

Marketing Toolkit & Blueprint



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Marketing Overview

Marketing is simply getting your products and services in the right quantity, to the right place, to the right people at the right time. **Marketing** is also about identifying and understanding who your customers are and giving them what they want while making a profit in the process. It's not just about advertising and promoting your business.

Marketing is how you communicate the value of your product and services to customers and selling your products and services, for profit. It is often confused with advertising. Advertising is a single component of an overarching marketing strategy. It is one method of communicating your marketing message.

Marketing is concerned with the **consumer**, the person who will use your products and services. In selling for a profit, you need to meet the needs and wants of these consumers.

Marketing is an all-encompassing approach to getting your products and services **out to the consumer**.

Marketing Strategy

A **marketing strategy** is the overarching plan designed to increase sales and build a sustainable competitive advantage in the marketplace. It includes the short and long-term marketing activities to build and keep a large market share in your industry. To be competitive, you must always be looking to increase or at least maintain your **"market share."**

A key component of your marketing strategy is linked back to your vision, values, mission and purpose.

Market Share

In any industry, there is usually more than one player. How much business you do in relation to the industry in your area, is usually measured in terms of a percentage, or **market share**. For instance, if you have **no competition** in your industry, in your niche, you would have a **100% share of the market**.

If you are one of only two businesses in your industry or niche, and you each achieve approximately the same amount of sales volume, you would each have a 50% **market share**. However, if the other business did more business than you did; they would have a greater share of the market. It might be that they have 75% share of the market, which would leave you with 25% of the market.

If there are more than two businesses in your industry or niche, the **market share** is still represented as a share of 100. You could track your market share on a monthly, 3 monthly, 6 monthly or yearly basis.



If you are a new business, you will soon be able to tell if you were making inroads into your industry or niche by tracking your **market share**. Unlike other industries where specific companies specialize in tracking market shares, it may be hard to track if you don't know who your competition is. Regardless, it is still worthwhile understanding what your market share is.

Pricing Strategy

Based on your market research, you decide where to pitch your products and services in the market place and this includes your **pricing strategy**. A **pricing strategy** allows you to price your products and services to your target market at a price that makes you competitive. There are a variety of pricing strategies you can adopt:

- ▶ **Penetration pricing** – this is where you set a low price to attract customers to increase sales and market share after which you might increase your pricing.
- ▶ **Skimming pricing** – the opposite of penetration pricing where you start with a higher price and slowly lower the price to make your product and services available to a wider audience.
- ▶ **Competitive pricing** – where you set your price in comparison to your competitors which means you either set your prices lower, higher or the same as your competitors.
- ▶ **Product pricing** – where you price products in the same product range at different price points.
- ▶ **Premium pricing** – where you have premium products and services and the price is set high to reflect exclusivity.
- ▶ **Optional pricing** – where you sell optional extras possibly at a reduced rate.
- ▶ **Cost based pricing** – where you take into account all costs related to the products and services you offer including production and distribution and you decide on a mark-up.
- ▶ **Cost plus pricing** – where you take the all costs related to the products and services you offer, and you add a percentage as a profit margin (gross profit percentage).
- ▶ **Psychological pricing** – example where a product should sell for \$100 but you charge \$99 as this has a psychological effect in the mind of the customer.
- ▶ **Bundle pricing** – where you bundle a group of products together at a combined reduced price.

Whatever pricing strategy you use when setting your price, you will also need to adhere to any relevant fair-trading legislation or codes of conduct in the country in which you operate.



Marketing Mix

The marketing mix is the combination of all the elements that allow you to advertise and promote your products and services. The marketing mix is often referred to as the "6Ps." The 6Ps provide a framework for developing an effective marketing plan that includes:

Product

This is the combination of products and services that your business offers including:

- ▶ Quality
- ▶ Variety
- ▶ Sizes
- ▶ Design
- ▶ Features
- ▶ Packaging
- ▶ Brand name
- ▶ Services
- ▶ Warranties and Returns

Place

How and where does the consumer access your products and services? This would include:

- ▶ Location
- ▶ Distribution channels
- ▶ Coverage
- ▶ Inventory
- ▶ Logistics

Price

Price includes the pricing strategies you use to price your products and services. For example, will you offer discounts, credit terms and credit cards?

Promotion

Promotion is how you communicate with the consumer. This may include a mix of advertising, personal selling, referrals, promotions and public relations.

People

You and your people are ambassadors for your business. How do you interact with your customers?

- ▶ What experience you have
- ▶ How knowledgeable you are
- ▶ What skills you have
- ▶ Your communication styles
- ▶ How well you work as a team
- ▶ Your attitude



Process

The processes and procedures you use in your everyday business operations will influence how customers perceive and interact with you. These processes include:

- ▶ Planning
- ▶ Ordering
- ▶ Operations
- ▶ Review
- ▶ Quality control
- ▶ Feedback
- ▶ Continuous improvement
- ▶ Documentation

Your **marketing mix** will take into account your “**target market**”

Target Market

In general terms, your **target market** will depend on what products and services you offer to the consumer and where your business is located.

The **target market** for every business will differ depending on the products and services you offer. For instance, if you were a florist or balloon decorating company, your target market is likely to be private and business sector in your local area. If your company only offers large-scale floral arrangements, your target market is likely to be the larger corporate market including; shopping malls, big business, major hotels and function centres.

In this same example, if you operate your business from home, and you are located in a small town, chances are you will offer bouquet deliveries plus balloon décor that would suit the community immediately surrounding your business. This could include services such as decorating private parties, weddings and small businesses. Therefore, you would market your floral and balloon products and services accordingly.

If you ran a small engineering or mechanical workshop, the same would apply. You would most likely **not** market your products and services outside of a reasonable geographical location. The same would apply to local electrical contractors, builders, property agents where their target market is in the immediate vicinity of where they operate.

If you were a consultant and could travel, you might extend your geographical reach to include other town and cities. If you operated a business on-line you could extend your business reach even further to include anywhere in the country or even globally.

However, even within your **target market**, you can break this down into even smaller segments called **market segments**.



Market Segments

If you were an accommodation provider in the hospitality industry, you would break your target market into even smaller segments. For instance:

- ▶ A major hotel chain catering to international and domestic customers including the corporate market where price is less of an issue and location and amenities are more important.
- ▶ A Lodge or Motel catering to domestic travellers both private and corporate where they don't require the same level of service or amenities therefore, pricing is moderate.
- ▶ Backpackers catering to the young adventurers who are budget minded therefore price is important.

Unique Selling Proposition

Your **Unique Selling Proposition (USP)** also known as your **Value Proposition**, would be one that your competition cannot or does not offer. It must be unique and strong enough to attract new and potential customers. Your **USP** is closely aligned to the way you position yourself in the market? It is what differentiates your products and services from competitors?

Customers and Consumers

There is a difference between a customer and a consumer. The **customer** is the one who makes the purchase. The **consumer** is the end user of the product or service. The consumer who uses these products and services may or may not be the one who chooses the "brand" name.

For instance, a mother might purchase a present for her daughter's wedding (*the customer*) but the daughter, (*the consumer*) directed the mother what product and "brand" name to use. If it were a vacuum cleaner, that brand could mean a product name such as Hoover or the name of a business (*Target Department Stores*). In this instance, the customer bought a brand (*the product and the business*) **based on the consumer's wants and needs.**

Alternatively, a mother might purchase tools for a son's birthday from Bunnings or The Home Depot, but the son (*the consumer*) had no say over which "brand" of tools she purchased or the company she purchased them from. What influenced the mother to buy in both cases may have been dependent on many factors:

1. The product and retailer were referrals from friends and relatives.
2. She had experienced good service from the retailer previously.
3. The price may have been cheaper than another company or brand.
4. She preferred the "Brand" Hoover and Target Stores, Bunnings or The Home Depot.
5. The advertising exposure of Target (sale, coupon, promotion)
6. The reputation of Target Stores, Bunnings or The Home Depot.
7. The sales personnel at Target Stores, Bunnings or The Home Depot.



In marketing your products and services to the consumer, you need to develop a **'brand'** for your business for the consumer to relate directly to **your** business over a competitor.

Branding

Firstly, let's understand what a brand is. A brand can be anything from a logo, symbol, name, reputation and much more. It is something that identifies you and your business from someone or something else. Think about McDonalds. The golden arches became part of their brand and it is easily recognized.

A brand is a collection of experiences that reside in your customers mind and in the minds of all your stakeholders. An important part of creating a strong brand resides in the contact stakeholders have with your name, logo, advertising and communication. Every experience your stakeholders have with your brand, contributes to the impression they have of you, and your business regarding the quality of your product and the interactions they have with your employees.

Brands build an invisible language. If you associate brands with meaning, they would look like this.

Car Brand	The Association
Toyota	<i>Well Built</i>
Mercedes	<i>Prestige</i>
Volvo	<i>Safety</i>
BMW	<i>Sexy</i>
Jeep	<i>Tough</i>

Generic brands are associated with a product. For instance:

Brand	Product Association
Bandaid	<i>Plaster</i>
Hoover	<i>Vacuum Cleaner</i>
Panadol	<i>Aspirin, Neurophin</i>
Kleenex	<i>Tissues</i>

A strong brand has a massive advantage over another. A strong **brand** makes your business less vulnerable to competition and increases your marketing and communication effectiveness.

Your brand must also link back to your vision, where you see your business in the future. As you build your brand, you are investing in something called **brand equity**.



Brand Equity

Just as you build equity into your home or your business, a brand builds equity as well. The more recognizable and trusted the brand is – the more equity it has.

The value of a brand. From a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favourable consequences of brand use.

– American Marketing Association

For instance, the value of the Apple brand in 2015 was estimated to be \$170.3 billion and Coca Cola \$188 billion in 2016.

Positioning Your Brand

Positioning is a marketing activity that establishes your identity in the minds of the customer. You cannot be everything to everyone.

You would think a burger is a burger. There are many companies out there that sell burgers, but they are all different. Take McDonalds and Burger King as an example, they both sell hamburgers. Burger King cooks their burgers under a flame grill. Their tag line is “the burgers are better at Burger King.” Both these companies are not only selling burgers, they are also selling fast food.

Positioning your brand is a marketing strategy. Positioning relates to the strategy you will use to reach your business goals and objectives.

Consider what makes your products and services unique? Therefore, when thinking about your products and services, how do you want your customers thinking about you when comparing your business with your competitors. It may be to emphasize the uniqueness of your products and service – the features and benefits of your brand. You may want to create a specific image for your business as selling inexpensive or premium products and services.

Creating A Positioning Statement For Your Brand

How would you position your “brand” name against other similar businesses? For instance:

- ▶ The biggest?
- ▶ The greatest reach with many outlets?
- ▶ The best quality and value?
- ▶ The most experienced designers and staff?
- ▶ The cheapest?
- ▶ The best service?



There is no right or wrong way to create a positioning statement if it helps build brand equity and the consumer knows what you stand for. Your market research will assist you in how you want to position yourself in the market.

1. Firstly, select your target market group you want to focus on (demographics, age, income, geographical location) by downloading and completing the [Buyer Persona Toolkit](#).
2. Secondly, workshop what makes your business and brand unique by downloading and completing the [Value Proposition Toolkit](#).
3. Develop a list of needs your target market group has. Brainstorm typical problems and opportunities and how your products and services will solve these needs.
4. List the products and services you offer to uniquely meet these needs.
5. What emotions do you want people to associate with your brand?

Now create a positioning statement using one or two sentences that clearly states how you want your customers thinking and feeling about you and what distinguishes you from your competition.

POSITIONING STATEMENT

Use the positioning statement to test if you are on track.

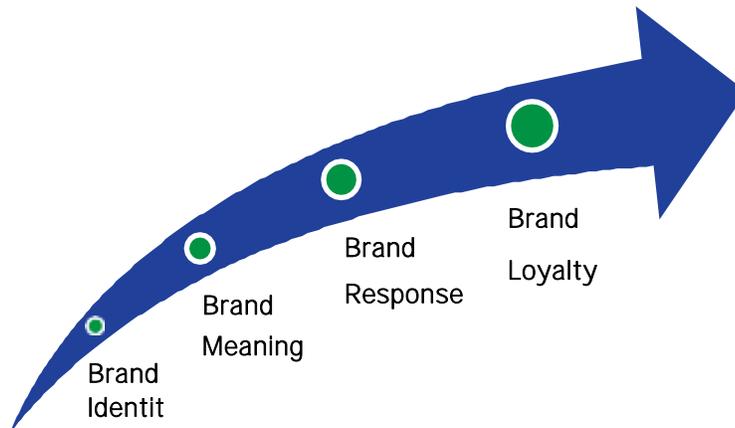
- ✓ Does it appeal to your target market?
- ✓ Does it appeal to your customer's needs and wants?

Once you have established your positioning statement, it becomes the theme when you communicate with your customers.



Building A Strong Brand

Building a strong brand involves following four sequential steps:



1. **Step 1 Brand Identity:**
Ensure identification of the brand and an association of the brand in consumer's minds that relates to their needs.
2. **Step 2 Brand Meaning:**
Firmly establish the brand meaning through both tangible and intangible associations.
3. **Step 3 Brand Response:**
Elicit the appropriate customer response to the brand identity and brand meaning.
4. **Step 4 Brand Loyalty:**
Convert brand responses into an intense active loyal relationship with the brand.

