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MARKETING TIPS

FOR SMALL BUSINESSES
THAT ACTUALLY WORK



WE'VE CREATED SUCCESSFUL ADVERTISING CAMPAIGNS FOR COMPANIES THROUGHOUT THE UNITED STATES AND BEYOND.

AFTER METICULOUS TRACKING OF CAMPAIGN RESULTS, HERE'S A FEW THINGS WE'VE LEARNED ALONG THE WAY.

1 Before you do anything you must commit to a position. Is your gym for the aspiring bodybuilder or for the regular folks trying to get back into shape? Is your mortgage company for the first time home buyer or for the savvy investor? It all starts with how well you're positioned. Know your role.

2 The first thing you say should promise the number one benefit your product or service provides. Promise a benefit that is unique to your company and which you can deliver. Every day we see ads that promise nothing. They don't work. We promise.

3 Keep it simple. You've heard this before but most campaigns are way too complicated. They embody ten pages of marketing objectives and an even greater number of executive opinions. By doing too much, they do nothing.

4 Class, class, class. It's best to project an image of quality. If your logo, image or advertising looks shoddy, customers will not take you seriously.

5 Never follow a trend. Start one. Following a trend screams, "Look at me, I'm unoriginal!" And worse, it will actually reinforce the brand that started it. Ouch.

6 Don't be a drag. Have you ever been bored into buying something? Neither have we. Yet almost every ad we see has no pulse at all. Get me involved. Talk to me like a person.

7 Use testimonials. They almost always work. We prefer regular people over celebrities. It feels more real. We all hear about how much celebrities get paid to endorse products.

8 Headlines. On average, ten times as many people read the headline than read the body copy. If you don't sell it in your headline, you've wasted your money. That's why almost all of my headlines include a promise and the brand name.

9 Benefits, not features. Headlines that promise a benefit sell five times more than those that don't.



- 10** Breaking news. Headlines that contain genuine, relevant news, sell. We are always looking for the new cool thing, or a new way to use an old thing.
- 11** Write for your customers, not other writers. Your ad should speak to your customers in simple language. People do not want to decipher the meaning of your obscure writing. Save that stuff for your novel.
- 12** Being local is good. It pays to include the name of your city or township in your ad.
- 13** Target your prospects. When marketing to a special group, it pays to tag that group in your headline, then repeat it throughout your ad. "Expecting Mothers" "Narcoleptics" "Need Money?" "Need A Job?"
- 14** Before and after. Before and after ads have always preformed well. Be very careful though, they are overused and can make you blend in rather than stand out.
- 15** Using music. Our research has shown that using music in commercials is more of a distraction than anything else. Unless the music itself is your ad, such as a company jingle.
- 16** What's the big idea? Unless your advertising is built around a big idea, nobody will care. It takes a big idea to get a reaction. The more simple the idea, the better.
- 17** Less is not more; it's less. Tell your whole story. The more you tell, the more you sell. Interested readers read everything you have to say. You're still reading this.
- 18** Test, track, repeat. It is our practice to run up to five different versions of the same ad simultaneously, using only a small portion of your budget. One will outperform the rest. I then repeat this process until I have an ad that pays, and pays well. Only then can I justify asking you to commit to a larger budget.
- 19** Let your winners win. After watching an ad play over and over again it's natural to say, "Okay, what's next?" Don't. The most difficult thing to do is just step back and leave it alone. Some of the best ads have not changed one word in decades.

