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## Bitesize GCSE BUSINESS STUDIES

### PLACE

#### **SAIRA KHAN- SKINCARE ENTREPRENEUR**

The point of advertising is to make your product and service visible to your customers.

#### **HUGH PYM- BBC CHIEF ECONOMICS CORRESPONDENT**

The link between advertising and sales is quite close; a big company in the consumer world might do some very high profile advertisements on peak time television shows and they'll notice a direct correlation with sales the next day but you don't wanna do it if you haven't got the goods to satisfy the demand, if you advertising something like a new product or a revamped product and then suddenly everybody wants it and you can't provide it, you do a lot of damage to your image so it's a careful juggling act.

#### **BEN WALLACE- MARKETING, GOOGLE UK**

Advertising is something which we've traditionally always kept on line as a company, and as you get bigger it becomes increasingly difficult to kind of stick to a limited avenue of different channels for advertising. We do lots of things, we do online advertising on search, we do kind of banner ads and other media ads elsewhere over the internet but more recently we've moved into kind of media advertising and billboard campaigns. The main problem that we've found is that as opposed to our online advertising where it's very easy for us to follow the metrics, whether users click through on something, whether they like it, whether they, we get the kind of conversion rates that we want to, for our flying campaign it's a lot harder to find metrics to judge awareness or whether we've been successful in an ad campaign. So TV ads and offline ads is definitely something which we think will be investing in more in the future but for us it's just, just a manner of applying the same kind of rigorous metrics we have to our online stuff to offline.

#### **NICOLA VANE- PHONE SOCK ENTREPRENEUR**

We haven't done a lot of advertising but I think it's something that's very important, we've advertised in magazines and newspapers in the past. I'd like to advertise on the television but I realise this is very expensive. We also advertise on social networking sites and we've relied a lot on word of mouth especially at the beginning of our business.

#### **SAIRA KHAN - SKINCARE ENTREPRENEUR**

Social networking has been phenomenal for the growth of small start-up businesses and products and services, you'll see people tweeting about a product or a service they liked, they'll go onto MySpace, they'll create a fan group around the product or a service on Facebook, they are all ways of advertising and you don't need to spend a lot of money.

#### **DR PAUL THOMAS- TRUFFLE ENTREPRENEUR**

Probably sound quite lazy but as a company we haven't really done much advertising at all, we're such a niche product that we've kind of relied on media attention which we're, we're very grateful to receive and also word of mouth.

**DEBORAH MEADEN- ENTREPRENEUR**

When I get involved in any business, one of the very first things I will say to them is I want an A4 piece of paper from you and I want you to draw me up your absolute core customer, I want to know what they're called, I want to know where they drink, I want to know what magazines they read, I want to see a picture of them, I want to know how old they are, I want to know everything about them and then everything we do in terms of talking to them, I want you to look at that picture and say am I speaking that person's language and am I advertising in a place where that person would actually be. So in terms of the advertising and promotion it really is down to understanding the individual.

**WITH THANKS TO OUR CONTRIBUTORS  
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