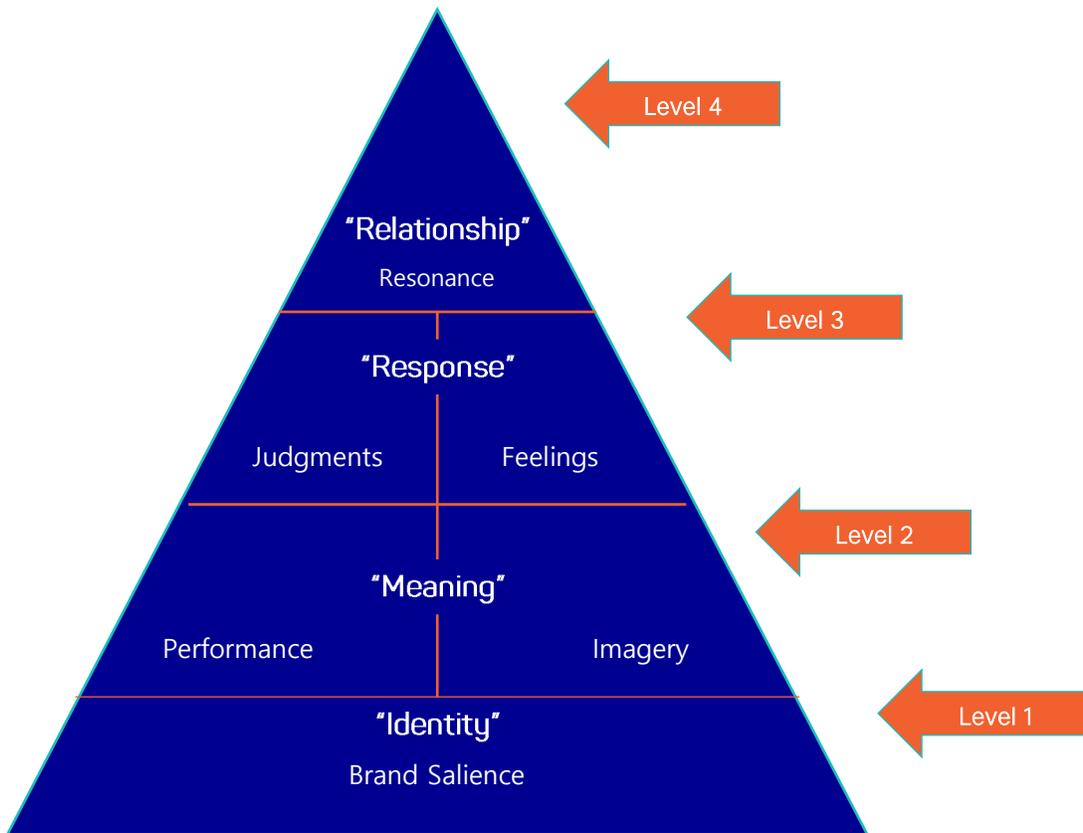
Building a strong and trusted **brand** will attract more contacts and customers to your business. It will also help build a good reputation in the marketplace with your suppliers', community and industry. With a strong brand and good reputation, it will also attract quality employees who will want to work for you.

To build a strong **brand** for your business, you need to ensure that your customers have the right types of experiences with your products and services. You also need to ensure any associated marketing programs generate the desired thoughts, feeling, images, beliefs, perceptions and associations you want linked to your **brand**.



Developing Your Brand

The diagram below represents the **brand equity pyramid**.



Level 1: Brand Identity

The first stage of developing your brand begins with increasing a deep and broad awareness of your brand in the marketplace. To achieve this first level in the brand equity pyramid, you need to develop a consistent look and feel for your brand.

Your logo, business card, stationery, website, advertising all need to follow the same rules in terms of typography, colors and logos.

Brand visibility or salience relates to consumer awareness of your brand. Ask yourself, how easily do consumers recall or recognize your brand? To what degree does your brand enjoy top-of-the-mind awareness in the consumers mind? Brand awareness is not only the consumer's ability to recall and recognize your brand, it also relates to what elements the consumer links to your brand (brand name, logo and symbols). In other words, how well do they remember your brand?

Building brand awareness for your business involves making sure that consumers understand the products and services category in which your brand will compete.



Level 2: Brand Meaning

The second stage of building the brand equity pyramid is the meaning of your brand. This depends on three important dimensions.

- ▶ **Strength** - How strongly do people associate your brand with the products and services you offer.
- ▶ **Value** - How important or valuable is your brand in the consumers. Do they associate your brand with negative or positive feelings?
- ▶ **Uniqueness** - How distinctive or unique is your brand compared with similar businesses in the marketplace.

When you compare your **brand** with other businesses, how well does your brand perform? What is similar, and what are the points of difference? To build brand equity to level four (Brand Loyalty), you need to differentiate yourself in the marketplace with your **USP** (Unique Selling Proposition or Value Proposition).

Creating brand meaning involves establishing a brand image. What are the unique characteristics about your brand and what does it stand for in the minds of the consumer?

Brand associations are broadly based on functional, performance-based considerations versus abstract-imagery related considerations.

Brand Performance

Brand performance highlights the fact that your products and services are at the heart of brand equity. This implies, to create loyalty and have consumers actively engage with your brand, you need to ensure your products and services meet or exceed your customer needs and expectations. This includes:

- ▶ The features and benefits of your products and services.
- ▶ How reliable are your products and services? (*meaning will your products and services do what you say they will do?*)
- ▶ How effective is your service?
- ▶ How durable are your products?
- ▶ Efficiency and empathy.
- ▶ Style and design of your brand (*how you do business, how you look and present yourself*).



Brand Imagery

Brand Imagery relates to the intangible aspects of your brand. It's frequently associated with the user. The people who buy your products and services must be reflected in your marketing material. This builds credibility by ensuring your brand is something they can identify with.

Consider what your brand personality is. Is your brand young and vibrant or traditional and conservative? Brand imagery must reflect your **brand personality** accordingly.

Level 3: Brand Response

Brand response refers to how the consumer responds to your brand, your marketing activities and other sources of information such as word of mouth. In other words, what do your customers and potential customers think and feel about your brand.

Brand responses can be distinguished according to **brand judgments** and **brand feelings**. In other words, does the consumer respond with the **head** or the **heart**.

Brand Judgments

Brand judgments focus on the customers' personal opinions and evaluation of your brand. How do consumers react to your brand? How do they judge you and your business when exposed to your brand and what feelings does this arouse in them?

- ▶ **Brand quality** – the perceived quality of the products and services you deliver along with the perceptions of value and satisfaction of your brand.
- ▶ **Brand credibility** refers to the extent to which your brand is perceived to have credibility in the marketplace based on perceived expertise, trustworthiness and likeability. To what extent is your brand seen as:
 - being competent, innovative or a market leader
 - dependable and sensitive to the interests of customers
 - fun, interesting and worth spending time with
- ▶ **Brand consideration** - the likelihood that consumers will actually include your brand in the mix that they consider buying or using.
- ▶ **Brand superiority** - this relates to the extent to which consumers view your brand as unique and better than other brands. Does the consumer believe that your brand offers advantages that other brands do not?



Brand Feelings

Brand feelings are our customer's emotional responses and reactions with respect to your brand and business as an entity. How does your brand affect customers' feelings about themselves and their relationship with the brand?

Level 4: Brand Personality and Response

Looking at the brand from a prospective customer's perspective, you ultimately want your brand to resonate or strike a chord with them so that they want to do business with you.

Branding does not only rely on visual cues to portray a message. It's a more complex process of understanding the relevance of your brand to your target market ensuring it resonates with their needs. Key to the success of building a strong brand is the ability to create an awareness of your **brand's identity** and generate a **positive response** that results in a long-term relationship with your customers.

Your brand should enjoy a **unique and consistent look and feel**, which is made up of the colors you use, what font and typeface you use and the "tone of voice" you use in your communication strategy.

Personality

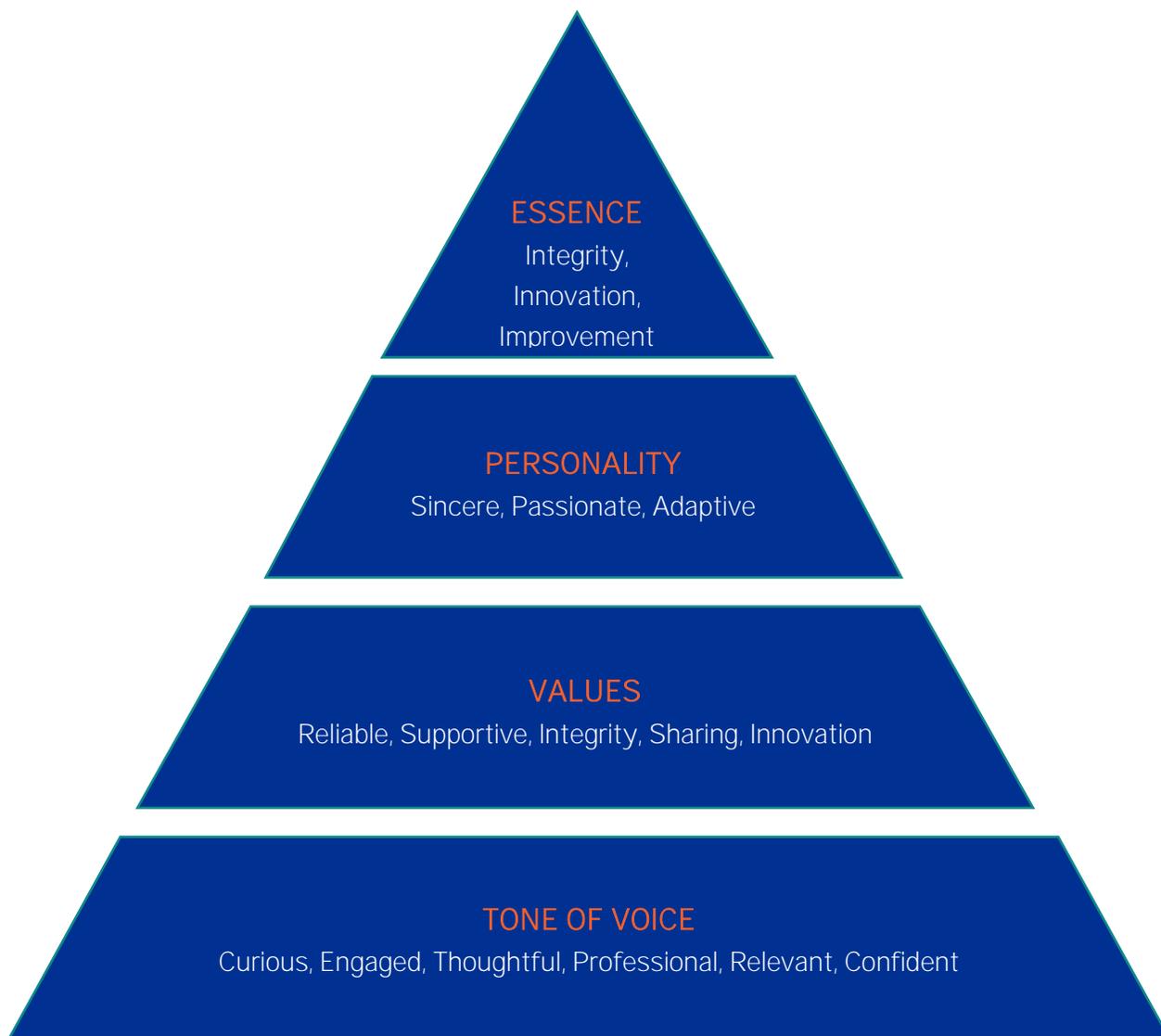
Just as people have personalities so too do brands. What personality does your brand demonstrate? Example; sincerity, excitement, competence, sophistication, and ruggedness. These words typify the brand personalities of both goods and services and are useful for informing how you promote yourself and your business in the creative process.

Typical brand personality dimensions that are used include:

Sincerity	<ul style="list-style-type: none">Down to earth, family-oriented, small-town, honest, sincere, realistic, wholesome, original, cheerful, sentimental, friendly
Excitement	<ul style="list-style-type: none">Contemporary, independent, up-to-date, unique, imaginative, young, cool, spirited, exciting, trendy, daring.
Competence	<ul style="list-style-type: none">Reliable, hard-working, hard-working, secure, intelligent, technical, corporate, successful, leader, confident.
Sophistication	<ul style="list-style-type: none">Upper-class, glamorous, good-looking, charming, feminine, smooth.
Ruggedness	<ul style="list-style-type: none">Outdoorsy, masculine, western, tough, rugged.



Sample Brand Personality Triangle



This brand personality triangle is a concept that not only sets the tone for your brand and marketing material, it should also guide your interface with your customers, suppliers and other stakeholders to meet their changing expectations in an increasingly competitive market.

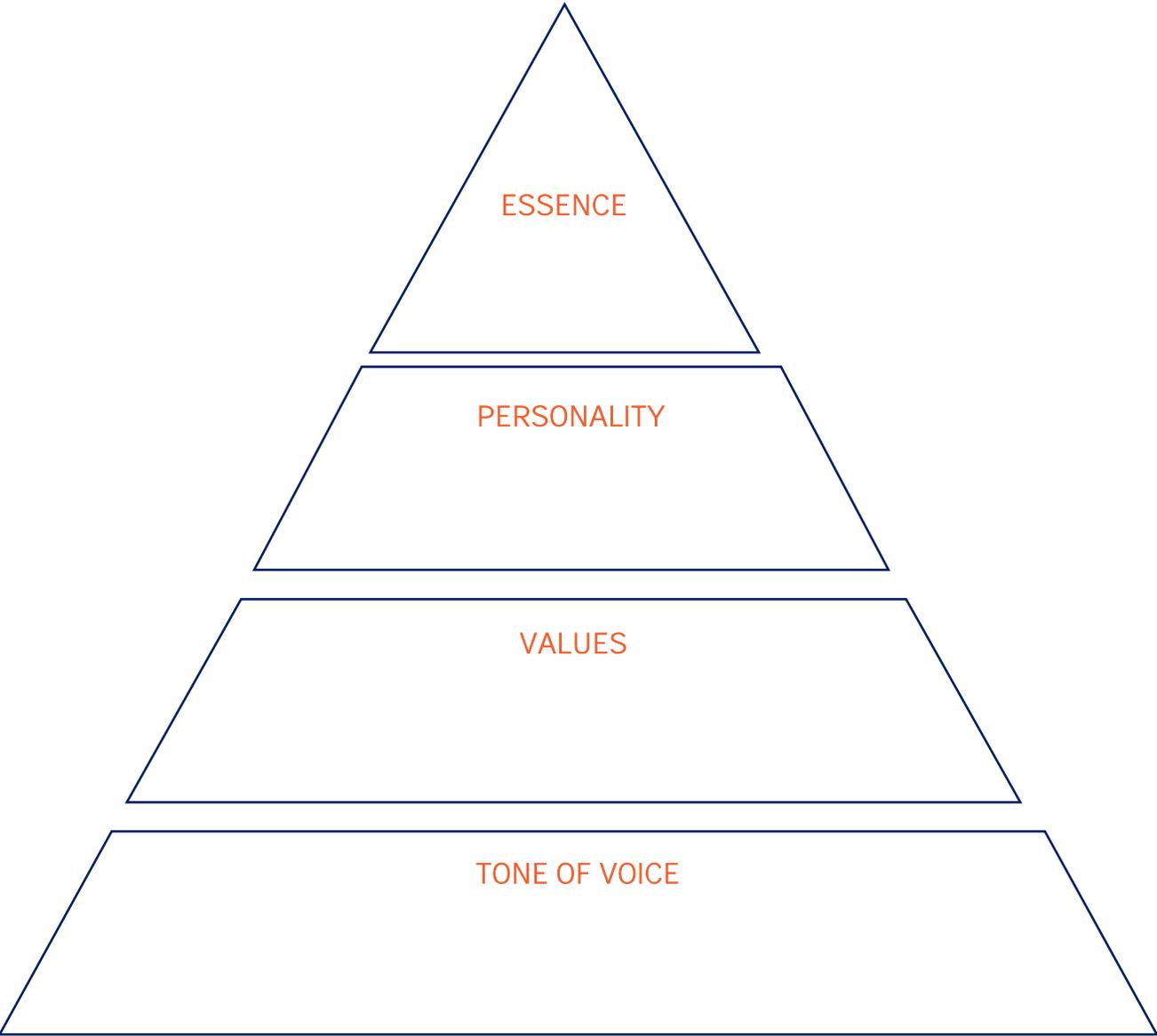
Branding however, is much more than simply the style or 'look and feel' of promotional material. Logos and images are the tip of the iceberg. Although logos and images are often termed "branding," this is an oversimplification of what branding really entails.

