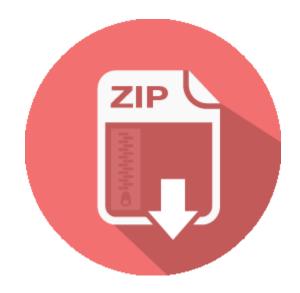
# **ADVERTISING PROMOTIONAL**



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Internet Advertising: This is the newest form of advertising wherein web space is used and email advertising is used. On the internet, there is often an overlap of advertising and promotion on sites like Indiegogo and Kickstarter, where individuals and small businesses try to raise funding for their ideas, often in exchange for promotional items or items that feature advertising of the product/company.

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## What Is the Difference Between Advertising Promotion

Many small businesses lump advertising and promotion under the same expense category, giving both functions to the same manager. Advertising generally refers to controlled, paid messages in the http://ebookslibrary.club/What-Is-the-Difference-Between-Advertising-Promotion--.pdf

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The advertising campaign is also informative, a role that sales promotion almost never plays. Sales promotion is after immediate results while advertising supports the brand long-term.

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#### What is promotional advertising definition and meaning

The promotional advertising has been proven to be effective as people, psychologically, want to get a good deal so they are receptive to our ads.

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## **Advertising and Promotion Avery Dennison**

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