product or chooses a brand. The choice of the announcement by a set of concepts for the consumer sends a specified period of time, and made in his mind and finally causes superiority of mental option. Some tiles try more than others to create this image because the images do not follow a single goal, and do not follow a consistent message, they don't have proper result of the investment. One of Producers of tile, that like many other producers is written his trade name with computer fonts, do not have any special visual symbols. At first Bill Board (street sign) is displayed on a tile that was found next to a large sledge and a butterfly was sitting on sledge. The parallel assembly of two concepts sledge and butterfly specifically provides competitive advantage? Does this picture for passersby that passes front panel of the machine to quickly both the elegance and strength sledge licenses relating to the tiles? On another billboard of same tile 1-2 month later, we see a Middle-aged man with glasses trying to draw a line. This image appears more successful of other producer because it imitated by competitors, if this picture is also added everything is completed. It is not known if an English sentence into English in order to read how it makes sense? Use Lie in English has three meaning. (Lying, located and lying)

- Arts is lying in the heart;
- Art in heart....located
- Art in heart.... Lying

After all, what is the purpose of putting a sentence in Farsi alongside English? Is for beautiful visuals? Or is to gain prestige? Is because Iranian buyers speak English or read it and be inspired? Or induce its international aspect. If we look back to the list of advertisers that can be asked: Is the goal of this campaign was to create a favorable emotional disposition? Or increasing customer demands? Or just trying to remember the name of the product is irrelevant? In the seventies, making ads for virgin and free society in those days were very important and advertisers were well and quickly realized its advertising effect. But in the eighties, we are facing new economic trends that affect the mind of the buyer and on the other hand, he is faced with a wide choice. Now, recalling the name of the purchaser is not enough because number of brands in each field raise ten time(5).

8. Relationship between tile industry and art

One of other producer use on his bill boards two Baby sitting on left and right of the picture, Hafez poetry is used as chanting:

It is true thou art my protector ends- Means tile is silent and his art appears.

Another tile in one of his paintings of children using multiple image tiles those are on the production line and choose his motto (visual art and technology of Iran). Another picture of the painting in a European style with a beautiful bathroom tiles is fine under the (global technology and visual art) written. In last outdoor advertising you have this slogan on a billboard and small image of a Darwish who has a glaze tile. Perhaps it is better to note here that in the last centuries of Persian tile arts building was considered valuable. But it was hand-made tiles, hand glazed tile into smaller chunks and with hand of tile artist divided into smaller pieces. At the end other artists that created another design and tiles, have put together colored tiles beside each other. We still set the creation, design call INDUSTRIS in arts and we are proud of it in Persian monuments

as cultural heritage. But the question that's entirely mechanical art Where is this industry? The use of the word 'art and artistic production provides which advantage to select? Note that in sequence 1, 2, 9,11,12,15 rely on art. General description word like art beautiful, durable and high quality use a lots of time in advertising slogans. Claims that can be easily written for other tiles, rows 6 and 8, for example, the motto of the notice that you can move in any particular change will not happen. One of the main lessons of the advertising is use claimed or slogan that is unique or and involvement with the product so that it can easily be separated from each other. Similar images such as flowers, as well as the application of general words, and it can be easily put on another product. (No. 12.19, 20) of a produced writes beautifully as a lion, strong as a mountain and a picture of a flower on a tile, that is not like lion or the mountain- The other tile use two branches of tulip front of a tile wall, a factory that called its tile ornament of any house and just use a number of amaryllis to attract audience. Another one chooses slogan a sea of beauty with image of one wave of water on the billboard that there is a piece of tile under it. A Producer use the word "best", with a pawn on the tile, the interpretation of this is out of writer responsibility.

9. Conclusions

Points that were included in this study show that if select the wrong messaging from advertiser, all expensive activity and full responsibility is wasted and its effect can be minimized. But who is responsible for finding and creating the right message to the audience? Is Advertiser, media or advertising agency? In turmoil market of advertising, publishing, various groups of the film, the producer and owner of various cartons (airport amusement park), claims to have done promotions. They don't say anything wrong. Because all these activities are part of an organization's relationship with its outside world. But one group should take the responsibilities of a target application to achieve this goal and feedback control activities. Despite the fact that marketing and advertising are two separate, but fundamentally important means of attracting customers and boosting advertising market, a goods and to promote the use of a good quality of the product, the primary requirement is taken into account. A successful marketing, provide before advertising of goods that buyers are familiar with how important sex is to provide goods or services, Must have the ability to act systematically By combining the principles of marketing and advertising is the only one of its elements, it would pave the way for market-wide supply. The main condition for the success of a product manufacturer or service provider and a proper management is that first absorb Skilled and knowledgeable people in order to marketing. Those who have experienced the power of science and innovation and combining them with every trick in the context of marketing have been aware of customer needs and provide the basis for identifying the goods to the customer and consumer goods. Business and marketing is a complex issue And the only ones that can succeed in this field aim to identify and understand the customer and their needs, provide accurate information and the characteristics of the goods to the customers, the market for larger product. Best approach that suggested in this regard is to first of all know the audience and their needs and match this need with produced product. Should be noted that if the customer is aware of your needs? Is familiar with the product and the product that will satisfy his needs or not? In this time obvious role of advertising appear. With proper advertising can focus the audience view to their need. A wise advertiser provided in your campaigns and even sometimes exaggerated in the product description and the audience responds to the needs of the audience is encouraged to use the product. If the audience is aware of the need we should force him with advertising and incentives to choose (select merchandise that we offer.) In the direction of product advertising should increase customer trust; we should suggest

that only use our services can respond to their needs unconsciously should attract him to presented product. Advertising technique is also important. Embedded ads may be more effective in the audience. Advertising that slowly crept into personal boundaries not obvious that the audience is going to confront it. For example, advertising a product within a movie does not bother audiences, but repeated over time, the name and type of products formed in the mind of the audience. Meanwhile that during advertising Teaser through a successful program or a set of popular television, much audience during advertising watches other channels. Understanding the customer is the most effective method of advertising, For example, if clients are public goods, we must use the media more public. In previous decades, before the development of e-commerce and home computers, all advertising through media such as television, radio, magazines, and newspapers was performed. But over time, and penetrating computer networks and the Internet to all segments of civil society and rural development of e-commerce, Internet advertising also became common category. At this point of time also changed that type of media used should be more meticulous about advertising. If the approach we advertising is incorrect and does not introduce a product to the right the audience, actually cost and energy spent on advertising is wasted. After the initial advertising and consumer attract to market, the most difficult phase begins. A Successful marketing can be a customer to leave the market shopping area and the customer should be able to keep your goods to market. Constant contact with the client can establish a trend. Marketer can keep a customer, information regarding new information about new products or services to the customer in a way that the customer never forget purchase product.

10. Resources

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