To be effective, your brand depends on how you position your business in the marketplace, your culture, the core competencies of your team and most importantly, the engagement of all staff to act as ambassadors and advocates for the brand by actively integrating and demonstrating the brand values in their daily activities.



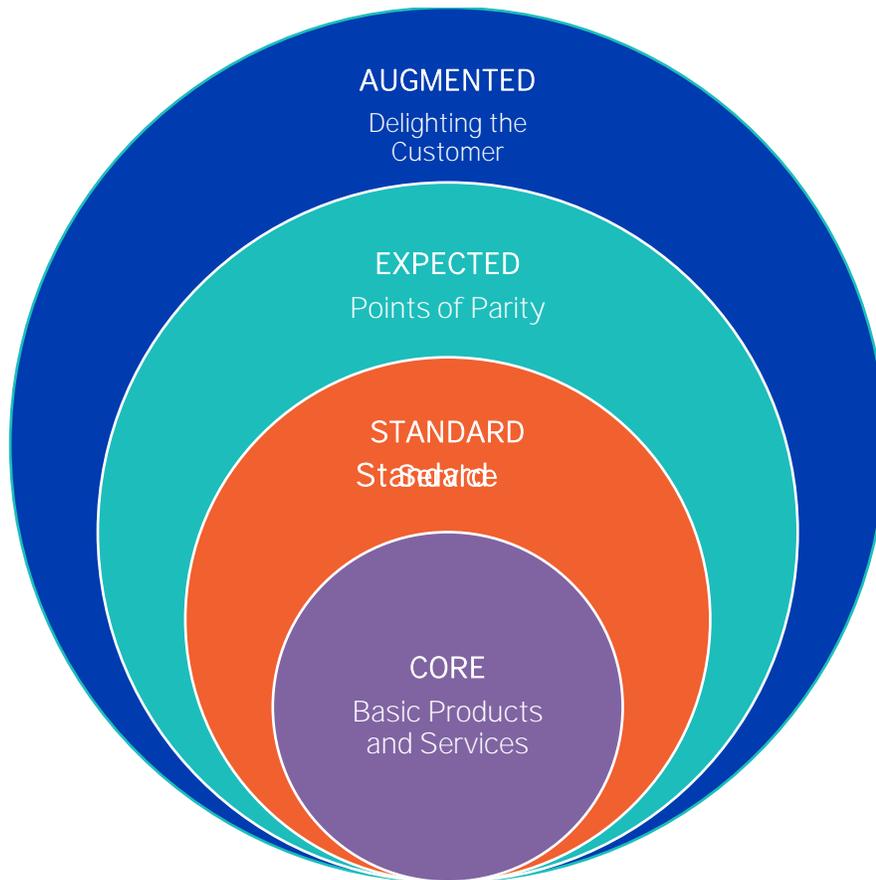
Brand Personality Triangle

Create your own brand personality using the template below.



Delighting the Customer

Delighting the customer is the most powerful way of building your brand.



Augmented products and services

This is where you have an opportunity to add value to the customer experience.

What is it you can do to “delight your customers?” This is where you compete in the marketplace to ensure your brand resonates with your customers as the “business of choice”.

Expected products and services

This is what your customers expect from your products and services. Point of parity means customers will compare your products and services with other similar businesses.

Standard products and services

This is a list of the standard products and services your business offers.

Core products and services

These are the core or most basic products and services you offer in the market place.



Core Products and Services

[Empty rounded rectangular box for Core Products and Services]

Standard Products and Services

[Empty rounded rectangular box for Standard Products and Services]

Expected Products and Services

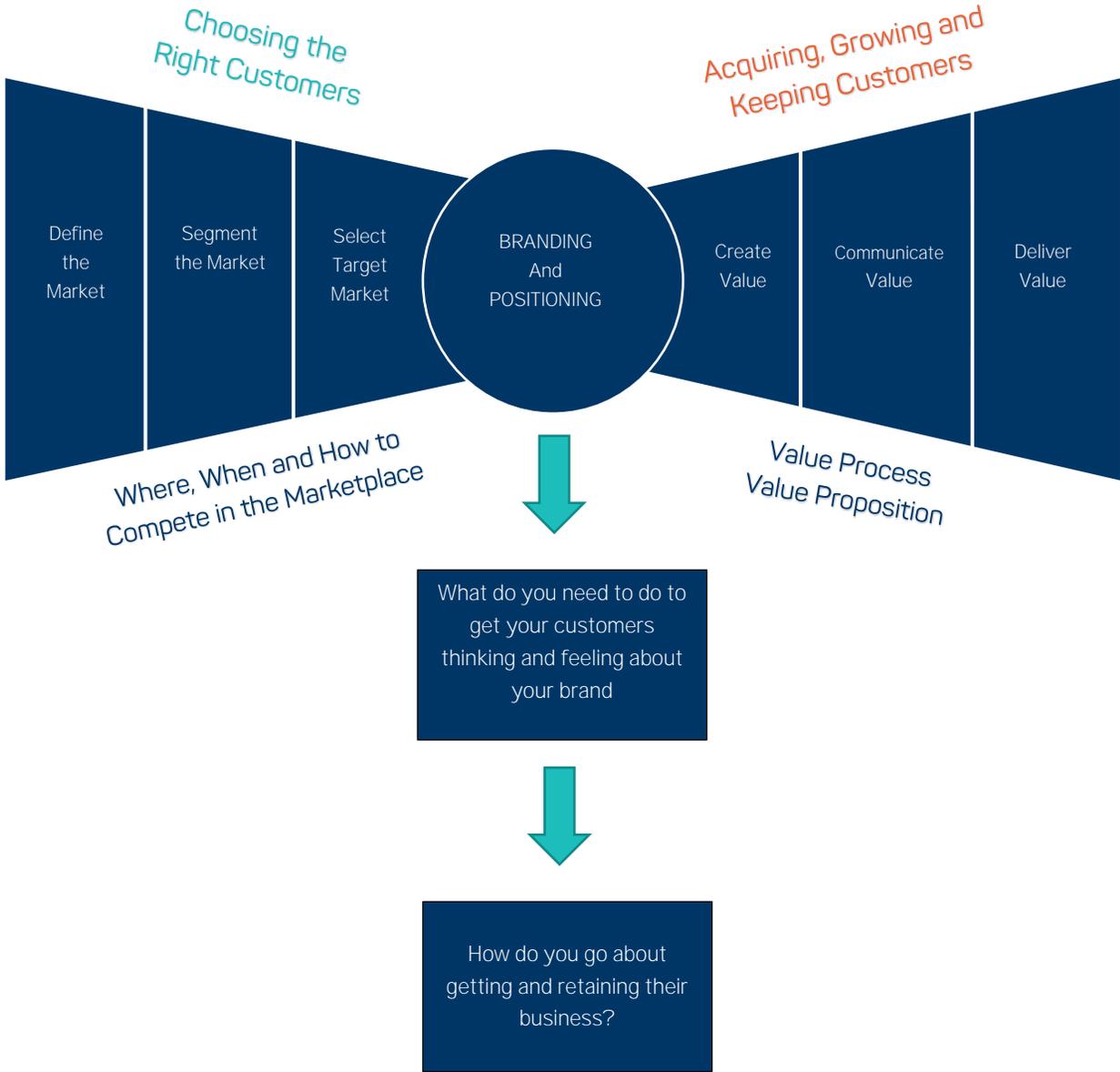
[Empty rounded rectangular box for Expected Products and Services]

Augmented Products and Services

[Empty rounded rectangular box for Augmented Products and Services]

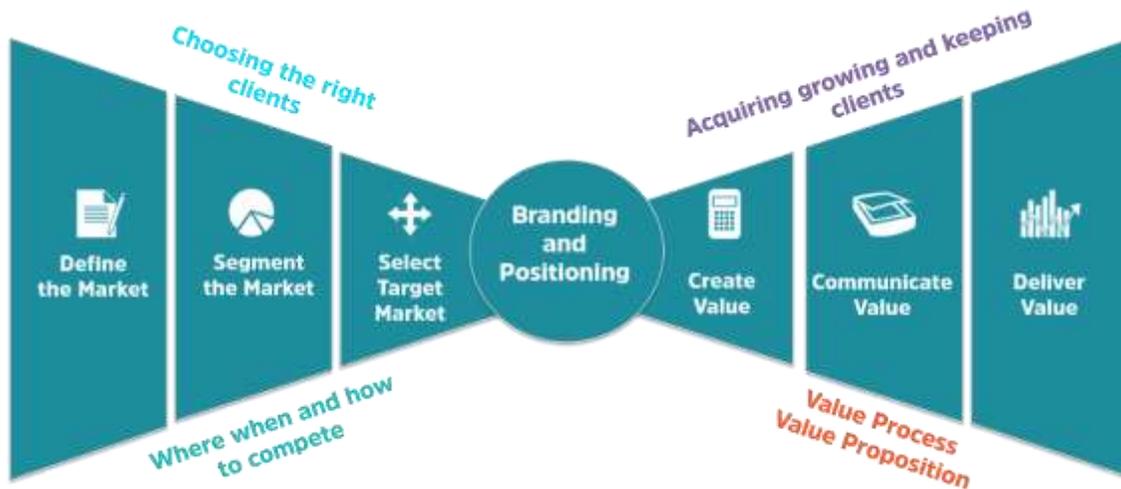


The Marketing Bow Tie



The Marketing Bow Tie is a pictorial representation of the entire marketing process. This model will help you understand the difference between advertising, promotions and marketing. It also defines where your market research fits into the marketing process and how to reach your prospective customer base.

On the **left-hand side** of the marketing bow tie is where you conduct your market research and choose the right customers or clients to do business with. Because you can't be everything to everyone, you do need to work your way from the left of the marketing bow tie to identify your target market to create the right marketing messages to reach that market on the right hand-side of the marketing bow tie.



Before you develop a marketing plan or a social media strategy for instance, you need to decide where and how you will compete in the marketplace.

Choosing The Right Customers



Choosing the right customers to do business with is critical to the success of any business. It's important that the products and services you offer meet the demands of your target market. It defines how, where and when you will compete in the marketplace.



Defining the Market

The first thing you need to do is define the market you wish to compete in. You are essentially defining what business and industry you intend, or are already operating in.

For instance, you might operate in the hospitality industry which covers everything from tourism, to accommodation providers along with food and beverage operators.

Market segmentation

The next step in the marketing bow tie is to segment the market.

Segmentation means to divide the marketplace into parts, or segments, which are definable, accessible, actionable, and profitable and have a growth potential. In other words, you would find it impossible to target the entire market, because of time, cost and effort restrictions.



Using the hospitality industry as an example, tourism operators, travel agents, cafes and restaurants along with a host of accommodation providers all fit within hospitality, but their target customers vary considerably. Therefore, you need to segment the market further to match the products and services you offer with your prospective customers.

How you segment the market in your industry will depend on your market research, demand studies and capital available to start or buy a business. If you have an existing business, then you will already have some idea of the segment of the market you are already operating in.

The type of people you would employ and the products and services you would offer would differ considerably within each segment of the market as would your target customers. If you take the accommodation segment of the hospitality industry, there are so many ways to further segment this market. For example;

- ▶ Hotels
- ▶ Motels
- ▶ Lodges
- ▶ Serviced apartments
- ▶ Guest houses
- ▶ Backpackers

Even within the accommodation segment of the market, you could be 3-star budget accommodation provider or 5-star provider. Each would attract a different customer. You can't be a five-star hotel and hope to attract backpackers on a budget. But you could operate a five-star hotel with a restaurant that opens up onto the street which would put you in both the accommodation and food and beverage segments of the market, both of which fit into the hospitality industry.



This is where creating buyer personas helps you narrow down your target market by identifying where the best fit is for your products and services.

Selecting your target market

Once you have identified the industry you are in and segmented the market, it's time to drill even further into exactly who your target market is.

Your target market will also depend on who else is competing in that space and the demand for your products and services. For instance, you might discover that the backpacker and five-star accommodation market is well catered for therefore you decide to not to compete in that space and create a niche market for yourself, say a boutique hotel or guest house.

Creating buyer personas allow you to drill down even further into your target market to gain insights into your customers and prospective customers behaviours to discover why they would buy from you. The buyer personas you create will identify their background, demographics, likes and dislikes, challenges, fears and likely objections. The more specific you are when you create your buyer personas, the more likely you can create the right marketing messages delivered through the right marketing channels at the right time to reach your target market.

Once you have identified exactly who your target market is, you are ready to move across the centre of the marketing bow tie (your brand and positioning statement) and onto the right-hand side of the marketing bow tie.

Acquiring Growing and Keeping Customers

Unlike the left-hand side of the marketing bow tie which is about market research, segmentation and defining your target market, the right-hand side of the marketing bow tie is where the value process takes place with your [value proposition](#).



