



A Hand Book on exchange4media

Table of Contents

Business India Magazine - exchange4media.....	3
Growth of New Media Advertising in India	5
Media Relation Services in India	7
Public Relation: Best Tool for Today's Marketing Scenario	9
Advertising & Marketing Services at exchange4media	11
Build Public Relations in an Effective Way	13
Latest Online Media Advertising Trends.....	15

Business India Magazine - exchange4media

In recent years India has witnessed changes in various fields whether it is economy, science and technology, media or business. Now more and more people are inclined towards having their own business as this gives them chance to flourish and also generate employment opportunities. To guide and help these budding businessmen there are various business India magazines.

Business India magazine provides an expert guidance to a person who is beginning with a new business venture. This business magazine not only guides people but also inform them about the recent developments taken place in various business fields. Business India magazine informs people about the latest business ventures to start with and also let them know various avenues they can easily explore. In India business constitutes an important part of society and growth and this is the reason why many companies and publication houses have started providing business India magazines. But sadly only few are able to make a mark and exchange4media is one of them.

exchange4media is the best business India magazine which brings weekly news, views and analysis for its readers on varied issues related to business and its related areas. In short span of time, this business India magazine has outshined other business magazines and has emerged as a one-source information gateway for complete information on the business sector. It covers all the waves and tides occurring in the business sector and presents them in a presentable manner. Thus, you can say that this business India magazine is an exclusive incorporation of a range of services, which have recently caught the attention of the readers.

exchange4media carries a lot of attractive and engrossing business news materials within its contents, which are not only eye opening but also alerting. This business India magazine carries a regular weekly feature on the recent developments in the business sector, highlights on some recent popular brand campaigns, articulates short news on happenings in the business market etc. Also exchange4media imparts its business

intelligence and knowledge for businesspersons by making strategic research and analyses on the recent developments occurring in the business sector.

The main highlight of exchange4media is that it extracts the most relevant and important news from those analyses and combines it with valuable opinions to broaden the perspective of the readers. Thus, to know the exact happenings in the Indian business sector simply grab a copy of exchange4media now. Therefore, for more information on business India magazine, business magazine, advertising agency India, marketing and advertising and business internet services please visit www.exchange4media.com.

Growth of New Media Advertising in India

In recent years various big and notable changes have been witnessed in the field of communication and media. Many new concepts popped up and new media advertising is one of them. India is pretty new to new media advertising but this concept has been around for quiet a long time now. Going by the latest trend you will come to know that new media advertising is the emerging and hottest medium of advertisement.

New media advertising is synonym of online advertising and has taken web media with a stride. Now people instead of going for traditional advertising tend to give more weight-age to online advertising. This is mainly due to the fact that it is more targeted maximum exposure. According to various media gurus' new media advertising has got a bright future and they also predict that within few years new media advertising will experience a boom in India and around the world.

The biggest advantage of new media advertising is that many other medium too fall in same bracket and the latest to join the bandwagon is cellular phones. Cellular phones have recently entered into the scope of new media advertising and are predicted to flourish in the coming time. New media advertising's main highlight is that it can be done via various means such as banner ads, pop-up advertisements, and interstitial and even pop-under advertisements.

The biggest advantage of new media advertising is that it is relatively cheaper in comparison to other media and can also be done in an attractive manner. Moreover, various small and upcoming businesses can easily go for new media advertising. In other words, you can say that it is very attractive in nature and simultaneously entices customers too. Going for new media advertising is the wisest choices as it gives the surfer both visual and graphic treat.

Also you can use new media advertising in any local language and customized message. This means it will be attracting more customers and visitors and ultimately boosting the business. Anyone irrespective of the place he resides can access the Internet from any corner of the globe. However, you will be surprised to know that it has emerged as one of the most convenient ways to promote any brand or company. Hence, for more information on new media advertising, advertising and marketing services, Indian advertising agency, Internet advertising and online advertising, please visit www.exchange4media.com.

Media Relation Services in India

Media and communication has come a long way and they are getting popular in India with each passing day. With phenomenal growth of media and technology involved media relation has become an important strategic entity. Now more and more people are hiring public relations and Media relation services. There was a time when people or companies either select advertising or public relations but now public relations is one of the important component of marketing.

