

March Madness? No, the Digital Age.

It was March. College spring break. The kids were home. NCAA Basketball was on TV. Normal enough.

But this year the TV was muted with closed captions scrolling. The couch in chaos with iPods and cell phones tucked between the cushions. Four adults, laptops wirelessly connected to the Internet, were reading, viewing, typing, clicking, chuckling, moaning, and cheering – each person in his or her own social, work and entertainment world.

It is clear -- consumers consume information and entertainment differently than just a few years ago. Internet access, mobile electronic devices, and digitization of content are making us change.

Traditional advertising is becoming less effective and companies are seeking alternative ways to reach customers. Advertisers are shifting some of their budgets away from television, radio and print (“traditional media”) to Internet, Out-of-Home, and other “non-traditional media”. But what is best for your company?

Focus on your target customer. Define and understand them. Let them, not the newest media, drive your advertising choice to get you closest to your target audience ... often.

Yes, reach them often. In today’s information-overload society, plan your media for repeated and frequent messages.

Use multiple forms of media – do not put all of your eggs in one basket. If you cannot afford multiple forms of media all at once, rotate three or four types of media throughout the year. And track impact so you can channel future money to the most effective media for you.

Written by Elaine Cayton, co-founder and president of Admobile Hampton Roads, a provider of non-traditional media

For more information, read the full article at <http://www.hamptonroadschamber.com/upload/Elaine-Cayton.pdf>