A value proposition identifies what is unique about your products and service offerings and why prospective customers should do business with you. The right-hand side of the marketing bow tie is where you acquire new customers to grow your business.

Creating value

Obviously, the products and services you offer need to add value to your target market or they won't buy from you. What is meant by adding value? Developing a strong [value proposition](#) identifies what is unique about your products or services and identifies the value and benefits you offer. It gives your prospective customers a reason to buy from you and not your competitors.

Your **target market** has problems they would like to resolve or opportunities they would like to realize. By developing [buyer personas](#), you will identify their possible problems and opportunities along with the benefits they will receive from using your products and services.

Communicating value

This is the segment of the marketing bow tie where advertising and promotions fit into. This is also where many people confuse advertising with marketing. Advertising is only one small component of the marketing bow tie. Communicating value is how you get your marketing messages out into the marketplace and in addition to advertising includes channels like radio, television, cinemas, social media, personal selling and any other means to get your message out to your target market.

Based on your research and the creation of [buyer personas](#), you will now begin to understand what your prospective customer's needs are, what their hot buttons are and what will entice them to buy from you (buying motives). This is the segment in the marketing bow tie where you communicate the value and benefits your products and services offer through a marketing channel to reach your target market.

Delivering value

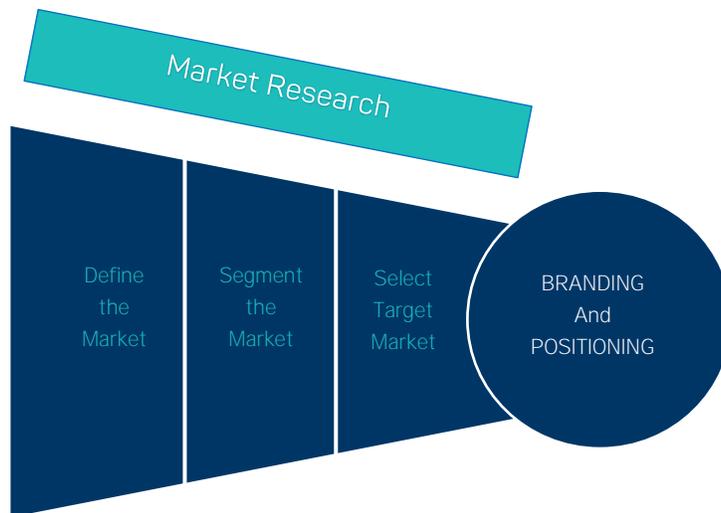
Delivering value is the last segment of the marketing bow tie. This is where you have now closed a sale and you have paying customers. The customer gets to receive the benefits of using your products and services.

Here is where the customer is all important. There is no point selling your products and services if it doesn't match your buyer's expectations and doesn't deliver what you say it will. This creates an unhappy customer and research tells us that it costs on average, six times more to attract a new customer than it does to retain an existing customer.



Researching Your Target Market

Many people go into business without fully understanding what industry they are in, the segment of the market they wish to operate in and what their target market is. The purpose of market research is to narrow down your niche because you can't be everything to everyone. Once you have defined the market and segmented it, the next step is to understand exactly who your target market is and to identify your ideal customers also known as [buyer personas](#) or buyer avatars.



Simplistically, a [buyer persona](#) is a detailed description of your current and prospective customers. Although fictional, they are written in a way as if they are a real person. To create a **buyer persona**, you need to put yourself in the shoes of your customers and prospective customers and flesh out who they might be, their demographic and psychographic information along with their career history, size of family and even their interests and hobbies.

Before you can create a **buyer persona**, you need to ask some critical questions about your fictional character associated with your **buyer persona**. This includes identifying their age, income, job role and title along with possible fears, goals and challenges they commonly experience carrying out their role. You also want to know how your products and services will benefit them and resolve any problems or opportunities they might face.

Once you have created and understand the typical **buyer personas** for your business, you then want to know what marketing channels you would use to reach them before creating the marketing messages you will send them. This also requires research.



Target Customers and Buyer Personas

There is a difference between a **target customer** and a **buyer persona**. Let's say you are a consultant and you specialize selling CRM software to small businesses. Although your product is selling CRM software, you find that there are two types of prospects; the younger generation who adapt to modern technology easily because they were brought up with it and others of an older generation who aren't as computer literate and suspicious of cloud technology. Although they are **both your target customers**, their **buyer personas** are quite different.

In this case you would create two **buyer personas** to drive your sales approach as your marketing messages would need to be completely unique for each persona. Same market, same products and services, two different buyer personas.

Conducting the Research

Going back to the left-hand side of the marketing bow tie, you now know what industry you are in, you have segmented the market and have a distinct idea of who your target customers are. You have some idea of what your individual buyer personas are. Now it's time to drill further into these fictional characters to gain a greater understanding of who they are, where they live and what their motivation is to buy from you.

To achieve the best outcomes in creating [buyer personas](#), there are some relevant questions you need to ask about each buyer persona.

Demographics

- ▶ What is the buyer's gender, male or female?
- ▶ How old is the buyer or what is their age range?
- ▶ What is their status? (single, married, divorced, in a relationship)
- ▶ Who lives at home with the buyer? (wife, husband, partner, grandparent's, children)
- ▶ Does the buyer have children? If so how many and how old are they?
- ▶ What is the buyer's income range?
- ▶ Where does the buyer live, in the city, an urban or rural area?
- ▶ What town, city or country does the buyer live in?

Background

- ▶ What is their job role and title?
- ▶ What level of education have they reached? (high school graduate, trade qualified, college graduate, master's degree)
- ▶ What are their career or business aspirations?
- ▶ How computer literate or tech savvy are they?



- ▶ What are the buyer's goals and objectives?
- ▶ What challenges do they face in the workplace?
- ▶ What are the buyer's biggest fears?
- ▶ What are their problems and opportunities?
- ▶ How will your products and services benefit them?
- ▶ What are their common objections to buying your products and services?
- ▶ How does the buyer prefer to communicate? (telephone, email, skype, social media, face to face)
- ▶ How does the buyer prefer to interact with vendors?
- ▶ What is their dominant buying motive?
- ▶ What would be their biggest buying concerns?

These are only sample questions. You need to develop a series of questions that are relevant to your business and industry.

Market research

The strongest **buyer personas** will be based on the quality of your research. You could engage a market research company to conduct the research on your behalf. This can be time consuming not to mention the cost. Great if you have the budget, but the majority of small to medium business enterprises **don't**.

Conduct surveys

You could also survey your existing customers through a free survey tool such as [Survey Monkey](#) or even interview your current customers. Since these customers have already bought from you, you will gain valuable feedback as to what motivated them to buy from you and what problems or opportunities your products and services resolved for them. You can also survey how they found out about you and what marketing channels worked best for them.

Analytics

If you have a Twitter account or Facebook page, you can gain further insights into your current followers with Facebook insights, Twitter analytics and Google analytics audience reports. These tools will give you an insight into the demographic and psychographic profile of your social media accounts and/or website.

Focus groups

One of the best methods of creating **buyer personas** is to form a focus group. A focus group could be made up from a mixture of current customers, prospective customers, or other contacts who have an understanding of your business or are a consumer of your products and services.



You bring them together as a group and ask them the same questions you would when creating a survey to stimulate a discussion.

You would also ask them to give their personas a name and fill out all the relevant details on a buyer persona template. Essentially in two hours you have a set of **buyer personas** from your prospective buyers' point of view.

Competitors

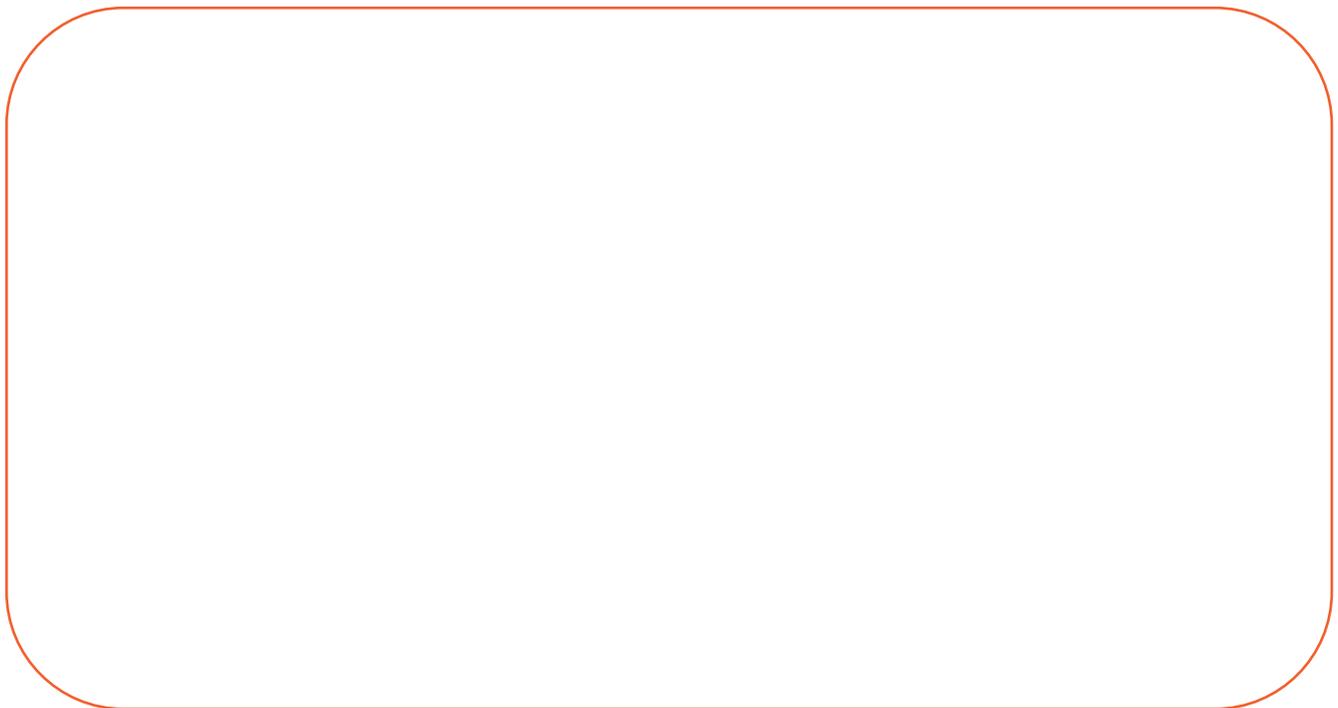
Surveys and focus groups work if you already have an established business with existing customers. If you are a start-up or have only been in business for a short time, you may not have the luxury of being able to survey existing customers which is why creating buyer personas is even more important to guide your marketing strategy.

One way to overcome this is to look at your competitor's customers or use a company like [Compete](#) or [SimilarWeb](#) to analyse your competitor's websites. If you have your own website, you can also use [Google Analytics](#) to gain valuable insights regarding the demographics, location and behaviour of those who visit your website.

Who Are YOUR Ideal Customers?

As a result of your research and completing [buyer personas](#), who are your ideal customers?

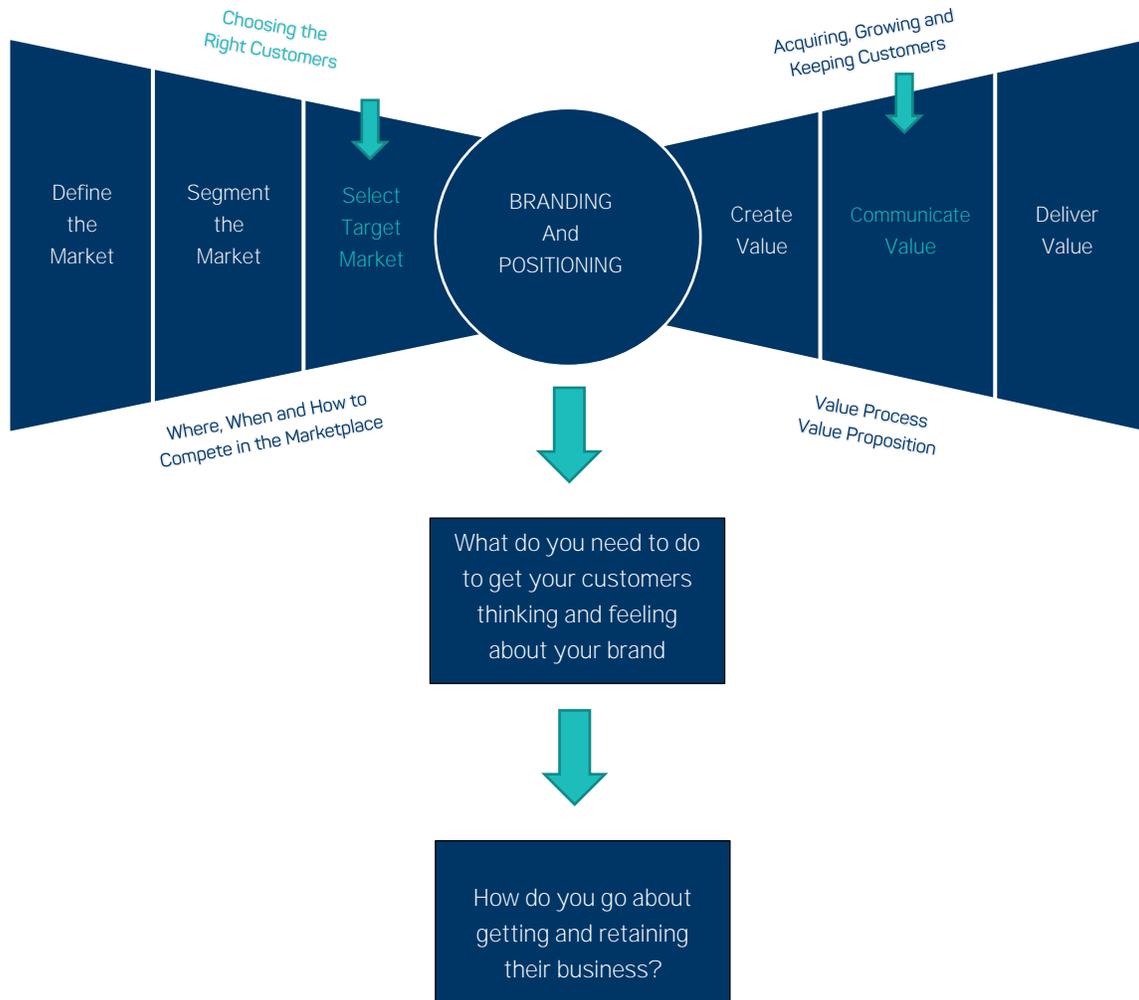
TARGET CUSTOMERS



Designing An Advertising Campaign

As you now know, the “Marketing Bow Tie” is a pictorial representation of the complete marketing process.

