

Summary

Now a days DoorDarshan is not the only option to the viewers. The viewers have a greater choice and freedom to choose a proper channel. Transit Advertising, Satellite television, Cable television, FM channel, Video advertising are the main emerging options.

If you are using Face book or MySpace or private label social networks for marketing it means you are marketing on social networks.

Social networking means socializing or getting to know people online and not face to face. If you like someone or share similar interests, these people become part of your network. The wonderful thing of online networking sites is that people are not restricted by geographical location, time or any other thing for that matter.

In today's world, we can see that mobile phone has become a potential diamond mine for advertisers through which the advertisers are able to reach to the potential customer following the most personal and intimate way. In this lesson we learnt various concepts like:

Media options available to Indian viewers Satellite Television : Advantages and limitation Cable Television : Limitations

Marketing through Social Sites : Objectives of marketing campaigns on social networks and lastly,

Marketing Campaigns on Social Networks Advertising through Cell Phone. Thank you for listening to me and I hope it would have helped you in understanding Advertising better.