



Milestone Media Group, Inc.

presents

HOW TO ADVERTISE

Advertising Goals

This information has been prepared specifically to help you receive the greatest impact for your print advertising dollars. Businesses usually advertise for two reasons:

(1) to make customers and the public

more aware of their business, and (2) to increase sales. With this in mind, we offer the following guide to assist you in designing and purchasing the most effective and attention-getting print ads.

Keep in mind the following goals when designing any ad or campaign:

A SUCCESSFUL AD:

- Conveys a promotional message to attract target consumers;
- Establishes brand recognition in your field or industry;
- Allows direct feedback, when combined with sales or coupons;
- Distinguishes you from the competition, establishing a competitive edge.

REASONS THEY BUY:

- Consumers have faith in, and want to do business with, successful businesses.
- Correctly or incorrectly, consumers judge success by the amount and size of advertising and promotion they see or hear.

KEEP YOUR MESSAGE FOCUSED

How do you want to be viewed by your most potential customer?

Target Your Market

IT'S SIMPLE:

- To make the biggest possible impact... choose ONE MESSAGE and aim it at a specific target market.
- Customers look for consistency and assume that a sudden change in advertising frequency is a sign of trouble for the business.

DON'T ADVERTISE ALL OF YOUR BENEFITS AND SERVICES:

- This is an especially common mistake among small businesses;
- Try not to pack an ad space to list everything the business has to offer every potential customer.
- Instead, LIMIT YOUR MESSAGE AND AIM IT AT A NARROW AUDIENCE. THIS HAS THE BIGGEST IMPACT!

YOUR MESSAGE ...

should be the single most important difference that separates you from your competitors.

Consistent Message

IF YOU HAVE DIFFERENT MARKETS or SEGMENTS...

- you need separate ads, perhaps linked by a consistent slogan or common design elements;
- Keep your message consistent from ad to ad, even if you are experimenting with a new design;
- Customers like and want consistency and have faith in, and want to do business with, successful businesses.

(Continued on next page)

Consistent Message

(CONT.)

DON'T CHANGE ADVERTISING just because you're bored with it.

- a. Research shows that consumers have a high tolerance for repeat ads, and they equate this consistency with stability, a desirable attribute with a vendor;
- b. It also cuts down on design fees, allowing you to stretch your budget.

CUTTING ADVERTISING

in anticipation of slow sales is a self-fulfilling prophecy

Stay Visible

VISIBILITY IS CLOSELY RELATED TO HAVING A CONSISTENT MESSAGE:

- a. Have a consistent run of advertising exposure;
- b. Nothing counteracts the positive effects of good advertising copy and design better than inconsistent placement of advertising;
- c. A well-designed advertising campaign allows for strategic placement of ads to **MAXIMIZE VISIBILITY;**
- d. Try to run similar size ads on a regular basis;
- e. Keep the frequency of ad runs constant in daily and weekly publications;
- f. Try not to miss issues when you advertise in magazines published monthly or greater (unless your business is seasonal).

REASONS THEY BUY:

- a. Numerous studies published in Harvard Business Review from 1927 to the present show that companies that did not cut advertising during slow business periods cleaned up on those that did cut back;
- b. If competitors cut their advertising budget and you don't, you'll gain a definite competitive edge by remaining more visible in the market.

WHEN BUSINESS IS GOOD,

advertising can make it better, opens new markets and retain the loyalty of existing customers.

WHEN BUSINESS IS BAD, advertising helps weather the bad times.

Branding

- a. **Branding** is establishing your product or service as unique and important within a particular field or industry, using a recognizable name, logo, or slogan;
- b. In order to build a brand name you must:
 - Saturate a customer segment or geographic niche;
 - be bold;
 - be likeable;
 - be brief.

Effective Ad Design

THINK LIKE YOUR CUSTOMERS...What do they need to know about you?

- a. **FOCUS ON ONE OR TWO STRONG POINTS;**
- b. Don't overwhelm the ad with information;
- c. **WHITE SPACE IS YOUR FRIEND**-Open space makes an ad easier on the eyes.

TRY SOMETHING DIFFERENT...

Differentiate your ad by observing the competition and making your ad different;

- Bigger ad;
- Black/white reversed;
- Full or spot color.

DO NOT OVERUSE GRAPHICS:

- a. One or two attention-getting graphics, including your logo, is all you need;
- b. **BUT**, make sure your graphics are clear and sharp at any size;
- c. Consult a designer if you have any questions.

REMEMBER: Grab Attention, Be Relevant, Be Memorable.

Effective Copy

EFFECTIVE COPY...

