

Advertising Sri Lanka

Advertising Sri Lanka is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Advertising Sri Lanka Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "brand image" and "brand loyalty". Advertising Sri Lanka For these purposes, advertisements sometimes embed their persuasive message with factual information. Advertising Sri Lanka Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization Advertising Sri Lanka.

Advertising Sri Lanka Online

The Internet is one of the most important media for Advertising Sri Lanka. It not only complements your other forms of Advertising Sri Lanka, but also reaches a unique, distinctive class of audience. Consumers on the Internet are generally the most sought after because of their purchasing power Advertising Sri Lanka.

Here's why Advertising Sri Lanka: National Internet Demographics

- Advertising Sri Lanka The average age of Internet users is 35.1 years in Sri Lanka.
- The average income is \$52,500 Sri Lanka.
- Advertising Sri Lanka 63% of Internet users have attended or graduated from college Sri Lanka
- 13.7% have attained Master's degrees, and 5.3% hold Phds, MDs, or law degrees Sri Lanka.

For an Average Internet Advertising Sri Lanka user:

- Advertising Sri Lanka Has 19 sessions per month

- Advertising Sri Lanka Visits 10 unique web sites per month
- Advertising Sri Lanka Spends approximately 1 hour per site
- Advertising Sri Lanka Spends 10 hours on the Net each month
- Advertising Sri Lanka Spends 10 hours on the Net each month --Nielsen/Net Ratings Internet Growth
- Advertising Sri Lanka Internet traffic is doubling every 100 days
- Advertising Sri Lanka Internet Transactions surpass \$300 billion by 2002.

"Advertising Sri Lanka The Internet's pace of adoption eclipses all other technologies that preceded it Advertising Sri Lanka. Radio was in existence for 38 years before 50 million people tuned in; TV took 13 years to reach that benchmark Advertising Sri Lanka. The Internet crossed that line in 4 years." -- From The Emerging Digital Economy Report, US Department of Commerce Advertising Sri Lanka"

(In 1992), there were only 50 web sites Advertising Sri Lanka. Now 65,000 are being added--every hour." --US Secretary of Commerce William Daley

Advertising Sri Lanka Online Ads Get Noticed Advertising Sri Lanka!

- Advertising Sri Lanka Internet users are 34% more likely to be aware of a brand after only a single banner ad exposure and 44% more likely after two exposures than those who have not seen the banner ad.¹
- Advertising Sri Lanka Studies show that consumers who visit a retailers Web site spend 33% more annually at the same retailers store.⁸
- Advertising Sri Lanka Online advertising increases off-line sales, with consumer loyalty increasing an average of 4% toward advertised brands after only a single banner ad exposure.¹
- Advertising Sri Lanka 63% of Internet users believe that companies advertising on the Web are "more forward thinking than other brands."¹
- Advertising Sri Lanka Online advertising ranks higher than Advertising Sri Lanka TV in ability to create a brand-linked impression.¹
- Advertising Sri Lanka Television audiences are migrating to the Internet. Advertising Sri Lanka Twelve percent of PC users admit to giving up outdoor activities, Advertising Sri Lanka 17% give up reading magazines, books or household chores, 24% give up eating or sleeping, but 78% admit giving up television watching time to "surf the Web." ³

- Advertising Sri Lanka Internet Demographics are an advertiser's dream: Internet users are young, well educated and earn high incomes. The average Internet user is almost 35 years old, and have a household income of more than \$60k. 4
- Advertising Sri Lanka Internet traffic doubles every 100 days. 5
- Advertising Sri Lanka Approaching the popularity of magazine reading, 20% of Americans go online for news once a week or more, up from 6% in 1996.6

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