

Online ads: guiding or misguiding for customers?

Outlines:-

1. Introduction T.S "In my opinion, Online ads are guide for customers. Although it has some flaws but it can be fruitful for customers by some appropriate steps."
2. How online ads are guiding for customers.
3. Online ads are guiding for customers.
(Thesis)

- a) Online ads contains pictures/videos of products to ease for customers
- b) Online ads gives familiarity with new products
- c) Online ads algorithm target only those searching about relevant items.
- d) online ads provide price of items
- e) Online ads teaches how to use new products/gadets.

4. Online ads are misguiding for customers (Anti-Thesis)

- a) fake pictures/videos in online ads
- b) people buy unuseful things
- c) people can easily find those products in local market
- d) Online ads shows less price but ~~det~~ item can be costly in the market
- e) Online ads waste time of customers.

5. How online advertising can be flawless?

- a) By taking original pictures/videos of products.
- b) by putting only real use of things.
- c) By mentioning local/nearby address for items.
- d) By putting original price
- e) by targeting only those who are searching

6. Conclusion