- a. Is the heart of any good ad;
- b. Ad copy may include the following elements:
 - ➔ HEADLINE

HEADLINES SHOULD BE BIG, BOLD, & ATTENTION GRABBING

This is the wording that gets your attention and conveys a message.

What ad headlines catch *your* attention? Why?

➔ SUBHEAD

This is often an explanation of or addition to the headline. Make this a plain and clear message, it may be the last words a casual reader will see;

➔ BODY COPY

This is where the text of the ad is placed. It may include a special benefit or offer-what makes you unique. Even if you have room, don't write too much. You will lose your reader's attention and make the ad appear too cluttered;

➔ CAPTIONS or CALLOUT'S

Captions beneath or explanations of pictures or graphics;

➔ TAG LINE: SLOGAN OR WRITTEN LOGO

This is a slogan or written logo. It can help with branding, or distinguishing you from the competition, but make a tag line memorable or leave it out.

THINK LIKE YOUR BEST CUSTOMERS

to design headlines that will capture their attention and make them read your ad.

Tips For Best Results

STAND OUT AMONG THE COMPETITION:

- a. Stress the benefits, not features, of your business.

In most business ads, customers know or don't care about what features you offer. Instead, highlight the benefits of your goods or services, even if you only focus on one or two features of the many you offer;
- b. Don't pat yourself on the back.

Talk about "Quality" or "Service" is generally overdone, and consumers are therefore wary of such general claims. Instead, show quality in your ad by a photo or descriptive copy;
- c. Use the right language.

Copy should be active, lively, and it should involve the audience;
- d. Avoid the wrong language.

Negativism, humor, profanity, and sex are best left out of ad copy, at the risk of a backlash that is the reverse of the intended effect.

WRITE AN AD THAT'S INSTANTLY RECOGNIZABLE AS YOURS

(Continued on next page)

Budget

TOTAL BUDGET:

- a. Budgeting formulas vary widely from industry to industry. One general formula, used since the 1970's, places the typical advertising budget at 4% to 10% of the annual gross income. Another ratio used is spend between 20% and 30% of last year's net income (before advertising expenses), depending on your business plans, the economy, your intended rate of growth, and your specific industry.

Media

MEDIA MIX:

- a. This is the percentage of the total budget spent on different types of media, including newspapers, magazines, web ads, radio, television, sponsorship, premiums (giveaways). This will depend upon the type of business, the particular markets and segments you want to reach, the size of budget, and other factors. Radio and television reach many people quickly, desirable when your segment is a large portion of the general population, or when speed and market saturation of an important message is critical. Broadcast media is relatively expensive, and its messages tend to have a short-term, but strong, impact on customers (easily forgotten), so repeat runs of advertising are necessary to maintain momentum. Broadcast media purchasing is often best left for professionals who will work with you to minimize cost and assure beneficial placement.
- b. Print advertising is usually less expensive than broadcast media, has longer lasting effects through repeat exposures of the same ad, but is not quick. Newspapers are the speediest print media, often have wide distribution, thereby accounting for most of the "Sale" ads. Magazines, coupons, flyers, and similar print media are slower, typically have smaller circulation, but are often ideal when targeting special market segments such as geographic, hobbies, special interests, religious, etc. Placement would likely be based on your desire to gain access to those particular market segments.

WORLD WIDE WEB, OR INTERNET ADVERTISING IS NEW, but much has already been written about its effectiveness.

The Web

In short, web ads work for many businesses, particularly ones targeting speciality market segments. Unless you are selling products that have the widest customer base (travel, cell phones, etc.), look for sites that will attract your customers regularly.

Cost

PRODUCTION COSTS:

Many businesses with moderate advertising budgets use a ratio of 80/20 or 85/15 purchase cost to production costs. That is, out of a total advertising budget, 80-85% is spent on direct purchase of media, including agency fees, and 15-20% is spent for production costs, such as design fees, professional fees, spokesperson/endorsement fees, etc. Beware of the urge to use your entire budget to purchase media, because

without properly designed and placed ads, your media purchase may not reach or attract customers, thereby wasting the cost of the media purchase. If you absolutely don't have the budget, try rerunning ads several times or getting the publisher's in-house designers to meet your needs. Don't expect too much for free, however, and try to get all files electronically on disk. Publishers will often send ad files directly to other publishers as a courtesy if requested.

B'nai Mitzvah! guides are published in Baltimore, Washington DC, Philadelphia, Long Island and South Florida. Proms Plus! is published in Baltimore & Washington DC. Call us at 877-856-5490. Web/E-mail: www.bnaimitzvahguide.com / bnaimitzvah@adelphia.net / www.promsplus.com / promsplus@adelphia.net