



# UNIVERSAL DIVERSIFIED BUSINESS SOLUTIONS

ELEVATING BUSINESSES, CREATING & EMPOWERING LEADERS...

00971 58 915 5671 / 00971 56 568 4675 (Call & WhatsApp)

## Advertising & Market Research:

We follow these 5 major steps of Market Research for Advertising:

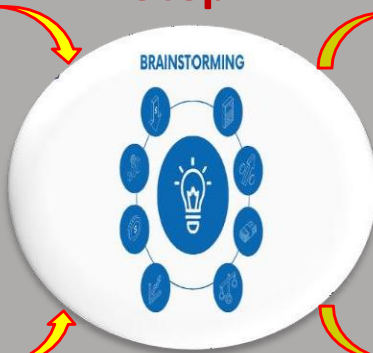
Gather information  
to build advertising  
strategy



**Step 1**

Use Market Research  
data to brainstorm  
Ad campaign ideas

**Step 2**



Test Ad creative and  
Messaging



**Step 3**

A/B Test to identify the  
best performing Ad

**Step 4**



Evaluate the  
Success of Ad  
campaign



**Step 5**

WHAT WE  
DO



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## Why Market Research is Important:

### Major Benefits of Market Research



**Above all it helps to understand Market Trend & Customer Behavior**

WHAT WE DO



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## Advertising Challenges

### 5 M'S OF ADVERTISING

## WHAT WE DO

#### Our Mission

- ▶ Set clear objectives
- ▶ Reflect on your mission and vision
- ▶ Define the end goal

#### For Money

- ▶ Take inventory
- ▶ Allocate funds
- ▶ Investing in resources

#### Our Message

- ▶ Craft a clear message
- ▶ State your USP
- ▶ Create relatable content

#### To Media

- ▶ Identify your audience
- ▶ Use traditional media channels
- ▶ Use digital media channels

#### To Measurement

- ▶ Define KPIs
- ▶ Analyze data
- ▶ Use insights

**"Marketing and Advertising is a backbone of any business."**