

In video 18 we have learnt about two of the main forms of text-based advertising: SMS marketing and native ads.

Text-based advertising methods are amongst the easiest to create, but not necessarily the most attention-grabbing. Let's look at two of the most used forms of text ads:

1.SMS Marketing

With the rise of mobile device adoption in India, it's no doubt that many brands are using SMS marketing to reach consumers across the nation. SMS ads are a form of text ads employed by brands to communicate with potential or existing consumers.

They typically include short information about the product/service or a promotion, a CTA, and a shortened URL for the recipient to click through to.

With the benefit that they're short, easy to consume, and most likely read within a few minutes of delivery, brands are likely to use this platform in their marketing mix. A key factor is also that an SMS can still be delivered and received without the internet - a useful tactic when marketing in areas with low connectivity. Because they can be bulk scheduled, they're a very time-effective marketing strategy too.

At the same time, text messages aren't able to convey enough information due to the character limit, can look cluttered, and there's no way to know if it has been read or deleted. Oftentimes recipients may feel like they're getting spam messages if they don't know who the sender is or how the company got their number. This can happen when brands use third-party-data to get customer's information.

Course Exercise: *Go through your text messages and differentiate which brands are using personalized messages and which are using generic messages for promotions. This will help you understand what is the motive of the brand to target you as a customer and what brand strategy they might be using...awareness, consideration, or conversion?*

2.Native Ads

Named because they blend seamlessly into website content, native ads are text-based (generally) ads that help advertisers with both branding and performance aspects of their marketing.

Highly contextual, native ads can primarily be found in the middle of informative articles and blogs, and are marked with the words 'sponsored', 'advertisement', or 'ad'. They're also incredibly popular on public forums like Quora or Taboola as sponsored questions, thus are highly clickable.

While they were once solely text-based, native ads now often include integrated images and videos making it an ideal strategy for companies looking to build their brands and drive conversions. However, there is a possibility of readers regarding these kinds of ads as clickbait if they find it irrelevant.

All in all, text ads can be informative and cost-effective, but may not always be visually appealing to a potential customer.