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# In an Increasingly Competitive Media Arena

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In an increasingly competitive media arena what will give you a competitive advantage?

The 10 most important things to understand before you pay for another advertisement

1. The ability to reach both targeted and wide audiences is important. The market now more than ever thrives on diverse interest and immense buying power.
2. Despite less disposable income people relish spending money. The main difference in a good economy vs. an economic downturn is the focus on real value for the money. Frugal now has another meaning and that is to spend wisely.
3. Businesses that focus on showing their products value will without a doubt outpace the competition. This means delivering a message about the effectiveness of your product.
4. The world currency never sleeps, it is important that your business is available 24/7. Consumer spending is the fuel of America's prosperity and that is now tied to the global market place.
5. Shopping is a great American pastime that is becoming global and persists in most economic conditions.
6. Extending the reach of a small to medium business has enormous economic benefits. Communication drives the market and business owners are the voice of their companies.
7. The new market is customer driven and relies on interaction with real people not packaged messages and advertisement. The new media code is interactive marketing. It has a dual purpose by being both proactive and reactive. It brings about a fluid dialog between brand and consumer.
8. The new entrepreneur is bringing the average brand to the consumer, by being on the front line as a proprietor and personality rather than as a faceless company. The new media must lend itself to be personality driven.
9. Customized campaigns are the new model that focuses on the wants and needs of their market. This approach allows advertisers to maximize input while minimizing costs.
10. This is the age of putting your soul into your brand in lieu of just using a static advertising campaign. Connectivity is the operative word that will distinguish you from your competition.