Many people confuse marketing with just advertising and promotions. Advertising and promotions is only one part of the marketing process and is represented in the marketing bow tie diagram under how we “Communicate Value”.



Before designing an advertisement, brochure or promotional activity, consideration needs to be given to the left-hand side of the Marketing Bow Tie – “**Choosing the Right Customers**”. Working through the buyer persona toolkit helps you identify your ideal customers and what advertising or promotional medium you should use to reach them.

Only then are you in a position to create an effective marketing campaign.



Choosing The Right Customers

For an advertising campaign to be effective, consider who your target market is. Completing buyer personas and conducting market research will successfully enable you to identify your target market. Your buyer personas identify who your ideal customers are, what their needs are and the best advertising channel to reach them.

Once you have identified your target market you then move onto the right-hand side of the marketing bow tie, “Acquiring, Growing and Keeping Customers”.

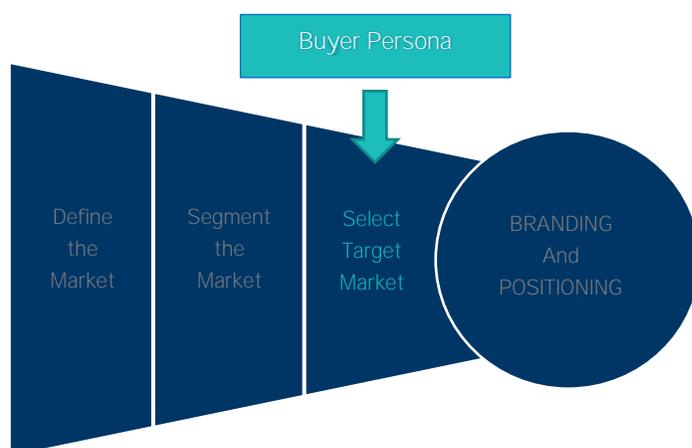
Buyer Persona Toolkit

Many people in business spend a fortune on advertising and promotional campaigns without fully understanding their effectiveness. Your prospective customers, like you, are exposed to hundreds of marketing messages every day. Depending on the researcher, it could be as high as 3,000 or more. This [toolkit](#) is designed to help you create buyer personas so that you can cut through the noise and clutter of hundreds of marketing messages and reach your target audience without spending a fortune on marketing campaigns?

By developing buyer personas, it helps you identify the right **target market** for your products and services, develop the right message tailored to your specific market and use the right channel to deliver your marketing messages.

What is a Buyer Persona?

A **buyer persona** is a fictional character or avatar that represents your ideal customer which is either based on market research and/or using real data from your current customer base. These fictional characters or personas help you to identify and understand who your prospective customers are. They also help you understand if your current customers are right for you for if they are not, you could be sacrificing time and money in all the wrong places.



Sample Buyer Persona



Cautious
Colin

Demographics

- Male
- Age: 50 - 60
- Married with 2 children (25 & 30)
- Lives in the suburbs
- \$150,000 plus
- Business Owner
- Chula Vista

Environment

Typically, this group would be business owners or managers who are responsible for the development of their people. They want to grow the business and ensure it remains competitive and to leave a legacy.

Interests and Hobbies

Likes reading historical novels
Regularly listens to talk-back radio
Likes gardening
Regularly goes for walks and likes playing golf

Challenges

- Staying up-to-date with new technology
- Developing new managers to take on more responsibility
- Retaining employees

Fears

- Business going backwards after retiring
- Becoming irrelevant with emerging technology

Communication Preferences

- Radio
- Newspapers
- Telemarketing
- Face-to-face

Goals

- To grow the business by 25% over the next two years
- Develop his managers so that he can take more time off work
- Retire within 5 years
- Keep his employees happy

Objections

- What if I train my people and they leave?
- How can I measure the ROI for putting my people through training?

Buying Behavior

Cautious Colin takes his time making decisions because he wants to be assured it is the right decision for him and his employees. He conducts a lot of research and compares various providers to ensure he not only gets the best deal; he gets the right results. Trust is very important to him, so he will buy from a company that he not only trusts, he believes will deliver the results he is looking for.

Benefits

Our leadership and management training course will not only up-skill Cautious Colin's people, it will empower them to take on more responsibility in the day to day operation of the business. Colin can spend more time focusing on driving sales and growing the business leaving the business in a good position when he retires.



A **buyer persona** is not merely a description of your prospective customers, it's a profile of your ideal customers and sits on the left-hand side of the marketing bow tie. A buyer persona gives you **insights** into what your prospective customers may be thinking or doing and why they should buy from you. This is important because people don't buy your products and services, they buy what your products and services do for them, in other words, the benefits they will receive by doing business with you.

How buyer personas are beneficial

Creating a buyer persona identifies who you should do business with but more importantly, why.

- ▶ People don't buy insurance; they buy peace of mind.
- ▶ Women don't buy cosmetics; they buy hope and confidence.
- ▶ People don't buy training; they buy the opportunity to land a well-paying job in their chosen career, be in line for the next promotion or even successfully change careers.

What are your buyer personas **'Why?'** Why would they do business with you? What benefits are they looking to receive when they buy your products and services? How are your products and services going to resolve their problems or help them realize opportunities?

These personas inform you exactly who your target market is, what their likely problems and opportunities are and how your products or services can either resolve their problems or help them gain the rewards from an opportunity.

Buyer personas inform your marketing approach

Once you have created your buyer personas, you are then able to create a targeted marketing campaign that relays the benefits your target market will receive by doing business with you.

You can't be everything to everyone. If you try to spread yourself too thin, you will not be able to penetrate your target market effectively. Buyer personas allow you to tailor your marketing messages and choose the right marketing channel to deliver that message.

When designing a marketing campaign, you don't always have the luxury of endorsements and referrals, therefore, your marketing messages are often sent to a void, particularly if you haven't identified the needs, wants and preferences of your target market. You don't want to 'hope' your marketing messages work, you want to ensure they work.

Too often people confuse advertising with marketing with promotions with sales. They take a shotgun approach to trying to generate new business and fail to understand that for a marketing campaign to be effective, you need to take a targeted approach. By attaching a telescopic lens to your marketing approach, you are far more likely to achieve the results you want for less money. This is what you will achieve by taking the time to create buyer personas. Throwing money at an advertising campaign may result in just that, throwing money away and not getting a return on your investment.

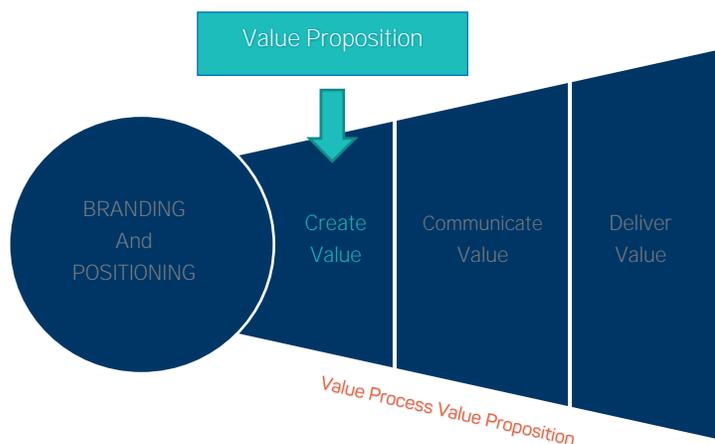
You can download the full [Buyer Persona Toolkit here](#).



Creating Value

Now that you know who your target market is and identified your ideal customers, it's time to move to the right hand side of the Marketing Bow Tie where you get to create value, communicate value and deliver value.

The Value Proposition



Your Value Proposition sits in the right-hand side of the Marketing Bow Tie where you create value. A value proposition is a statement which identifies clear, measurable and demonstrable benefits consumers will receive by buying your products and services,

Your **value proposition** is a promise of value to be delivered and communicated to your target market. Creating a **value proposition** should be part of your overarching business and marketing strategy. It's based on the benefit, costs and value you can deliver to your target market. It's the reason why your target market will do business with you over your competition.

This is where you create value and sets your product and service offering apart from the rest on the marketing bow tie. Your value proposition makes you and your business idea unique.

Your **Value Proposition** or Unique Selling Point (USP) is one of the hardest to develop and critically important when it comes to designing your advertising campaigns.

Creating value what you highlight in your advertising copy and it lets your target audience know exactly what your unique selling point (USP) is and why they should do business with you.

Understand their needs

Look at your audience from their perspective. They will always ask the question "What's in it for me! (WIIFM). Why would they buy from you – what's in it for them? In other words, how will your products and services satisfy their needs? Therefore, you must know your audience inside out.



- ▶ What age group do they fit into?
- ▶ What is their spending power?
- ▶ Where do they live?
- ▶ What are their needs and wants?

People do not buy your products or services, they buy what your products or services will do for them (the benefits they will receive). People don't buy insurance, they buy peace of mind. People don't buy a car they buy a status symbol and means of transportation. Women don't buy cosmetics – they buy hope and a feeling of looking good.

What benefits are your customers buying when they do business with you?

The most important thing to remember in any advertising campaign is to understand the problems your target audience would like to resolve, or the opportunities they would like to realize. Remember, people don't buy insurance, they buy peace of mind. By developing **buyer personas**, you will identify their possible problems and opportunities along with the benefits they will receive from using your products and services.

Once you know their problems and opportunities, you can then pitch how your products and services will resolve their problems and help them realize their opportunities which is what you will look to communicate in your advertising and promotional efforts.

To understand your customer's needs, download and complete the [Buyer Persona](#) and [Value Proposition Toolkit](#). If you haven't already done so.

Your advertising objective

Before you begin to design an advertisement, you need to define your advertising objective. What do you hope to achieve?

- ▶ Are you looking to inform?
- ▶ Are you looking to promote?
- ▶ Is the purpose meant to be a positioning statement?
- ▶ Are you advertising a position?
- ▶ Are you trying to sell something?
- ▶ Are you building brand awareness?
- ▶ Are you running a special promotion?



Budget

Once you know the outcome you are looking to achieve, who your target market is, what message you want to convey and the means you will communicate that message, give some consideration to your budget. Advertising, especially newspaper print advertising can be very expensive. You may want to have to full-page advertisement, but your budget only allows for a few columns.

Once you have established how much you can spend, then you can choose the medium through which you wish to convey that message to your target market.

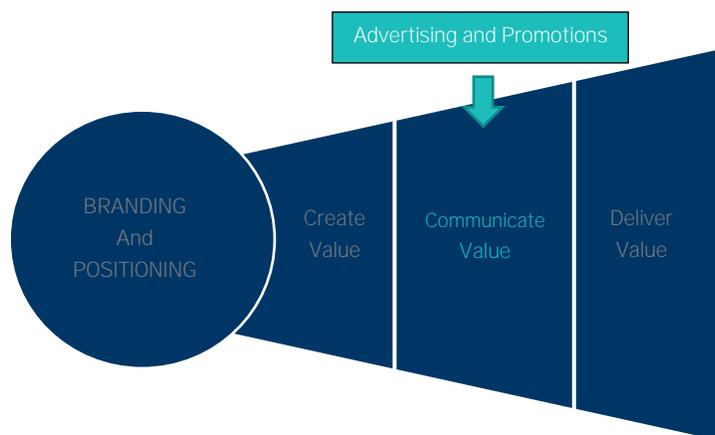
The next step in the marketing bow tie model is to move to the right-hand side of the marketing bow tie which is where you create value and communicate value (advertising and promotions).



Communicating Value

As you move along the right-hand side of the marketing bow tie, the middle segment is where you communicate value to your target audience. It is here that you look to promote or sell the “main objective” to your “target market” highlighting how your products and services can provide a solution to their needs.

As you can see by the marketing bow tie, advertising and promotions are only one component of an overarching marketing strategy and sits in the middle of the right-hand side of the marketing bow tie.



Advertising

Advertising is the use of **paid announcements in the media** to promote your company brand, image, products and services or a special event.

Advertising takes the place of one on one selling **to entice the customer** to take some kind of action; go to your website, call you, visit your store, buy your products and services. Advertising works by helping to **build your brand** (your company name and image along with the products and services you sell).

Advertising builds and maintains market share. Advertising works to help consumers be aware about **having a choice** of brand (products or company) and to be able to make that choice according to their individual needs, likes and dislikes.

Advertising is **most effective when it reaches the right target audience** for the products and services being offered.

An advertising **strategy** should be designed to influence consumer behavior to take some kind of action. The advertising strategy is more important than the creative aspect, as the **wrong strategy can target the wrong market segment** thus failing to achieve your marketing goals.

Advertising is an integral part of any marketing activity and should not be confused with or used as a synonym for marketing.



Advertising is a particular form of communication or promotion that is aimed at persuading people to become aware of your product or services with a view to getting them to make a purchase. Personal selling too is an integral part of marketing aimed at promoting your products and services, but like advertising, is not synonymous with marketing which focuses on more than just the promotion of your products and services. Marketing takes into account the product, the price and the distribution of an order and leverages relationships to achieve its end.

A marketing strategy might also include the use of websites, webinars, public relations and a plethora of other marketing channels.

Marketing channels

There are multiple channels you can use to reach your **target market**. Here's an example of some of the most common marketing channels used to communicate value.

Advertising	Social Media	Promotions	Personal Selling
Newspapers	Facebook	Competitions	Networking
Magazines	Twitter	Expos	Cold Calling
Radio & Television	Instagram	Give-a-ways	Telemarketing
Direct Mail	You Tube	PR Releases	Presentations
Cinemas	LinkedIn	Website	Customer service
Billboards	Blogging	Brochures and Fliers	Inbound calls
Posters	Pinterest	Business Cards	Email Marketing
Buses, trains, taxis		Vlogging	Affiliate Marketing
Subway platforms		In-store promotions	
Skywriting		Advertorials	
Back of supermarket tickets			

Advertising mediums

Advertising involves either purchasing space in some form of print media or purchasing time in some form of communication media that either promotes your business or the products and services you sell. The medium in which you choose to advertise will vary depending on what it is you wish to promote at any one time. Where you choose to advertise will depend on what you think will be the most effective for the advertising dollars you have to spend.