The main aim of public relation services is to create a favorable and positive image about the company. According to few media experts, there is no distinction between public relation and advertising but its usage makes them look different. Public relation is a kind of science which is applied in a proper manner can not only build a brand but also sustain it for years.

Companies providing public relations services have come a long way and have comprehensively shattered the image of mere postman which is just used to deliver press releases to the consultants who are involved in the brand building process. In fact it has been reformed now and has also shown the potential to rise high. Moreover, now it is easily fitted into the mainstream arm of marketing instead of the peripheral role. Last few years witnessed a kind of recession in public relations services but now the time has changed and soon it will be rolling over to become the country's top agencies growing at a blistering pace of 30-50 per cent.

There is also a speculation that various MNCs are gearing up to use the public relations services in a full-fledged manner. Also you can say that this is the waking up call to the power of a good PR campaign. The biggest advantage of hiring public relations services is that it adds the credibility factor with consumers. Moreover, public relation is also highly versatile. This is the reason why many companies go for hiring public relations services not only in the initial stages of image building on a strategic level but also on a more tactical level.

Many big companies and brands have recognized the power of public relations services and are easily cashing on to this highly communicative channel. In short you can easily say that now public relations services have become an integral constituent of any well-balanced and integrated marketing mix. Thus, for more information on public relations services, marketing public relations, public relations firm and public relations agency please visit www.exchange4media.com.

Public Relation: Best Tool for Today's Marketing Scenario

Looking to build a favorable brand name for your organization amongst public? If your answer is yes, then public relation services are there for you. Public relation is the best and most effective concept which is successfully implemented by various media organizations, marketing and communication professionals and even brand managers. In recent times it has been seen that along with advertising people also go for effective public relations services. By this they not only easily communicate their message but can also generate a favorable response.

Communication field is very vast and in that public relation plays a vital role. Public relation's main aim is to have a direct relation with public that's why public relation has become one of the most significant parts of a communications strategy. At times people tend to confuse public relation with advertising. This is a wrong notion as public relation solves different purpose whereas advertising has some other goals.

Advertising is mainly product centric whereas public relation mainly emphasizes on public image. This is the reason public relation campaigns include various media events and functions. A company providing public relation services mainly act as a bridge between the public and organization. In fact they are the gateways to propagate any message to the general audience. It has been seen that with the help of public relation agency one can easily reach out to the masses and the clients and provide what they crave for.

But achieving positive public relation isn't an easy deal and prior going for hiring public relations firm, it is very decisive to understand the activities involved within and around the media with an alert mind. According to the experts, public relation is a process of building better and effective relations for the growth of any business. In other words, the main aim of public relation is to provide various media services such as powerful advertising campaign, effective marketing strategy, concrete media planning and also

expert marketing consultation. All these factors play a vital role in making any public relation campaign a success.

Thus, if you are looking to have a sound public image then this is the time to hire the best public relation agency. Therefore for more information on public relation, PR services, PR for Indian markets and advertising and marketing services please visit www.exchange4media.com.

Advertising & Marketing Services at exchange4media

Success is one of the most important objectives of a business. To attain success, it is important that the business gives due consideration to the advertising and marketing of the products. For effective advertising and marketing the company should choose the right means and people to do the job. exchange4media offers [advertising and marketing services](#) to companies looking for effective and result oriented services.

The overall success depends how well the communication message is passed on to the target audience. The objective of marketing is to understand the target customer's requirement and to develop a plan accordingly. The marketing plan should include acquiring customers and persuading them to buy new product or service. The marketing of the product involves a variety of methods and advertising is an important medium to do so.

Advertising helps in developing a targeted message and delivering the message to the audience. By impressing the audience with the message, the advertiser increases his customer base. Advertising thus helps in increasing brand awareness converting it to sales. To effectively market and advertise a product or service the advertiser should use customized advertising and marketing strategies.

exchange4media is an **Advertising Agency India** that offers advertising and marketing services to customers including Online Marketing, Public Relation services etc. The site offers rich information about media, advertising, marketing industry. It keeps the visitor updated with latest news, in-depth analysis of major events and other related information. In the period of five years it has built a praiseworthy credibility and dedicated readership. The rich portfolio includes Pitchonnet, Reality Plus, Franchise Plus, Impactonnet and exchange4media.

exchange4media is an [Indian Advertising Agency](#) that provides the readers a fresh perspective and current news related to media, advertising and marketing industry. Around 60,000 marketing and advertising professionals benefit from information newsletters sent by the company. Advertising and Marketing Services offered by the company are customized solutions provided to the client that specifically deal with client's problem and offer effective solutions.

