

ADVERTISING – Grab their Attention, make it Memorable and Measure the Results!

By John Murray

When you first decide to advertise, you will have no real idea as to the level of success that you can expect from the campaign. Here are a few tips to load the dice in your favour.

- ◆ Numerous studies of advertisements that have been deemed to be successful found that these ads usually included one or more of the following words in order to grab attention – “New”, “Free”, “Fast”, “Breakthrough”, “Sale”, “Special”, “Amazing”, “Now”, “At last”, “Easy”, “Introducing”, “Unique”.
- ◆ Remember the “AIDA” formula when structuring any advertisement. It is:
 1. A = Attention (use a great headline to get their attention early and let them know you exist)
 2. I = Interest (spell out the WIIFM - “What’s In It For Me” - to stimulate their interest and to make them care about your offer)
 3. D = Desire (make it sound like they cannot do without your products - they have to want the benefits your products purport to offer)
 4. A = Action (make it easy and rewarding for them to take action on your offer)
- ◆ The first golden rule to remember before spending any of your dollars on advertising, is to ensure that you have a way in which you can accurately measure the results you achieve against your expenditure
- ◆ Ways to measure results include: coupons that must be surrendered in order to redeem rewards, competitions that are time limited, free-call “1-800” numbers to ring in order to gain further information etc.
- ◆ The second golden rule to remember is that every advertisement must include an offer. You must create a reason and some credible urgency for the potential customer to entice them to respond quickly to your advertisement
- ◆ Don’t underestimate the effectiveness of photographs and graphics, or written testimonials from other satisfied customers. People love the personal touch
- ◆ Be different – one of the common elements in many successful ads is that they take a fresh approach that surprises people with candour. Be honest and sincere, you might be surprised at the results
- ◆ Negotiate using your advertising dollars with your local newspapers and other publications in order to obtain editorial coverage on your business
- ◆ Don’t get bored with a successful ad – just because you see it more often than your customers, does not mean that it is becoming boring or less effective. If it works, keep doing more of the same

Want to know more? Call us for your personal copy of our Focus Notes and to arrange your initial complimentary consultation session valued at \$350. Ask for John Murray, Peter Dowling or Graham Coles on 9555-5578.