Summer helps to pursue passions

By ZOE MARTIN
Assistant Features Editor

This month’s column will focus on a topic that the right amount of attention is sometimes hard to come by. Advertising agencies, for example, may not always be able to effectively capture the attention of the consumer with their creative campaigns. So how do we get people to notice advertising?

One way to do this is to create a viral marketing campaign. Viral marketing campaigns use social media platforms to encourage people to share the product or service with their friends and networks. This can help to increase brand awareness and drive sales.

The key to a successful viral marketing campaign is to create content that is both interesting and shareable. This can be achieved through humor, creative storytelling, or emotional resonance. The content should also be easy to share on social media platforms.

Another way to get people to notice advertising is to partner with influencers. Influencers are people who have a strong following on social media and can help to promote a product or service to their audience. By partnering with influencers, advertisers can reach a larger audience and increase brand awareness.

In conclusion, advertising should be a creative and attention-grabbing activity. By using viral marketing campaigns and partnering with influencers, advertisers can help to increase brand awareness and drive sales.

ATTENTION ALL TRUMAN AND ATSU STUDENTS AND SPOUSES

TEETH WHITENING SPECIAL!

For a limited time Dr. Steve Barber and Associates General Dentistry located at 215 East McPherson is offering all Truman and ATSU students and spouses a teeth whitening special.

Special includes a teeth cleaning, in-office laser teeth whitening, and custom take home bleach trays.

NOW JUST $275!

Call Kim or Crystal at 665-5653
Today to schedule your appointment

Offer expires 9/30/08

Disclaimer: Must show student I.D. Does not include any other discounts. Cosmetic, teeth whitening and bleaching are not covered by most insurance providers, so you can only use this offer if you are paying for the treatment out of pocket. For more information about cosmetic, teeth whitening and bleaching, please call McPherson at 665-5653.