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## Advantage and disadvantage of outdoor activities

Business owners know that a smart marketing plan is essential for brand development and for the conversion of viewers to customers and customers. One aspect of a marketing plan is advertising. Digital media has expanded advertising from traditional print, radio and television options. There are advantages and disadvantages inherent in the use of each advertising mode. Print ads are all printed. This includes an ad on a newspaper, magazine, direct mailer, school newsletter or church week. Printing advertising is a traditional advertising site that companies can use for microtarget a specific demographic or reach a widespread audience. A key advantage of the press is that, in general, the market has a longer focus and reads through the material completely. This means they spend more time looking at your product or service if the advertisement does a good job of catching their attention. Print also offers the opportunity for companies to advertise in a range of budgets, small and large. The announcement of a school newsletter is much less expensive than a layout of the national magazine. A disadvantage in the press is the limited scope compared to other avenues. While smart campaigns aim at demography for buyers, using the press eliminates only potential buyers who could find you in another advertising method with a wider scope. Radio and television is a dynamic method of advertising. Companies are able to tell a story in 15-, 30- and 60-second points. The girls and catchphraes put the public in contact through a large demographic. These are all advantages. The radio is less expensive than television and both have the ability to hit the local or national audience. Radio and television adverting is discouraging to produce andmore expensive than other advertising methods. Finding the sweet spot for distribution times and channels to refine on the desired audience can also be expensive. In addition, the modern era of streaming television gives viewers the ability to skip advertising entirely. Digital digital mediaincludes search engine ads and sponsorship ads on targeted websites. Companies are able to work with various marketing budgets of all sizes. Digital formats are more indulgent than printing and television and require less expensive graphic design and production costs. The ability to create quickly and inexpensive campaigns allows companies to divide-test different ads to find the best converting ones. A great disadvantage of digital media ads is competition. When it comes to search engines, major brands have purchased keywords that get the most views from the target market. This makes it difficult to reach the desired audience despite all efforts to target specific groups. Social media advertising comes in many forms, depending on the social media site itself. Although less expensive than other forms of marketing, these promotions can easily identify the exact demographic a company is trying to reach. The rapid turnover and fluid concept of social media make this type of advertising ideal for small and independent enterprises. Social media advertising is so easy and inexpensive that it is trying to exaggerate. Too many ads on the same site can create a condition known as blindness, where ads become as wallpaper and readers completely ignore them. "Costing" is when you break business expenses and assign them to different parts of your business. You can cost expenses such as materials, labor force and overhead based on geographical regions, customer accounts or product expenses. The business-based cost (ABC) is a special approach to overload, assigning the cost to the items that actually use it. It is also known as an activity-based allocation. Your overhead business consists of alladministrative whose cost cannot be ordered to a particular product or project. Management salaries, legal bills, insurance, licenses and utilities are all in the lead. The advantage of ABC is that it is more accurate to assign cover costs than othermethods. If you have two production processes using equal machine hours numbers, most cost methods assign them the same amount of overhead. If a process required a lot of tests, legal opinions and management supervision, while the other required next to nothing, the cost also distorts overhead assignment. The advantage of using ABC is that the process that requires most costs absorbs most costs. This gives you a more accurate snapshot of the costs of both projects. To cost using ABC, you start by identifying the costs to assign. If it comes to project development, for example, R&D and testing are relevant costs, but shipping and assistance costs are not. Next, create cost pools for the process-related expenses you are studying and secondary pools for shared expenses throughout the company. Then you use the ABC numbering formula to assign costs to specific projects, products, geographic region or anything you want to analyze. Knowing where your boss is going can give you a better perspective on your company's costs. For example, using ABC on your customers might show that some accounts require a lot more customer service than others. Some distribution channels can be consuming more administrative costs than others. ABC gives you better information about where your money is going, which helps you decide if you are getting a proper return. ABC's not perfect. Unlike some cost methods, you can't simply extract information from your logs. Instead, you need a lot of added data, sometimes from multiple different departments. The ABC project, the largest and most lasting, the more effort and expenses it takes to collect information, and the greater the possibility that one or two departments will forget only the relevant reports. Edifficult to assign overhead precisely: employees when asked about which project they work, cannot give a precise account. ABC projects work better ifsmall and concentrated rather than embrace the whole operation. Operation. what are the advantages of outdoor activities

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