

Advertising vs Publicity vs Promotions



Meaning

Advertising

Advertising is done in order to promote and increase the sales of the goods and services of any company's products and services.

Publicity

Publicizing is moving the information of anything be it a product, a service or an event amongst public to create its awareness.

Promotions

In simple words promotion is raising or increasing the awareness of a product and a service amongst public

Medium

Advertising

Advertising can be done through TV, radio, internet, newspapers, magazines etc.

Publicity

Publicity can be done without use of media

Promotions

Promotions can be done through events, traditional and digital media

Relation

You have to pay to advertise the products and services of the organization

Publicity is something you can get without paying a cost for it. And it usually relies on advertisement

Whereas both advertising and publicity are an important part of promoting a subject.

Effectiveness

You have to pay to advertise the products and services of the organization

Publicity depends on the effectiveness of the content of the advertisements

And an effective promotion is a combination of the two

Conclusion

All the three means can be effectively used, keeping in the mind the product and budget. Hence all the three all equally important.