

Online advertising : guiding or misguiding customers?

Outline:

1) Introduction

Topic sentence:

Online advertising is guiding as well as misguiding customers. The reason behind the misguiding is more than the guiding as false advertisement advertising spread more quickly than the real picture.

However the misguiding websites can be ban to make online advertising more useful (39-words).

(2) How online advertising guiding and misguiding tool for customers.

1) Online advertising guiding customers.

(Thesis)

A) All the products available for everyone equally.

1) Information about the product well described.

Online advertising help to reach the required product easily.

Options available for customers on online products

The real company advertising real picture "First use then buy" phrase available on almost ~~spads~~ -

Review of users' on the ad for assuring customers.



- 4) Online advertising misguiding customers (Anti-thesis).
- A) Almost the fake products available for every one.
  - B) Misinformation also used for advertising.
  - C) Online advertising not show the real picture of the required product.
  - D) Money back warranty option not for all products.
  - E) Fake company also misguiding customers.
  - F) "First use then buy" the phrase only for attracting customers.
  - G) Users are paid for their reviews on the product.
- 5) Despite some flaws online advertising more guiding customers (synthesis).

- A) Tools available for identifying the fake products.
- B) Customers can get more real information about the product.
- C) Information technology make it possible for identification of real picture.
- D) Real products do not require for advertising money back warranty.
- E) Fake company not run for longer periods.
- F) The product itself attract the customer.
- G) Not All buyers are paid for their comments on the product.
- G) Conclusion.