Your **buyer personas** will identify what marketing channels your **target market** is most likely to engage with. For instance, social media would not be the right channel to use if you sold mobility scooters to the 65-80-year-old age group. Newspaper advertising, brochures, flyers and other promotional activities would be more appropriate. Social media might be appropriate advertising channel for 18-30-year-olds who love technology.



Promotions

A promotion is a **temporary incentive used to entice people to buy your products and services**. For example, you might own a restaurant and decide to take a booth at a food expo to promote certain foods. You might promote special events in your restaurant such as Valentine's Day, Easter, Mother's Day, Halloween or any other themed or promotional event. A promotional event usually has a beginning and an end to the promotion.

A promotional event, service or product needs to be **"Advertised."**

Public Relations (PR)

A business has control over advertising all the way to the public. A public relations professional only has control until the message is released to the media who choose if they wish to pass the information onto the public.

Advertising your corporate brand

Every business should develop corporate advertising of their brand, that is to advertise what you and your business stand for and the products and services you offer. It keeps your brand top-of-mind in the consumers mind.

Your business card, letterhead, directory, store, workshop or vehicle signage, corporate uniforms are all examples of advertising your corporate brand. Corporate advertising needs to express elements of the following:

The Corporate Identity

- ▶ Who are you?
- ▶ What is the name of your company?
- ▶ Where are you located?
- ▶ What are your name address and telephone details?
- ▶ What is it you do? Retail, manufacturing, provide a service?

The Corporate Image

- ▶ What is your logo?
- ▶ What are your corporate colors?
- ▶ What do you stand for?
- ▶ What is it about your company that is unique?



When you first set up your business, you need to get your **("brand") company name** out to the consumer as frequently as possible. This segment of the marketing mix is called **building your 'brand' name**. You want the consumer to think of your name first when they need your products or services.

Advertising business to business (B2B)

Your advertising mix here is targeted towards other businesses and is designed with the intention of developing sales with the maximum amount of exposure without making personal calls. Advertising and direct mail is a means of offsetting the high cost of making personal sales calls. It also gives you the ability to reach a greater segment of your target market.

Advertising retail

You need to generate foot traffic and walk in sales when located in a retail location. Here your advertising mix is targeted towards **projecting your brand name and location to your target market**. Retail advertising also includes merchandising displays and signage in the marketing and advertising mix.

Direct marketing

Direct Marketing involves a marketing mix that does not include selling directly from your place of business. Many home-based businesses rely heavily on direct marketing techniques. This advertising and marketing mix can include, brochures, catalogues, telemarketing, door to door selling, social media, mail outs, letterbox drops, radio and TV or any other media that encourages the consumer to buy over the phone or fill in an order form. Direct marketing often includes the use of 0800 telephone numbers and utilizes credit cards sales.

Advertorials

Advertorial style makes your ad look like a news story, which will give it credibility. Advertorials have compelling headlines, lots of informative, interesting text, quotes and graphics. People are tired of in-your-face ads and prefer this soft sell today.

Newspaper and magazines sell advertising spots in return for space on their pages. Costs can vary depending on the readership and distribution of their newspaper or magazine. Prices can also vary depending on the size of the advertising and its placements within the publications. The size of the advert is usually based on column width and length. You would normally ask the newspaper or magazine for a "rate card" which outlines their advertising rates. The rates do not include any production costs.

Classified adverts

Classified adverts are usually low cost small messages grouped together under a listing by content name. Example; cars for sale, services for sale, houses to let. Generally, they are less expensive and located towards the back of a publication.



Radio and television

Radio and television sell advertising spots for time on air. Like newspapers and magazines, they will generally have a rate card listing costs depending on radio listeners, television viewers, time of day and length of advertisement. These costs do not include production of the advertisement.

On-Line advertising

On-line advertising sells products and services on websites through banner adverts, contextual adverts, email marketing. The costs of the advertisement depend on the traffic passing through the site and again production costs are not included.

In-store advertising

In-store advertising appears beside a product display and near check-out lines to catch the shoppers by encouraging them to make an impulse purchase.

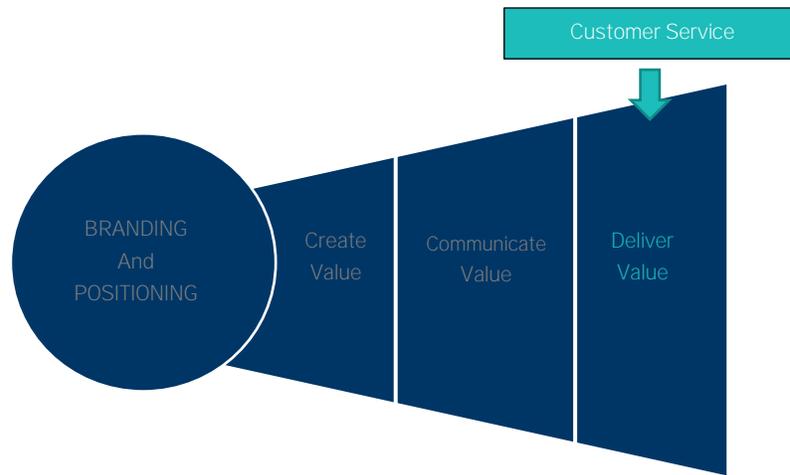
Billboard advertising

Billboard advertising is outdoor advertising on large signs that can be seen at a distance. Not suitable for long advertising messages.



Delivering Value

As you move to the far right of the Marketing Bow Tie, you move into the segment where you deliver value. This is where you keep customers happy which leads to retaining loyal customers and gaining referral business.



It costs almost six times to find a new customer than it does to retain an existing one. What is the point of spending thousands of dollars to acquire a new customer if you can't keep them making delivering value an equally important segment of the **Marketing Bow Tie**.

Metaphysics talks about the law of reciprocity. It states whatever you give out determines what you get back. If you overdeliver your promise you receive customer loyalty. If you under-deliver value, you are likely to receive bad reviews and lose the trust of the customer.

In the contemporary environment where people are exposed to thousands of advertisements daily, selective attention and selective perception are real concerns in an overcrowded and highly competitive market.

Drawing a line between an advertisement and a sale may oversimplify the advertising process as the decision to buy is based on several other factors both internal and external. Advertising cannot be credited or blamed for sales growth or decline without examining other contributing factors such as product, price, place, promotion, people, physical evidence, process, along with other macro-environmental factors as well as internal motivation.

The impact of other sources, besides the mass media, should not be underestimated in the equation in terms of the impact, and influence, they have on affecting buying choices.



In other words, if you advertise and sell a product or service and under-deliver on your promise, you are likely to create an unhappy customer. On the other hand, if you under-promise and over-deliver, you are likely to create a happy customer who will buy from you again.



Deciding Where To Advertise

If you don't have the luxury of being able to use a marketing professional or advertising agency, you might need to prepare an advertising campaign yourself. Deciding where to advertise depends on which medium you wish to use based on your target market and buyer personas.

Deciding Which Channel To Use?

Your buyer personas will give you an indication of what marketing channels to use to reach your ideal customers. However, there are a few other considerations.

Budget

Your budget can be a huge factor when choosing an advertising channel to work with. Some advertising channels are much more expensive than others. Very few businesses can afford to use television as an advertising medium because it is so expensive – not just the air time but also the production costs.

Lead Time

The Lead-Time you have before placing the advertisement is also a consideration. Some advertising channels **need to be booked or prepared a long way in advance** whereas others can be used at short notice.

Frequency

Frequency is also a factor. Taking a single advertisement in a daily a paper may not get you the impact you need for your advertising dollar **as it only appears for one day** before the average person discards the paper. On the other hand, advertising in a magazine might be more advantageous as magazines are often kept in reception areas for customers to read for many months at a time.

Target customers

You must also know that the channel you are using will **reach your target customers**. If you want to reach the wedding market, advertising in a Bridal Magazine would be more beneficial than advertising on talk back radio station. Whereas using a radio station that plays rock music and caters to a younger target market may be a better medium for reaching this market.

Message

The message you want to portray also determines the advertising medium you choose. If you are looking to promote your business in a generic sense, billboards, vehicle signage and Yellow Pages might be your choice. You would not use a directory to advertise a short-term promotion since an advertisement in a directory lasts for a year – whereas your promotion may be a limited offer.

Advertising won't sell an inferior product or service more than once!



Choosing The Right Channel

Newspapers

Newspapers are a good medium for branding, promotion or describing your products and services. Your message however needs to be effective because you only have the attention of the reader for a very short time span. Local newspapers have the ability to penetrate the local community in which you operate as all readers are your potential customers if they are your target market.

The downside to using newspaper advertising is that it has a very short life span. If your advertisement is not read on the day it appears, chances are that it won't be read at all. While free newspapers may seem like a good place to advertise, the readership is not committed and likely to discard the paper without reading it. Whereas people who pay to have a newspaper delivered are more likely to read it cover to cover.

For a newspaper advertisement to work, it must be strong on graphics and visuals to get the attention of the reader. This is because most people scan the newspaper and don't read every word or every page. Additionally, the print quality is usually not the greatest with a limited opportunity to use colour for effect.

Choosing to advertise in a newspaper because it has the cheapest rates may not be the best choice if their circulation is limited. You need to analyze the cost of the advertisement versus the distribution.

Radio

Radio is a medium that can reach people in a variety of places at the variety of times. It could be in their car, in the workplace, at home, on holiday.... the possibilities are endless. Radio stations also appeal to different segments of the market. One may play rock or pop music, others country music and still others talk-back. Each one will appeal to a different segment of the market. Make sure when you are using radio that you target the right times and frequencies that best match your target market listeners.

Radio stations will have statistics on their listeners. Understanding their listener demographic will help you to choose a radio station that matches a segment of the market right for your products and services. Radio can be a very effective method of promoting a day or event such as Valentine's Day, Mother's Day, Father's Day or even Christmas that prompts the customer to take immediate action to call you and place an order.

The downside of radio is that you are always limited to the target audience of the station you choose to advertise with. It also can become an expensive medium to use. The most expensive time of day to advertise is drive time, when people are driving to and from work and unfortunately, this is also the most effective time of reaching an audience.



Additionally, the advertisement must be broadcast more than once, as the method of communication is auditory. People remember what they see more than they remember what they hear, therefore repetition is important for the advertisement to be effective. This repetition adds to your costs.

Television

Television is an excellent medium in which to advertise products and services because it is highly visible by combining the use of colour, graphics, movement and audio. Most small businesses find the costs of using television prohibitive. You could consider using smaller or local television stations that offer advertorials (interviews where you talk about your products and services that you pay for) that are more cost effective.

Directories

When you are starting a new business, you may miss out on being in a printed directory for the year because advertisements in printed directories are booked so far in advance. However, many directories offer an on-line version where you could list your business details.

If you do use a print directory, it's hard to know how much you should spend on an advertisement. Prices vary according to size, shape and position. This very much depends on your budget. However, a "smaller well-presented advertisement" can sometimes be more effective than a larger, poorer presented one.

Always buy the biggest advertisement you can afford.

If you are unsure of the type of advertisement to use, look through the directory and mark all the adverts (of any product) that captures your attention. Photocopy them and then ask yourself: "Why did it get my attention?" Was it the Heading, the size, the layout, the photo, the illustration? Keep the photocopies to give you ideas on how you want to present your advertisement.

A wider and broader advertisement is more effective than one that is taller and narrow. This is because people find it easier to read left to right than up and down.

When advertising in a directory, be careful not to try to convince readers to buy your products and services. By searching through the directory, they have already decided to buy, they are now trying to decide what company to use! Your advertisement needs to project a reason for them to call you, go to your website or to visit your store over your competitors. Keep in mind your value proposition.

The disadvantage of advertising in a directory is that you are surrounded by your competition. It is very important that you make your advertisement stand out from the rest.



Unlike an on-line directory, always, always, always check a proof of your advertisement before it is published. You cannot change a mistake after the directory is printed. A year is a long time if you made a mistake!

Outdoor Advertising

Outdoor advertising includes a variety of outdoor signage that includes:

- ▶ Signs
- ▶ Billboards
- ▶ Posters
- ▶ Moving Vehicles

Outdoor signage by its very nature is usually seen while people are on the move. Therefore, the message needs to be clear and concise because you have a very short period of time to get a person's attention. Outdoor signage can be very cost effective in relation to other forms of advertising. For instance, a sign-written vehicle or shop signage is cost effective because of the longevity of the signage after the initial costs are paid.

Magazines

Magazines can be an excellent medium for advertising your products and services providing the magazine focuses on the industry you are in.

If you specialize in the wedding market for instance, advertising in a bridal magazine could reap long-term rewards. Because of the very nature of the wedding market, many bridal stores and wedding specialists keep bridal magazines for years. Therefore, an advertisement here could have longevity and thus a good investment for the costs involved.

If you are in the fishing industry, a fishing magazine would be ideal for you to advertise providing you have the ability to deliver your products and services to the distribution of the magazine.

Magazines can convey your message in color which may make it a suitable medium for advertising products over services. The downside can be the cost factor along with placement and lead times. You usually must book a long way in advance and don't always have control over the position of the advertisement in the magazine concerned.

Direct Mail

Direct mail is where you target the customer directly into their letterbox or PO Box. It includes mailing out brochures, fliers, letters, price lists and is widely used by many businesses. It is a very flexible medium to use in that you can target any sector of the market at any time covering a generic promotion or a specific promotion.



The success of a Direct Mail campaign will depend on how well you prepare your mailing list. If your mailing list is not targeted to the right market, no matter how good the promotional package you are offering, your promotion will have no impact.

For instance, if you wanted to target the hotel or function market, you could create a list from an on-line directory that included all the hotels and function centres in your area. Business directories, trade and industrial directories are a great source for focusing on your target market. You can tap into organizations such as the Chamber of Commerce who produce their own directory.

