



3 STEPS TO GETTING HIGHLY MOTIVATED PROSPECTS OR CUSTOMERS

With the many ways to advertise, it is easy to sometimes be in a rush to just get something out somewhere. But, no matter where you plan to advertise, there are several basic fundamentals that will help create advertisements that are effective and profitable. Here are three that will get you headed in the right direction.

1. First on the check list is; is your unique selling position (USP) clear and provoking?

You need to find out what makes your business different from that of your competitors. From that, you can develop a strategy based on the strengths or even weaknesses of those differences. Actually, good marketers identify strengths, weaknesses, opportunities and threats (SWOTs) and develop their strategy from those factors. Here is an example of a USP that stems from a companies weakness:

“We're not #1, so we work harder to get the job done.”

In this example, a weakness was used to let customers know that they will do what it takes to get the job done. Customers know that they are not #1 so the service and pricing will be competitive.

Having a USP is extremely important in setting you apart from your competitors. It is what gets you into the minds and eventually the wallets of your customers and prospects.

2. Effective Headings and Ad Copy

In developing effective headings and ad copy, it is essential to live by the adage, Attention, Interest, Desire, and Action. Better know as “AIDA.”

This simply means that you grab the attention of the prospect or customer with an compelling headline or graphic, you keep them reading with an interesting ad copy which creates a desire and ends with a powerful call to action .

When developing “AIDA” it is important to keep in mind that all purchases revolve around basic human wants and they fall into two categories; the desire to gain, and the desire to avoid lose. The latter which is usually the most effective. This is an entire article in itself, but if you focus on those two principals, you will be on your way to an effective ad campaign.

3. It doesn't matter what you say if your not saying it in the right place.

Just as important as what you say, is where you say it. Where and when you place your ads will have a tremendous effect on the results of those ads. Knowing little facts, such as, the following will give you a much more effective campaign:

Full page ads get better response on the right hand pages.

Larger ads work better than smaller ads.

If placing smaller ads, they are generate more response if lower on the page and closer to the outer margins.

In direct mail, buyers are more responsive to mailings received mid-week than on Mondays, Fridays, or weekends.

Seminars and lectures work better during the second and thirds weeks of the month.

Those are just a few simple facts that will create better response for you. Being a student and learning all the intricate details of advertising will be time well spent in regards to the success of your campaigns.

Ok, so those three simple steps will help you create more effective and more profitable advertising campaigns. Advertising can be costly if the little details are not given proper attention , but highly profitable if you do your homework and create the most compelling ad and place it at the right time and place.