

- Estimate that a person moving through a busy town or city is bombarded by >3,000 dif. Examples of advertising every day
- Types: tv commercials, radio shows, print ads, billboards, directories, banners, pop-up windows, email (spam), etc.
- **Advertising:** a type of communication that tells you something by using words, pictures, music, moving images
 - Want people to buy a product or service
 - Want people to think more highly of a company or organization
 - Change people’s views or convince them
- **Slogans:** short ad phrases designed to be memorable i.e. Nike “just do it!”
- **Testimonials:** glowing letters or quotes from users of a product that became part of the ad.
- **Icons:** i.e. Tony the tiger, Michelin Man, Pillsbury dough boy, Jolly green giant, Betty Crocker, Energizer Bunny
- Learn everything you can about the product – most products have some unique characteristic and the really great advertising comes right out of the product and says something about the product that no one else can say or at least no one else is saying.
- Techniques:
 - **Straightforward** – i.e. announce that a store is having a sale or that a product was voted best in its class
 - **Humor** – to reinforce a brand/company name without barely mentioning the product
 - **Products center of campaign** – feature advantages (“half the fat of leading brands”; “Twenty percent cheaper”; “Works up to 3 times faster”)
 - **Comparative advertising** – directly comparing two products
 - **Pressure ads** – to make people choose or act quickly – before the offer expires or limited quantities
 - **Science** – mention labs/white coats
 - **Nostalgia** – look back fondly to the past to make a product appear classic, timeless, successful over many decades even though its been invented recently
 - **Emotion** – Human dreams, Human fears; tear jerker moments; show perfect families free of conflict or day to day problems
 - **Prevention, Protection, Relief** – avoid the bad, keep the good, get rid of the bad
 - **Scare & sell** - guilt
 - **Association with celebrities** – associate the product with quality and luxury
 - **Shock tactics** – drinking and driving ads

Ad principles:

- Tell the truth, based on fact; do not mislead
- Do not make false or misleading claims about rival products/services
- Not offensive to good taste or public decency
- Avoid false price/claims
- When using testimonials, must be from competent witnesses reflecting a real/honest opinion or experience

“Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000 – Running a Business in Today’s Consumer-Driven World” by Pete Blackshaw, Doubleday, 2008;

Consumer Generated Media

- “the endless stream of comments, opinions, emotions, and personal stories about any and every company, product, service, or brand, which consumers can now post online and broadcast to millions of other consumers with the click of the mouse. It is the never-ending consumer-to-consumer conversation – across blogs, wikis, message boards, video-sharing sites, social networking pages, and more – about all the issues, topics, and experiences that matter to the consumer themselves.”
- **At the end of the day – it’s all about the consumer, ALWAYS!**
- Opportunity is everywhere
- Always listen – listen more attentively to consumers: they are talking around us, with high-tech megaphones, yet our current approach is absorbing only a slice of that feedback.
- Shift from paid media to consumer media! – word of mouth is the key engine of awareness, so nurture great experiences with consumers that will generate more persuasive, credible media. Do this through improved customer service, world-class website experiences, and other forms of relationship marketing.
- Think beyond loyalty – does loyalty translate into advocacy? Judge our success on what consumers tell others.
- Remember, Credibility matters – it’s fragile: build it, protect it, nurture it.

Three truths:

1. Businesses no longer hold absolute sway over the decisions and behaviors of consumers.
 2. The longer companies refuse to accept the influence of consumer-to-consumer communication and perpetuate the old ways of doing business, the more they will alienate and drive away their customers.
 3. To succeed in a world where consumers now control the conversation, and where satisfied customers tell three friends while angry customers tell 3,000, companies absolutely must achieve *credibility on every front*.
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- Credibility drives: trust, Authenticity, Transparency, Listening, Responsiveness, Affirmation
 - Identify key types of CGM influences
 - Assess the impact of this on your business
 - o How much brand buzz is out there?
 - o What are consumers talking about and why?
 - o Sentiment: Are the comments about my company favorable?
 - o Emotion: How do Consumers feel about you?
 - o Dispersion: How viral is what they’re saying?
 - o Source and Author: Who’s talks, where and why? Are their comments credible?
 - CGM influences the opinions, impressions, and most important, the purchasing behavior of other consumers.
 - The consumer is speaking Are you listening?

This book lists many specific examples of how well-known businesses (L’Oreal, AOL, Ferrari, Facebook, Google, Nike, Procter & Gamble, etc.) deal with marketing issues and Consumer Generated Media.

“Marketing Magic – Innovative and Proven Ideas for Finding Customers, Making Sales, and Growing Your Business”, by Don Debelak, Bob Adams, Inc. Holbrook, Massachusetts, 1994.

Why Advertise?

“The following was created by the Michigan Directory Company to promote their publication Home Town Directories. This humorous yet very accurate message clearly demonstrates the importance of advertising.

