

Advertisement Portal

Chelangat, Nancy

A research project submitted for the award of degree in computer technology at Meru University of Science and Technology.

2013

Abstract

In order to ward off increased competition or generate additional customers, one needs to advertise. (KHJ radio, 2013, pg1) Because you cannot yell loud enough to let the entire territory hear why they should do business with you, you need to select an advertising platform radio, television or print. Advertising in the digital age is a different thing than it was years ago. (Damsels in success, 2013, pg1) traditionally, ads were primarily used on television or radio and in magazines and targeted to a wide range of different consumers in an attempt to raise brand awareness. These methods are no longer viable in the ever-expanding digital world. Today's consumers are more tech-savvy than ever and are more in control of what advertisement or information they consume on a daily basis. Advertising in the digital age has come to mean using different ad channels such as mobile and social networks to get the advertisers message across. (Damsels in success, 2013, pg1). The current major problem that business people face is in finding the right customers for their products and services. The proposed advertisement portal to be developed will help the business have a wider customer audience. This makes it very hard for people to get access to information about available goods, owners also are not able to advertise their produce. The above problem leads to losses of high degree due to expiry of products that lack market. Owners also end up having to sell their products at a throw away prices. The proposed system is going to solve the problems above in that : Access to information about advertised products is made easy, the portal is going to be some repository that will provide people with a chance to advertise their specific goods and services that they require. There is also going to be provision for one to leave comments about the products and the services advertised. This will promote forums and discussions among diverse people who have used the particular products and services. In this manner also, more products will be advertised.