**Why Is Advertising So Important to Business?**

**Probably one of the most famous advertising quote’s is Henry Ford’s : “A man who stops advertising to save money is like a man who stops a clock to save time”.**

**The purpose of any commercial business is to sell products and services and return a profit. Advertising is not complicated, it’s as a tool to help a business to earn profits by enabling more people to know about the products and services, which results in more sales.**

**The aim of every promotional campaign is to enable the services and benefits the business provide to reach the right people by increasing the awareness if you are not seen you won’t sell!**

**Where does advertising and marketing sit on your balance sheet?**

**That’s simple! Look on advertising not as an expense, but an investment in the company.**

**Companies that view marketing as an investment understand that in order to grow their businesses, they must continually invest in creating new leads and new customers!**

**Does your business need advertising? definitely!**

**Advertising is critical to your business’s long-term success. It can win you new clients, help you keep existing clients, build brand awareness, and enable you to establish a foothold in new markets.**

**The average person sees at least 5,000 adverts per day which means that it is possible for your adverts to reach out to a large audience while communicating the exclusive selling points of your products or services in just a few minutes or even seconds.**

**Remember the old adage “market yourself in the future in the same way you did in the past expect the same results”.**

**Advertising increases awareness and sales for your business and does so by helping to distribute your content, distinguish your brand from your competitors, increase brand awareness, create desires, and building new and retaining existing customers.**

**Getting to know the importance of advertising is just the beginning of journey to grow your brand.**

**We hope that this article has assured you that advertising is a vital component of your business in helping achieve your goals!**

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