

Free Advertising

Contributed by Abbie

Technology has gone very far indeed. Man did not stop his dream of crossing barriers and transcending limitations. The invention of the computer and subsequently, the internet is one of the great proofs of man's achievement. Only man can imagine crossing oceans and connecting to different people all over the world without moving an inch from his home. The telephone, which was considered a great discovery then, is now slow and costly compared to the internet. Information can now be exchanged with a blink of an eye and man has never been happier and more productive. We might ask ourselves, what other great things will man come up with next-

And he did come up with another genius concept, the idea of free advertising. Free advertising is man's way of defeating the rising costs in the business world advertising community. As we become more obsessed with creating smaller and faster gadgets to target the whole world market, the advertising industry is now spending millions trying to reach everyone in this planet. Free advertising, particularly in the internet, has become the knight in shining armor of the business sector. Instead of spending their millions in advertising, they can now spend it to improve their products and make it cheaper as well. Free advertising is responsible for this. This simple marketing tool transformed almost all businesses worldwide. Now, businesses have become more tech-savvy and inter-connected. They can now interact with other businesses and avail themselves of other services easily and conveniently. Relatively, putting up a website to manage the traffic generated by their free advertisement is the only thing a business needs to do. The rest is up to the wonders of free advertising.

Free advertising, in some small way, managed to link the science and technology sector to the arts community. Computer experts are now required to have a little creative streak in order to apply their skills on the internet. The same is true for the arts community. Many artists have joined the internet hype as well, applying their creative talents and using them to make many internet features, such as free advertising, fun and enjoyable.

Free advertising has only begun to tap the resources that the internet offers. It has only started to reach places where the internet is still a novelty. Presumably, it has nowhere to go but upwards. For both the business and consumer sectors, free advertising has opened up a whole new world of limitless opportunities and potentials.