Visit the site www.exchange4media.com and get more information about the industry and the services offered by the company.

Build Public Relations in an Effective Way

Public Relations are a type of **marketing communication** that is used to project the company image to the outside world. The objective of a PR campaign is to represent the company in the media and to communicate the company's perspective to the outside world. Effective Public Relations is an inexpensive way to popularize a company as compared to other marketing methods such as advertising. exchange4media offers latest information about the advertising and media industry.

An [Effective Public Relations](#) campaign includes figuring out the company's contributions both businesses as well as social and expressing them in an interesting way. The next step is to build a story that creates interest in the company and its activities. The new public relations method works on Pay for Performance Public Relations model that emphasizes accountability. In this model the client company signs an agreement where a certain amount of money has to be deposited every month in escrow. A media list is defined and the PR agency starts its job. It delivers the client's message to different medium with the help of press releases and other types of activities.

The client receives a statement in the end of the first month and consecutive months. Money is withdrawn from the escrow for the services provided as per the previously decided rates for the defined activities. The payment in this model is strictly for published or telecasted message not for indefinable concepts such as theme, concept development and other strategies. The unutilized money is carried forward to the next month.

This interesting model works best when the client company has an unusual product or service that attracts the news directors and editors. Pay per performance offers a monthly positive balance sheet and thus reducing the client risk to almost zero. A Public Relations Agency is therefore paid for effective public relations carried out by the [Public Relations Firm](#).

exchange4media has been offering quality publications related to advertising, media and marketing industry for the last five years. It is a one stop platform that offers in-depth information, news, analysis, forecasts etc. The site also offers PR related information and publishes news worthy press releases and articles in its publications and the website.

exchange4media is a Public relations offering effective public relations solutions and Marketing Public Relations strategies to the client company. The company offers customized solutions to the client as per their requirements. Visit the site www.exchange4media.com and know more about the interesting offers offered by the PR firm.

Latest Online Media Advertising Trends

Online media advertising is one of the upcoming and growing segments in Indian advertisement sector. Internet is one such medium which is accessible by anyone and everyone and that too in any part of the country. This is the reason why online media advertising is catching up with the audience. With its vast accessibility and reach it is easy to reach millions of users at one go. Seeing this latest fad we can say that India is certainly experiencing online media advertising boom.

Sensing its reach and importance many online business publications or magazines have taken online media advertising as a hot topic and keep a close look at the changing trend. Being the newest and hottest field online media advertising has become the talk of the town. According to the experts this new advertising mode carries a lot of potential and will surely rake the moolahs. Also they think that online media advertising is in a transition period and soon it will outshine other media with its reach and sustainability.

Various publications are keeping a close look on it and exchange4media is one of them. [exchange4media](#) is one of the upcoming magazines which are keeping a close eye on the changing trends in online media advertising. With Indian market and economy opening up online media advertising will surely be expanding its wings. Lately a positive and encouraging growth has been witnessed in the number of businesses and the way business was popularized has now been completely changed. People now prefer to popularize or publicize their business online as this decision is backed by certain benefits.

exchange4media is keeping a close eye on [online media advertising](#) and simultaneously keep informing the user about the latest changes occurring in it. By this user can redefine or set his goals for maximum benefits. This media magazine provides up to date information about the changing and emerging trends in online media advertising and also keep a track of them. exchange4media has online media advertising as one of its focal areas and keeps noting the changes occurring in it.

Online media advertising is a hot fad and exchange4media carries latest news and views and analyses about this fast emerging medium. Thus, if you are new to the business and looking for more ways to popularize your business then online media advertising is best for you. Therefore for more information on online media advertising, advertising and marketing services, Indian advertising agency and Internet advertising please visit www.exchange4media.com.