



TIPS FOR EFFECTIVE ADVERTISING

1

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- **The advertising industry is becoming increasingly creative.**
- **Always try to get our attention in every way possible and sometimes are intended to disrupt the emotions, sometimes make funny images, bold, striking and strong.**
- **But undoubtedly, all serve their purpose.**
- **Advertising is the heart of commerce so if you want to sell your product, you need to make the consumer interested.**



You just can't say it. You have to get people to say it to each other.

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TIPS FOR AN EFFECTIVE ADVERTISING

No matter how wonderful your company's product or service is, if you don't advertise, nobody will know about it.

The goal of any advertising program should be to cost-effectively reach the largest audience possible and attract new customers.

If done correctly, advertising can be a wonderful investment; if done poorly, advertising can become a huge money sink.



TIPS FOR AN EFFECTIVE ADVERTISING

Go After Your Target Audience

- An advertising campaign should be geared toward your niche market. It is a common mistake to create generic ads that do not speak the language or grab the attention of your potential customers.
- Ask yourself what kind of customers you want to attract, and make sure your ads speak to them.



TIPS FOR AN EFFECTIVE ADVERTISING

Highlight Your Competitive Advantage

- One of the keys to all advertising is to accentuate the pros of your company -- those factors that give you your competitive edge. Too many ads are clever but fail to sell the specific benefits of the featured product or service. Unless you highlight these benefits, your ad delivers no value to potential customers.



TIPS FOR AN EFFECTIVE ADVERTISING

Establish an Image

- You can recognize the McDonald's arches while whizzing by on the highway. Likewise, there are plenty of products that you recognize by their packaging or logo.
- Image counts when it comes to advertising and promoting your business. Too many advertisers do not work to build a consistent image, and they're missing the chance to make an impression on prospective customers.



TIPS FOR AN EFFECTIVE ADVERTISING

You Have to Spend Money to Make Money

- There are ways to save money, but advertising is typically not the place to cut corners. Doing so will affect sales, and that affects the bottom line. Successful advertising may cost some money, but that is because it works



TIPS FOR AN EFFECTIVE ADVERTISING

Advertise in the Right Places

- Your favorite magazine, radio station, or even television program might not be a favorite of your audience. Do some research about your target market to understand who they are and determine what they read, watch, and listen to. Then advertise in the appropriate media to ensure that you reach your target market.



TIPS FOR AN EFFECTIVE ADVERTISING

Don't Allow Your Budget to Run Your Advertising Campaign

- If you budget \$5,000 per month for advertising, you've made it very easy from a bookkeeping perspective. However, if like most businesses you have seasonal highs and lows, you are spending too much money advertising during down times and not enough when you want to attract customers. Too many entrepreneurs do not budget according to their seasonal advertising needs



TIPS FOR AN EFFECTIVE ADVERTISING

Diversify

- It is all too common for business owners to choose the best place to advertise based on price and potential rate of returns, and then stop. As is the case with investing, you do not want to put all of your eggs in one basket. Spread your advertising dollars around by choosing a variety of suitable media for your audience and budget



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Don't Try to Be Everything to Everyone

- No product or service will appeal to everyone. Many business owners, including corporate executives, try to come up with ways to reach every market. Typically, this does not work. It can spell disaster for small businesses, who cannot afford to spread themselves too thin. Therefore, find your market and be everything you can be to that audience



TIPS FOR AN EFFECTIVE ADVERTISING

Test Your Ads in Advance

- If you have the time or money to invest in focus groups, you should test your ads on other people. Do they understand and accept the message you are trying to convey? If not, get insight into how you could more effectively communicate your message.
- There are other less-expensive ways to test your ads as well -- questionnaires, for example



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Monitor Your Ads

- It is very easy to ask new customers or clients where they heard about you. As simple as this is, many entrepreneurs do not bother to do so. It is advantageous to understand which elements of your ads are most effective and which media offer the most profitable advertising opportunities for your company



TIPS FOR AN EFFECTIVE ADVERTISING

- **How to define your target audience**
 - **Location**
 - **Female – Male or Both**
 - **Average age**
 - **Common Interests**
 - **Income range**
 - **Common values they share**



TIPS FOR AN EFFECTIVE ADVERTISING

- Attitudes
- Behavior
- Relationships
- Qualifications
- Professions



TIPS FOR AN EFFECTIVE ADVERTISING

- **Speak to your customers**
- **Run Surveys**
- **Examine your website's usage**
- **Run focus groups**
- **Request feedbacks**