Direct mail is a great method of targeting lots of people all at once. If you are targeting the Christmas market, you cannot possibly door knock or set up personal appointments for every potential Christmas client. The purpose of direct mail is to reach more of your target market than with other marketing options.

You might choose to run a direct mail campaign every few months on a regular basis. Your target market may be your database of existing customers where you keep them informed of new products and services or to promote a specific event such as Valentine's Day. Or you may target a particular business sector of the market.

The disadvantage of a direct mail campaign is that it can be expensive in terms of the cost per unit if you include envelopes, postage and the printed matter into the equation. Therefore, you must be sure that the people you are mailing are your target customers and that your material is not perceived as junk mail instead of direct mail.

Editorials and advertorials

Local newspapers often write articles about people in their local community. This is an excellent way to expose your products and services without costing a cent.

Try writing an article and sending it your local editor along with a colourful photograph of your work. They may choose to print it for free. Sometimes you will have to pay, but an article can be a better marketing tool than running a static advertisement, especially if there is a photo attached. However, this form of exposure is more likely to work if there is a human-interest story behind it.

Perhaps a customer sent a sick child in hospital a beautiful bouquet of flowers to cheer them up. A grandmother celebrated her 100th birthday and to celebrate she was sent 100 balloons or a 100 people each brought a balloon and gave it to her. The possibilities are endless where you can combine human-interest stories at the same time promoting your business.

Publicity

Radio Stations are always looking for promotional support and your products and services may be just the thing. Why not do a contra with a radio station where the Radio Station gives away your speciality



product or service (provided by you). In return, you get free exposure for your business or perhaps free advertising.

In addition to newspapers and radio stations, television stations are always looking for stories that are newsworthy and provide great visuals. If your business is supporting a charity event as an example, why not notify the media in advance, they might send a camera along to record the event. They get the story, you get the “publicity.”

Publicity is different from advertising because there are no costs attached. However, that being the case, as a business you have no control over whether the publicity benefits your business or not. Not all publicity is good – it can also be bad.

Press Release

You do not have to be a public relations company to send out a Press Release. A Press Release is a **“Fact Sheet”** sent to various new media that state details of a story and includes the:

- ▶ Who
- ▶ What
- ▶ Where
- ▶ When
- ▶ How

To get the attention of a reporter, it needs to have an angle to the story – you need something that will **“Hook”** a reporter into following up on the story.

A press release needs to follow a simple format and should not include too much information. If you want a press release to work for you, you need to follow a simple professional format.

Other forms of advertising

There are other forms of advertising that you can also consider advertising your business, products or services. Get creative.

- ▶ Signage on the back, side or interior of a bus or taxi.
- ▶ Fliers that are dropped in letterboxes.
- ▶ Fliers placed under the windscreen of cars in a parking lot.
- ▶ Advertising in movie theatres as part of their regular advertising programmes.
- ▶ Fax or E-mail attacks where you send out messages or fliers through this medium.
- ▶ Advertising your name on various promotional products.
- ▶ Advertising on a supermarket cart.



Advertising Costs

Newspapers

Display advertisements are usually sold by the column and by the centimetre or inch.

A column inch is a unit of space one column wide by one inch high. For example, if a newspaper charges \$12 per column inch, an advertisement measuring 4 columns wide by 10 inches deep would cost \$480. This is calculated by 4 columns x 10 inches = 40 column inches x \$12 per column inch = \$480.

Most full-page adverts are measured as 6 columns x 21 inches, or 126 column inches. In this example, the cost for a full page would be \$1,512. This is calculated by 126 column inches x \$12 per column inch = \$1,512

Example Metric System

6 x 1	refers to	6 centimetres by 1 column
10 x 1	refers to	10 centimetres by 1 column
7 x 2	refers to	7 centimetres by 2 columns
10 x 3	refers to	10 centimetres by 3 columns

Classified advertisements are usually sold by the line rather than by the column and are generally sold at cheaper rates than display advertising as they don't have the same impact.

Newspaper advertising is also sold in terms of:

- ▶ The section in the paper.
- ▶ The size of the advertisement.
- ▶ The number of times your adverts run.
- ▶ Day of week vs Sunday where you will pay more.
- ▶ The type of display either a "Run On" in the classified section or a "Bold or Display" advert.
- ▶ Black and white or color.

Advertising rates for each type of advertisement is determined by the size of the newspapers circulation. The larger the circulation, the more expensive the rates. Your budget will determine what type of advertisement you can afford to buy.

However, just because one newspaper is cheaper than another, this doesn't automatically mean they are the best choice. **You need to compare costs versus circulation.**

Here's an example of a rate card from the [Bozeman Daily Chronical](#).



Radio

Radio advertising is usually sold in terms of time or units of 30 or 60 second slots. The rates depend on how far the radio station transmits in terms of area **plus** the number of potential listeners within that area. Not all the listeners tune in at the same time, certain times of the day are more heavily saturated with listeners than others.

Drive time is the most expensive time to buy advertising on the radio because this is when people are either driving to or from work. It is when the most number of listeners are tuned in at any one time.

The cheapest time slots to buy advertising on the radio is what is known as **ROS (Run of the Station)**. This is when the radio station puts out your advertisement when they want to. Radio stations also offer advertising packages that might include a pre-determined number of advertisements over a week that include, some drive time and some **ROS** advertisements.

When comparing costs from one station to the next, you need to compare their target audience as well as costs. Radio stations target different age groups by the very nature of their programmes and music they play. You need to take this into account when you are buying radio time as their audience it must be compatible with your target market. If you are comparing the cost of two similar stations, take the cost of the airtime and divided by their estimated audience for that time slot.

Direct Mail

The costs of any direct mail campaign will depend on how you structure it. Obviously, a simple flier will be cheaper than sending out an envelope stuffed full of information. Regardless, **don't forget to take into account all your costs.** These could include all or some of the following costs:

- ▶ Graphic design
- ▶ Mailing list
- ▶ Mailing Labels
- ▶ Envelopes
- ▶ The content of the envelope
- ▶ Include letters, fliers, brochures, printed balloons or other promotional products
- ▶ Printing costs
- ▶ Labor to address and stuff envelopes
- ▶ Labour to deliver fliers if hand delivered
- ▶ Postage



Advertising Source Book

Very often an advertisement that has nothing to do with your business might get your attention. Make a copy of it and start an "Advertising ideas folder or scrap book!" This will give you inspiration when you need it.

Cut out "any" advertisement that gets your attention - regardless of the product or service. Keep them in a folder or scrapbook. Great to look back on when struggling for ideas.

Photocopy adverts from similar businesses to yours – including businesses out of town! Put in your folder or scrapbook.

Keep a copy of brochures, fliers and mail drops that get your attention - regardless of the product. Keep in your folder or scrapbook.

Start a "Great Words and Phrases" ideas book.



Creating An effective Print Advert

Contrary to what most people think, advertising in print is not to sell your products and services, it is to interest the customer in using your products and services and to get them to take some kind of action. Essentially it is to make the phone ring, visit your website or to make the customer visit you at your premises as an example.

The AIDA Principle

Every effective advertisement has four key points. There is a very simple acronym to use to remember these four points when preparing advertising copy called AIDA.

- A** = Attention
- I** = Interest
- D** = Desire
- A** = Action

Use the AIDA principle to design an advertisement that works.

Attract ATTENTION

For someone to read your advertisement, you need to **attract attention**. This may be with a photo, a drawing, a heading. Think about what attracts you to one advertisement over another. What immediately grabs your attention?

A great advertisement will have a compelling headline. A powerful headline attracts attention and suggests there is a benefit in it for them. Readers scan headlines – if it is compelling they will want to read one. If your headline doesn't grab the readers' attention, your advertisement won't be read.

Hold Their INTEREST

Something about the advertisement needs to create interest for the person reading it. The heading captures their immediate attention, now they read on for interest. Eye catching graphics or a photograph is a means of getting the audience to read your advertisement.

Stimulate DESIRE

Once you have their attention, and they were interested enough to read on, you now have get the person reading it to want to use your products and services. They will ask themselves, what benefit will I receive from using this product or service? Focus on one main objective of your advertisement – what is the message you wish to convey? The main objective is to persuade your audience to do something? Having multiple objectives will only confuse your audience.



Use emotive words like that stimulate the audience to take the next step. It could be.... an irresistible offer.... valuable bonuses... risk free terms.... easy payments..... save you time and money... surprise a love one....

Consumers can be sceptical – use a testimonial or a guarantee to give them confidence in your offer. Consumers take confidence from other people who have successfully gained the benefits of using your products and services.

Prompt ACTION

The final reaction to a person reading an advertisement, is the action they take. Do you want them to call you, do you want them to visit your shop or showroom? The advertisement needs to reflect the action you want the customer to take. It could mean using words like; ...call today ...phone us first ...don't delay ...phone away ...visit our showroom at ...offer lasts onlytoday only!

Having a sense of urgency overcomes a natural tendency for people to be lazy and procrastinate. Make it easy for them to do business with you. The easier you make it for them to take action the more likely they will respond emotionally and on impulse rather than using logic.

Scarcity is a great motivator for people to take action. Limit the quantity or the time the product and services are available so that the consumer will take action immediately or they will miss out. This works because people respond to fear of loss (pain) or the promise of a gain (pleasure.)

Steps to writing an advertisement

Planning is the key to writing a good advertisement. You will always do a better job by following these steps.

1. Purpose and objective

Develop a motivational theme. Ask yourself, **“What is the purpose of the advertisement?”** Is it to promote a sale, offer everyday products and services, tell the public where you are located and what services you offer. Focus on one main objective per advertisement – what is the message you wish to convey? The main objective is to persuade your audience to do something? Having multiple objectives will only confuse your audience.



2. Who Is Your Target Audience?

Ask yourself "Who am I writing the advertisement to? Who is my target market? Is it the general public, a specific demographic, another business or one of your buyer personas?"

3. Write an attention-grabbing headline

Write an attention-grabbing headline! The most important element of your advert is the headline. Those 3-8 words must grab the interest of the reader or the advert will fail.

You only have a very short period of time to capture a reader's attention before you lose them. The purpose of an eye-catching headline is to get their immediate attention. The reader considers "what am I gaining here and now and why should I keep reading. Make a list possible headings or ideas that will attract attention.

4. What products or services will you offer?

Before you write your copy, make a list of the products and services of what you are offering. Remember depending on the type of advertisement and your budget, you can't be all things to all people. Be ruthless and specific and ensure it ties back to your headline.



5. List the Benefits Your Audience Will Receive

Make a list of the possible benefits the customer or person reading the advertisement will receive from using your products and services. This will form the basis of your main copy.

6. Create a clear call to action

Ask yourself, ***“What action do I want the customer to take”*** – to call you, visit you, come to your display booth, register for a promotion. Make sure you have a clear call to action stating what you want the reader to do.

7. Draft your advert

Using the **AIDA** principal, draft your advertisement.

ATTENTION

INTEREST

DESIRE

ACTION



8. Proofread and Check

Check the following:

- ❑ Does the headline attract attention?
- ❑ Does the copy hold their interest?
- ❑ Are the benefits included in the copy?
- ❑ Are there any repetitions of message?
- ❑ Is there an opportunity to shorten the message?
- ❑ Does the copy convey the message you want?
- ❑ If you were a prospective customer, would it attract your attention?
- ❑ If you were a prospective customer would it cause you to respond?
- ❑ Is the phone number correct?
- ❑ Is the name and address correct?
- ❑ Is the website address correct?
- ❑ Is the email address correct?
- ❑ Is the contact person's name correct?

9. Finish the copy

Finish a good copy of the advertisement ready for print.

"The only similarity between a well written advert and a poorly written advert is, they both cost the same to print."



Creating Powerful Copy

Creating powerful copy is essential to ending up with an effective advertisement. Be as concise as possible. Try to empathize with your audience by putting yourself in their shoes by writing copy that addresses their needs and desires.

Don't use jargon

Avoid corporate jargon but do use appropriate vocabulary for your audience. Jargon only confuses your audience and be sure to use meaningful descriptive words to maintain their interest. For example; *superb, rare, world class.*

Don't use jargon they may not understand; write more about the benefits of the product and how it will make your target audience's lives better. Consumers value their time and money and stressing how reading your advertisement will save them pain or gain an opportunity will greatly improve your chances of finding a new customer or client.

Avoid clichés.

A cliché in advertising can act like a disease, crippling the impact of the advertisement. They aren't appreciated by the savvy consumer who views them as a cheap trick that only detracts from the effectiveness of the advertisement's message.

Don't use capitals and apostrophes randomly.

Be consistent. Keep your sentences short, saving the academics for technical writing. Try to write just enough to make your point leaving the audience interested in calling you, visiting your retail premises or website and willing to investigate if to buy your products or services.

Keep it brief!

Use short sentences and avoid longwinded words like obtain and utilize. Instead, use short ones like, get and use. Research tells us readers read in an 'F' pattern and will skim the advertisement therefore your message needs to be short and to the point.

Include only the essential elements

Only include only the essential aspects of the message you are trying to convey. You're aiming to get people hooked with the 'feel' of the message not have them read a novel about every aspect of your products and services. Ultimately as a result of reading your advertisement, you want them to take the next step which is known as a call to action. For example; ***Call us on 303 775 6424. Visit our website www.strategez.com or email us at***

Write the Way You Speak

Write the way you speak which will resonate more with your target audience. It's much more engaging. Use contracted words, example you're, instead of 'you are'. But don't be afraid to alternate with the full version. Use 'you' instead of the third person because 'you' speaks directly to your reader.



Bullets and lists

Avoid excessive lists and bullet points – it's good to use a few.

Always write in the present or future tense, rather than the past. This creates a sense of urgency, ultimately you want your target audience to act now. Begin sentences with 'because', 'and', 'but' and 'or'. (you are not an English teacher!)

Use transitional words to create a flow throughout the advertisement. For example;

- ▶ Alliteration: the use of similar sounds to begin words, 'powerful possibilities'.
- ▶ Since, remember, by comparison, perhaps, imagine, in short, of course, chances are.
- ▶ Word play: could you use words with double meanings, or that sound the same to create interest? Example; hire/higher, course/coarse, arm, interest etc.

