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Comparing Different Types Of Advertising

You may agree that in many ways, communications has caused our planet to decrease in size. A news event anywhere in the world today can be communicated, almost instantly, to almost anyone else in the world. Newspapers, Radio, Television and the Internet have all contributed to this. Like any technology that brings benefits however, unfortunately, there are also downfalls. Our world is one that is overrun with forms of communication. Over the course of an average day we are exposed to news, commercials and advertising through all of these media. The result of this is that we have become conditioned to blocking out all but those items that we are interested in.

This has presented today's marketers with a challenge. How do they ensure that their target audience responds to the message they are trying to convey? How do they get by the spam-like filters we have all developed to protect ourselves from information overload? This is where News-style Advertising comes in. This style has been created to get past our advertising filters. This is accomplished by presenting the marketers message in a manner more consistent with news. News-style advertising doesn't appear to be advertising. It has no graphics or pictures. It contains no slogans or logos. There is nothing associated with it that would give the reader any reason to suspect that it is being sponsored by any company or individual. It contains a headline, followed by copy with a method for the reader to get additional information, should they wish to do so.

The reason why this type of advertising is simple and ties back into our mental spam filters. Assume we scan a newspaper or magazine and see something with a Headline that appeals to some issue or problem we are dealing with at that time. Because it is news-like in appearance it is not threatening. Our need drives us to read the article, generally short in nature. This is also appealing since it does not represent a great deal of investment on our part. The response mechanism allows us to get more information if what we have read in the article makes sense to us and represents a viable solution to our issue. It is because it is non-threatening in nature that it is able to generate the response numbers up to 500% better than other techniques.

This very effective form of advertising has actually been incorporated into a robust marketing strategy by one company. This company is Automated Marketing Solutions; or AMS. AMS provides a full package of marketing technology tools and processes that allow your company to deliver a comprehensive marketing program using tested and proven methods including News-Style Advertising. Their twelve years of experience in Direct Response Marketing ensures that even the beginner can quickly integrate and take advantage of the benefits of this technique.

AMS also provides the capability for a company to place their ENTIRE Marketing Program on Auto-pilot. Once a business marketing program (including voice messages, e-mails, faxes and other broadcast and mail out collateral) is compiled and sequenced, their Lead Management System or LMS provides the unique ability to manage and control that program without any further human interaction. The benefits to this system are significant time savings on what would otherwise be labor intensive tasks and consistency in marketing messages. It also means that businesses never need worry about losing customers who misinterpreted your lack of contact for lack of interest or desire to do business with them. If you would like to hear more about News-style Advertising and how it can benefit your business, visit Automated Marketing Solutions today. Learn how quickly and economically you can implement and start benefiting from AMS tested and proven technology and experience.

If you would like to hear more about News-style Advertising and how it can benefit your business, visit [Automated Marketing Solutions](#) immediately

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