

Advertising vs. Publicity

Every marketing plan can and should include a mix of advertising and publicity. There are advantages and disadvantages of each tactic.

Let's take a look at each one:

Advertising

Advantages

- You control the message
- You control when your ad appears
- You control where your ad appears

Disadvantages

- Costly
- Difficult to target
- Lacks credibility

Publicity

Advantages

- Less costly
- More credibility

Disadvantages

- Little or no control over when or where your message appears
- Little or no control over what message is communicated