A man wakes up in the morning after sleeping on an advertised bed, in advertised pajamas. He will bath in an advertised tub, wash with advertised soap, shave with advertised shaving cream, eat a breakfast of advertised juice, cereal, and toast that was toasted in an advertised toaster. He will put on advertised clothes, glance at his advertised wristwatch, and then ride to his office in his advertised car. At the office he will sit at his advertised desk, in his advertised chair, and write with his advertised pen. Yet this man hesitates to advertise, saying that advertising doesn’t pay. Finally when his business fails, he will advertise it for sale. Still not convinced of the power of advertising?”

“Marketing Success is always temporary; it’s like a steam engine going uphill and the moment you slow down with stoking the promotional boiler, the engine begins to sputter, the moment you stop promoting entirely, the engine stalls and begins to roll backwards.”

Six steps to Marketing Success:

1. Discovering where the money is
2. Becoming better than everyone else
3. Finding enough customers
4. Motivating customers to take action
5. Communicating on a regular basis
6. Making the sale.

Trade shows:

- make sure your booth looks as good as the ones around you.
 - have large graphics with little copy
 - have literature stands that hold literature straight up. Try to avoid having literature lie flat.
 - Give people a reason to talk to you – have a product demonstration, a model, or a contest, or ask a question on your booth graphics
- Work your booth properly: don’t sit down; stand in the aisle when you’re not talking to someone, then follow people over to your booth; have an open-ended question or two to ask people when they look at your booth.
- Get as many names as possible (collect business cards, have a contest, have a form to fill out to receive more info)

Seminars and Workshops – any business can have a seminar, workshop or demonstration. Ideal for getting referrals and getting names of new contacts.

- get attendees by giving free tickets to customers; direct mailings of invitations;
- typically a seminar mailing to a good list of people will generate a 0.5 to 1 percent response.
- Have seminars in hotels or another similar establishment to boost your image
- Two-and-a-half-hour seminars work better than all-day seminars.
- Bring posters and publicity info in stand-up frames for display
- Try to include a short motivational or humorous video (find them at your library or video store)
- Have at least two people present info (one of them an expert on your product)
- Set up 5-10minutes at the end of the seminar to talk to people individually
- Promote your seminar to clubs or other related groups

Print ads – first you need a headline or question that is directed at what the customer wants (i.e. “Take the weekend off” is a great headline); second you must give people a reason to call you. Goal is not to educate people but to get them to call you.

Start a file with all the ads you find from competitors or other companies that have similar products. Decide what makes the ad effective.

You don't have a business if you can't find customers: your business will fail no matter how well you do everything else if you can't find customers. Finding customers is the single most difficult marketing activity for small to medium size businesses. Put together a plan for finding customers.

Your business identity: Name, logo, slogan – be distinctive, keep it simple, match the tone, create an emotional response, list your competitive edge, identify your target customer.

Entrepreneur Magazine's Ultimate Small Business Marketing Guide – 1500 Great Marketing Tricks that will Drive your Business Through the Roof by James Stephenson, Entrepreneur Press, 2003.

Home Office:

- Project a professional image
- Take it seriously
- Don't treat it as a hobby
- Logo, business cards
- Consistent business image that carries through to all business and marketing activities
- Consistent color scheme

Wasted Advertising – Ads won't put money in your bank account but follow up to ads will!

Turn all business mailings into sales tools.

Great Ads:

- | | |
|---------------------------------------|--|
| 1. Grab Attention | • A single clear message |
| 2. Build Interest | • Appeal to your audience (emotional triggers) |
| 3. Create Desire | • Consistent theme & style |
| 4. Force reader to take Action | • Credibility |

Headlines: 80/20 Rule – 80% of time should be spent developing the headline; 20% to balance the rest of the ad message.

- **How to:** “how to earn \$1,000 a week from your home!” – want to motivate the reader to keep reading
- **Make a promise:** “If it's not in stock you get it for free!”
- **Testimonial**
- **Make the header look like news**
- **Ask a Question**

Create a Newsletter

Write a news column with ad next to it – people spend more time exposed to your ad while they read the article.

First impressions are vital to Business Success – lasting impressions: smile, have fun, enjoy your job, eye contact.

Know who your customers are and what they need (surveys, database, suggestion box/comment cards)

Make it easy for people to do business with you.

Join associations - Can I recoup membership cost and get paid for the time I spend at meetings/functions/events?

Associations must provide the following benefits in order to secure and retain members:

- Member discounts
- Advertising opportunities
- Networking opportunities
- Seminars/workshops
- Create new business alliances

Start a Marketing Folder: every time you see, hear, or read a great marketing/advertising idea, write it down in detail, cut it out, put it in your folder; Each week look through your folder for marketing ideas.

Check out your competition

Stay fresh in your customers memory – key chains, pens, note pads, calendars, coffee mugs, travel mug, clocks, mouse pads, anything they'll use day-in and day-out. Include business name and logo, impact message, contact info.

Business cards, Brochures, Flyers

Make it easy for customers to complain – feedback forms, comment cards, etc.

Remember important dates – customer's birthday

Ask customers for testimonials and for new business referral opportunities.

