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Technology's Impact on Advertising

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Technology's Impact on Advertising

The advancement of technology has led to various ways through which advertisements can reach the target group and many other consumers. Decades ago, ads were done through newspapers, televisions, and radios. However, in the current world, advertisements reach consumers worldwide, primarily through the internet. The internet is one of the technological advancements commonly used in the present world by consumers to view ads and decide whether to act on them. The internet is accessed through smartphones, computers, and tablets, among many others (Mills, 2020). Currently, the way businesses reach out to consumers has changed due to the use of these devices and the internet.

Advertisements are made to reach out to the target group and other consumers interested in the products or services as displayed in the commercials. For information to flow accurately, some organizations use the Secondary Security and Exchange Commission, which is used in marketing. Many organizations have numerous opportunities in terms of accuracy, speed, and the competition of the market of the advertised products (Liao & Meng, 2020). Advertisement through this source enables the products or services to be provided appropriately and safely. Also, the technology and its advancements have led to an increase in investor access in various activities of an organization.

Through these activities, the organization gains more publicity and ends up increasing the boost it needs when it advertises their products or services. Hence, the consumers around such an organization have unlimited consumers since the strategy used in advertising reached everyone through technology. If the security markets are regulated, this will expand their markets where consumers will have an open, firm, transparent, efficient, competitive, and orderly market.

Therefore, through advertising a company's products, consumers would get access to products and services effectively.

References

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