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STRATEGIC MARKETING COMMUNICATIONS



Ads that works!

BLOOMINGTON . CHICAGO . LOUISVILLE . NEW YORK



Agenda

- The goal of advertising
- Making good advertising
- Getting your message to the customer
- What makes it great advertising



Good advertising

- Creates awareness
- Disseminates information
- Builds demand
- Generates new business

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What should LTCl advertising do?

- Target qualified sales leads
 - Move qualified leads into action
 - Attend a seminar
 - Call for an appointment
 - Call for more information
 - Send in a request for more information
- Plan and execute your plan – stay the course



Key steps in creating good advertising

- Identify your target
 - Age
 - Sex
 - Income level
 - Outside interests, hobbies, etc.
 - Make it easy for the target to see themselves in pictures and/or copy
 - Establish a relationship with the target audience
 - Speak to them – not to yourself

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Rules to follow

- Speak to your target consumer, not to your company
- Present the benefit to the consumer, NOT just the feature
- If possible, surprise the reader
- Always keep the message simple and to the point



Rules to follow

- Offer a major benefit, such as . . .
 - Product easy to use
 - Product is convenient to get
 - Worth paying for
 - Priced as low as possible
 - Not available to you anywhere else
 - Will save you money/time



Rules to follow

- Make the ad easy to read
 - This is often ignored in advertising
 - Simple
 - As large as possible (copy, too)
 - Use easy to understand language (not 4 -5 syllable words)
 - Lay-out should be easy to follow



Rules to follow

- Attract attention by being NEW
 - Advertising's strongest tool is news
 - New product
 - New benefits
 - New price
 - New reason to buy now
 - Even if the product is not new, look for a new, compelling way to present it.



Rules to follow

- Be believable
 - Keep claims reasonable
 - If possible, supply proof of claims (testimonials, source documentation)
 - No boastful or extravagant copy
 - Honesty and credibility sell



Rules to follow

- Stress what's unique
 - Look for a point of difference
 - An attractive feature available solely in your advertised product
 - What's different – no matter how small – and spin it into a true point of differentiation
 - Compare to or differentiate from competitors



Rules to follow

- Be fresh
 - Avoid overused techniques
 - Avoid stale stories or rehashed ad concepts
 - Don't emulate your competition
 - Build on previous success, but still be fresh



What else besides the basics?

- If you want your advertising to work -
 - Always apply the basic rules of good advertising
 - Create a check list and use it to evaluate your own advertising
- Good lead generation includes QOPC



QOPC makes the phone ring

- Qualify
 - Let your audience know you are talking to them
- Offer
 - Give them a reason to contact you – more information, a free gift, something of perceived value
- Product
 - Make the product description simple and focused
- Call to action
 - Tell your prospect what you want them to do

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Media – What Works?



Get your message to your customer

- TV, radio, print, direct mail
- Test the message with the target audience
 - Be open to adjust the message if it is not clear, easy to understand or simple
 - Be sure your target audience “gets it”
 - Focus on the prospective customer, not on you or your company
 - Make smart media placement decisions



If I were you

- Media placement budgets less than \$50,000 for the year
 - Find a small media buying group to place your media
 - Experienced and knowledgeable about publications and broadcast options
 - Better placement
 - Smarter buying
 - Low budget lacks clout – necessary to buy run of schedule and best placements
 - Buyers have clout advantage

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If I were you

- Buy mailing lists from the local newspaper for targeted direct mail
- Partner with a company targeting same audience
- Participate on health and financial talk shows – be an advisor
- Talk to your target audience where the work, play and recreate.

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Tracking ROI

- Track with unique phone numbers for each medium on each station, radio & TV
- Don't rely on asking the prospect how they learned about you – they seldom get it right
- Test for two weeks, read the results, tweak the message and test again
- Test several media, including direct mail
- Don't continue spending your money, if it isn't working
- Remember simple, focused messages work the best, always!

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*It's Gotta Come From The Heart,
If You Want It To Work.*

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