EVENT Marketing – great for home-based business owners

- To put a face to the name
- Trade shows, seminars
- Get out of the home/office and network with others who can help you grow your business

Become a shameless self promoter – create unique promotions; ask family and friends to spread the word about your business.

Make a Deal with local restaurants – free paper placemats or brochure at every table.

Enlarge your networking circle! – new people! New places!

First in, Last out! - use the 20 mins before and after a meeting or function for networking opportunities

Door prizes; Promote a contest

Advertise within other businesses: signs in sports complex, advertising place cards on tops of mirrors in a salon/barber shop; ads on back of stall doors in a washroom; VACANT Store fronts; Bench advertising, Free community notice boards: supermarkets, libraries, school/univ., gas stations, community centers, fitness centers, churches.

Place a telephone # tear away on posters.

Stickers: bumpers, window decals (i.e. Credit card stickers have proven successful, or “**this product SOLD HERE**”), vehicle magnet signs

Places to advertise:

- Newspaper display ads
- Newspaper classified ads
- School newspapers
- Magazines
- Trade publications/journals
- In-house newsletters
- Community newsletters
- Business directories
- Consumer directories
- Yellow pages
- Telephone white pages
- Web pages/internet
- Banner ads
- E-newsletters
- Reciprocal website links
- Search engine keyword queries
- E-mail signatures
- Internet directories
- Web malls
- Radio spot ads
- Tv commercials
- Direct mailings/catalogs
- Community bulletin boards
- Door hanger drops
- Fliers
- Restaurant placemats
- Coupon books
- Event sponsorship
- Team sponsorship
- Window displays
- Point-of-purchase displays
- Counter displays
- Bench advertising
- Postcards
- Cross-promotional inserts
- Christmas cards/calendars
- Lawn/job signs
- Guest appearances/radio tv
- Telemarketing
- Inflatable advertising
- Sidewalk signs
- Human billboards
- Mascots
- Inserts in outgoing mail
- Take one brochure boxes
- Store signs
- Car signs
- Magnetic vehicle signs
- Theatre programs
- Event programs
- Newcomer programs
- Business card networking
- Free booklets and reports
- Product demos
- Service demos
- Free product samples
- Sports complex signs/sponsorship
- Imprinted novelties
- Bumper stickers
- Window stickers
- Imprinted hats and T-shirts
- Card decks
- Press releases and publicity
- Cash register receipts
- Portable/flashing signs
- Score sheets (golf/bowling)
- Telephone booths
- Parade floats
- Community events
- Golf tournaments
- Charity events
- Hotel/motel – take one brochures
- Elevator advertising
- Community directory boards
- Community business maps
- Promotional buttons, badges, stickers
- Hoarding ads (construction site fence)
- Digital video presentations
- Telephone on-hold ad messages
- Word of mouth and referral programs

The 200 Persuasive Words for Marketing:

A	E	Invited	Price	Sturdy
Absolutely	Easy	Important	Profitable	Superior
Announcing	Excellent	Interesting	Proud	Startling
Appreciative	Expert	Improve	Q	Successful
Attractive	Endorsed	Introducing	Qualified	Surprise
Advice	Exciting	K	Quality	Strong
Anticipation	Extra	Knowledge	Quick	Suddenly
Approved	Event	Keep	R	Support
Authentic	Exclusive	L	Rare	T
Amazing	Extravaganza	Largest	Reassurance	Take
Appeal	F	Lifetime	Reduced	Tested
Attention	Fabulous	Low	Relax	Today
B	Famous	Latest	Responsible	Try
Bargain	Fast	Limited	Reward	Team
Benefit	Free	Love	Right	Thank you
Blowout	Fact Fantastic	Learn	Ready	Tremendous
Budget	Feel	Look	Recommended	Terrific
Beautiful	Fresh	M	Referred	Time
Best	Family	Magic	Reliable	Trust
Brand name	Fascinating	More	Reputation	U
Buy	Fortune	Miracle	Revolutionary	Ultimate
Believe	Full	Most	Rush	Unique
Big	G	Modern	Real	Unconditional
Bright	Gain	N	Redeemable	Unlimited
C	Gift	Need	Refundable	Understand
Call	Go	Now	Remarkable	Useful
Choose	Genuine	New	Results	V
Compare	Gigantic	News	Rich	Valuable
Convenient	Great	O	S	Vast
Care	Get	Offer	Satisfaction	W
Cost	Give	Opportunity	Secret	Want
Complete	Guarantee	Official	Selected	Wealth
Challenge	H	Outstanding	Sensational	Wise
Clearance	Have	Open	Smart	Wanted
Confidential	Help	P	Save	Welcome
D	Honest	Personalized	Secure	Wonderful
Delicious	Health	Please	Selection	Warranty
Deserve	Helpful	Popular	Service	Win
Discount	Huge	Powerful	Smile	Y
Delivered	Hello	Present	Safety	Yes
Development	Highest	Promise	Security	You
Discover	Hurry	Proven	Self-confidence	Youthful
Dependable	I	Practical	Simple	
Direct	Incredible	Professional	Special	
Drastically	Informative	Protect	Start	