<i>Adore</i>	<i>Cherish</i>	<i>Exquisite</i>	<i>Immense</i>	<i>Pretty</i>
<i>Adorable</i>	<i>Cheerful</i>	<i>Enticing</i>	<i>Incomparable</i>	<i>Precious</i>
<i>Admire</i>	<i>Crystal</i>	<i>Fabulous</i>	<i>Incredible</i>	<i>Perfect</i>
<i>Astonishing</i>	<i>Cosy</i>	<i>Fanciful</i>	<i>Imaginative</i>	<i>Radiant</i>
<i>Alluring</i>	<i>Colossal</i>	<i>Fantastic</i>	<i>Joyous</i>	<i>Remarkable</i>
<i>Abundant</i>	<i>Dainty</i>	<i>Fascinating</i>	<i>Jolly</i>	<i>Romantic</i>
<i>Amazing</i>	<i>Dazzling</i>	<i>Floating</i>	<i>Lovely</i>	<i>Superb</i>
<i>Attractive</i>	<i>Delicate</i>	<i>Fantasy</i>	<i>Luscious</i>	<i>Stately</i>
<i>Appealing</i>	<i>Delightful</i>	<i>Glimmering</i>	<i>Liberal</i>	<i>Spacious</i>
<i>Beaming</i>	<i>Distinctive</i>	<i>Glittering</i>	<i>Luxuriant</i>	<i>Sophisticated</i>
<i>Brilliant</i>	<i>Diamond</i>	<i>Glowing</i>	<i>Luxury</i>	<i>Shining</i>
<i>Beautiful</i>	<i>Dramatic</i>	<i>Generous</i>	<i>Magnificent</i>	<i>Splendid</i>
<i>Blissful</i>	<i>Dreamy</i>	<i>Graceful</i>	<i>Majestic</i>	<i>Shimmering</i>
<i>Bright</i>	<i>Excellent</i>	<i>Gorgeous</i>	<i>Massive</i>	<i>Softly</i>
<i>Bountiful</i>	<i>Elegant</i>	<i>Gleaming</i>	<i>Marvellous</i>	<i>Spectacular</i>
<i>Cascading</i>	<i>Enchanting</i>	<i>Grand</i>	<i>Overflowing</i>	<i>Stunning</i>
<i>Captivating</i>	<i>Enormous</i>	<i>Glorious</i>	<i>Pleasing</i>	<i>Whimsical</i>
<i>Charming</i>	<i>Extensive</i>	<i>Handsome</i>	<i>Pleasant</i>	<i>Wonderful</i>
<i>Cheery</i>	<i>Extraordinary</i>	<i>Huge</i>	<i>Picturesque</i>	<i>Valuable</i>



Producing Your Advert

It pays to work with a professional designer and or the newspaper's production department to produce a quality advertisement ready for print. If you don't have your own graphic designer, you can hire one starting at \$5 on [Fiverr](#).

Preparing an advertisement for the media often must pass through many hands. It goes from you to a printer's salesperson, to the typesetter, possibly a photographer before it comes back to you for proofreading.

To save on revisions and possible additional costs for revision, your copy needs to be clear and understandable!

Proofreading

Before you are ready to place your advertisement, proof read like there's no tomorrow. Get someone else to proof read and double check your call to action, your phone number, email address, website or address. When you work with this information day in and day out., it's easy to overlook spelling errors and transcribed phone numbers. Use a dictionary or spell check to avoid 'typos'. And use a thesaurus to avoid repetition.

Presenting To The Printer

If you are creating the advert yourself, present your advert to the printer in three parts.

1. Layout

This is a complete diagram of how you want all the components of the advertisement to be laid out on the page. **Label "LAYOUT"**

2. Typescript

A copy of all the words you want included in the advertisement. **Label "COPY"**

3. Artwork, Illustrations and Photos

If there is more than one illustration or photo for instance, make sure you label them... 1, 2,3 and that they relate back to the layout. **Label "GRAPHICS"**

Approving The Proof

You should always request a proof from the printer of the newspaper or magazine – most printers will do this automatically. Check for layout, photo placement to the size of the text. It may look different from what you expected. The proof will show you exactly what the advert will look like before it goes to print. Again, check your copy especially your contact name and details. Any mistake can turn your dollars into a disaster.



Measuring the Results

There is no point running an advertising campaign if you don't find out how effective it is.

Part of the process when spending advertising or promotional dollars, is that you build in a mechanism by which to measure the effectiveness of the campaign. That may be as simple as asking the question, "how did you find out about us?" as an example. Always ask the question and keep records so that you know what worked and what didn't.

Every time a new customer contacts you, always ask how they heard about you. If someone else has referred them, make sure you get that person's name so that you can send them a "thank you" note. When you take an order, make a note of where the customer came from.

Return on investment

Marketing dollars need to be spent wisely whereby you get the best return on investment. To understand the return on investment, it is important you measure the dollars spent against the outcome. For example; if your objective is to get people buying your products and services and you spend \$5,000 on radio advertising and you only sell \$1,500, this is not a good return on investment. If you spend that same \$5,000 and get \$20,000 in sales that is a better return on investment.

Use a call tracking number

A great tactic to measure the results of your advert is to use a call tracking number. It could be a specific inbound line or even an 0800 number. If the call to action is to email you, use a specific email address for each campaign. If your call to action is to visit your website, use google analytics to measure increased visits to your website on the day and immediate day after your advert runs.

Use a vanity URL

A vanity URL is a unique web address branded for marketing purposes. It's similar to a call tracking phone number. A vanity URL can track which people went to your website after seeing your advert. This works if you are driving people to your website.



Promotions

Running A Promotional Competition

Be creative with the way you expose and promote your business. Everyone wants something for nothing so why not run a competition in a local newspaper or on social media that helps raise your business profile. It gives you the opportunity to do something different to capture the heart of your target audience.

Promotional Products

There are all sorts of promotional products on the market where you can have the name of your business imprinted on them. Although promotional products make great give-a-ways, they can be expensive in large numbers. Keep in mind the longevity of the item you are printing your name on.

Promotional clothing

You and your employees can wear baseball caps and tee shirts with your business name and logo. They are highly visible and are economical in terms of the number of opportunities to wear them and promote your business.

Printed balloons

The perfect give-a-way as everyone loves balloons. Print your business name or logo on a balloon and include a "thank you" balloon message to your customers and their children. Include an uninflated thank you balloon when you send out an invoice. Give away printed balloons with your name address and phone number every time you pay a bill at a restaurant or include one when you pay your bills through the mail.

Memo pads

Print a telephone memo pad with your name address and phone number and direct mail to all your customers. Give away the memo pad to new customers and include them in your proposals. They are an excellent way of keeping your name and telephone number in front of people as everyone needs a memo pad on their desk, by the phone at home, in the kitchen to write a shopping list... the possibilities are endless. Every time a page is used, your name and number just keep on popping up on a new page underneath.

Printed calendars

Print a yearly calendar with your name address and phone number and direct mail to all your customers every year. You could consider a calendar that sits on a desk, hangs on a wall or a smaller one with a magnet on the back that clings to the fridge. The choice will depend on the products and services you offer. If your target market is mostly the public, magnetic fridge calendars might be more suitable as it is likely your customer base is a private individual. If most of your customers are corporates, desk calendars might be more suitable.



Try printing a calendar that lasts from April to March or June to January instead of January to December.

Fridge Magnets

Have a fridge magnet made in the shape of your logo with your name address and phone number printed on it. Give away when you make cold calls or send to all your customers.

Create a Personal Profile

Do lots of Self-Promotion. Put together a booklet that promotes you. Give to important customers and prospective customers as part of your presentation or proposal.

A personal promotional booklet should include:

- ▶ Your photo with your name and qualifications.
- ▶ Any awards you may have received in the industry.
- ▶ Any awards you have receive outside the industry that is relevant to you as an industry professional.
- ▶ A blurb about you as a person, your interests, your vision and a mission statement about why people should work with you and what you can offer.
- ▶ References from satisfied customers and what they say about you.
- ▶ Include copies of publicity you have received such as write ups in the newspaper or magazines.
- ▶ Samples of your best work.

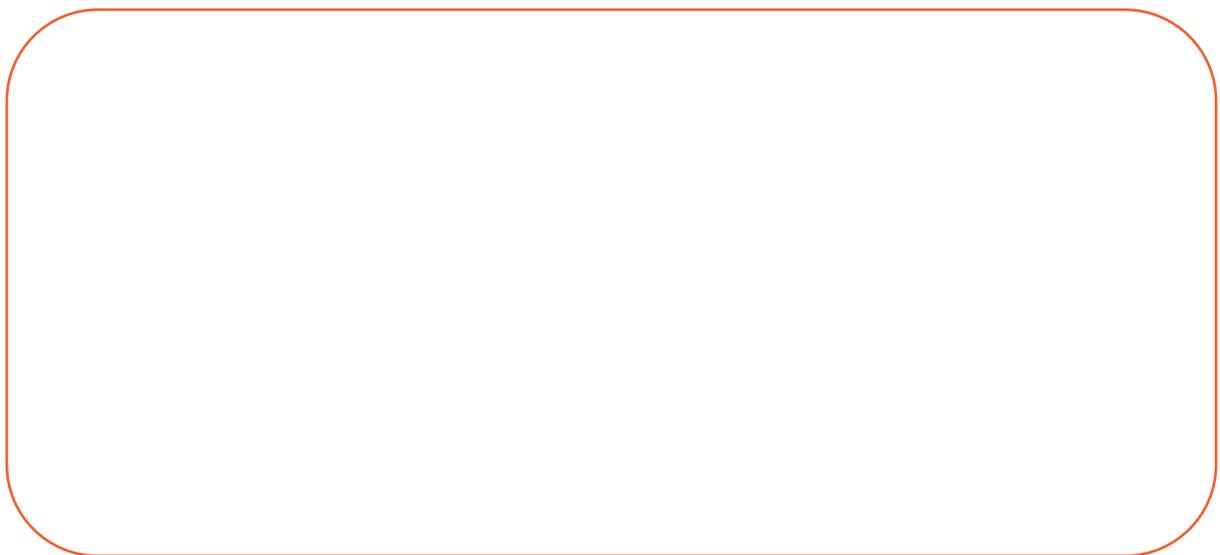
Promotional ideas checklist

- ❑ Advertise in a local directory.
- ❑ Advertise in a local magazine or newspaper.
- ❑ Advertise in industry magazines of related businesses.
- ❑ Produce your own colour brochure.
- ❑ Produce your own promotional fliers.
- ❑ Keep a portfolio of work that you have done.
- ❑ Print a telephone memo pad with your name address and phone number.
- ❑ Print a yearly calendar with your name address and phone number.
- ❑ Send out three monthly newsletters with interesting articles, offer a special prize, make up a puzzle, promote a give-a-way or create other promotional ideas.
- ❑ Press coverage with free articles or editorials in a newspaper.
- ❑ Sign-writing on your car, van and delivery vehicles.
- ❑ Sign-writing on your retail store, showroom, warehouse window or building.
- ❑ Have a uniform and seize every opportunity to wear it in public places.



- ❑ Wear printed baseball caps in public places.
- ❑ Wear printed tee shirts and seize every opportunity to wear in public places.
- ❑ Give away a printed balloon with your name address and phone number every time you pay a bill, visit a restaurant.
- ❑ Have a fridge magnet made in the shape of your logo with your name address and phone number printed on it.
- ❑ Overprint wine bottles with the words “with the compliments of” and give them away at Christmas time to your valued clients.
- ❑ Print chocolates or mints with your name and logo.
- ❑ Print key rings with your name address and phone number.
- ❑ Listen to the radio for a promotion that catches your attention. If it’s in your budget do something similar.
- ❑ Run a competition in a local paper with a prize.
- ❑ Give away a “You’re Terrific” bouquet of flowers every month and advertise it!
- ❑ Give away a packet of Forget Me Knots seeds with your name attached to note that says “Forget Me Knot” next time you need our products and services.
- ❑ Give away a tea bag with your name on attached to a note that says.... “Think of me, over your next cup of tea”.
- ❑ Be a good listener (so and so are moving into a new house) “Housewarming”! (So and so is having the big 50 this year) “Birthday”. (so and so are opening up a new store) “Grand Opening”!

Brainstorm promotional ideas of your own.



Common Sales and Marketing Terms

As a small business owner it can be very confusing understanding different sales and marketing terms. Here is a list of commonly used sales and marketing terms.

- ▶ An **advertisement** is a paid announcement placed in the media
- ▶ An **advertiser** is the person or business looking to generate increased sales of their products and services through paid advertising
- ▶ An **advertising message** is the message that appears in the media paid for by sponsors
- ▶ **Sponsors** are the people who pay for the production of the advertisement and the placement in the media
- ▶ The **media** includes both traditional and non-traditional media including newspapers, magazines, television, radio, outdoor signs, websites, social media and any other place where an advertisement can be placed and seen by the intended audience
- ▶ **Placement** of an advertisement is the buying a specific spot in print, online or on air.
- ▶ **Branding** involves the frequent repetitions of a business name, product name or image in an attempt to capture a place in the consumers mind
- ▶ An **infomercial** is a television commercial of between 5 minutes to an hour designed to attract the consumer to make an immediate purchase
- ▶ An **advertorial** is an article in print media designed to give credibility to your products and services and have the consumer make contact
- ▶ A **client** is customer who buys and receives help, service and advice from an advertising professional or advertising agency
- ▶ An **advertising agency** is a service that helps client businesses sell their products and services by producing and placing advertising in the media
- ▶ **Free media** is information designed to persuade produced by an advertising agency or public relations professional for publicity purposes
- ▶ An **integrated media** campaign combines paid advertising with free media



- ▶ **Viral marketing** is when social media is used to increase brand awareness
- ▶ **Email advertising** (spam) is where unsolicited emails are sent in bulk
- ▶ **Niche marketing** is where advertising is targeted to a specific demographic
- ▶ **Product placement** is where the brand is used in front of an audience without using traditional media – example using an apple computer in a scene from a movie
- ▶ **Guerrilla marketing** takes an unusual approach to marketing like a staged encounter in a public place or giveaway products like a car with branding all over it
- ▶ **Celebrity branding** where a celebrity is used to endorse a product or service
- ▶ **Interactive marketing** is where online media is used to drive consumers towards your products and services by asking them to respond immediately on-screen to an advertisement
- ▶ **Embedded advertising** is where marketing messages are placed inside non-advertised products such as a video or news article to direct the reader to branded products and services

