

Advertising

WBA

Wegman Associates

Setting course on your marketing success.

Graphic Design



**“50% of all advertising
works... we just don’t know
which 50%.”**

David Ogilvy



ADVERTISING

The Art of Matchmaking



Only Fools Rush In

...without doing their homework!

The Process...

Who?
What?
When?
Where?
Why?
How?



Who Are You?

Do some soul-searching.



Who Are You?

Ask your customers for the real answer.



Who Is Your Competition?

Play spy.



Who Is Your Target Audience?



Why Do You Want To Advertise?

Stay focused on the goal



What Is Your Advertising Message

The heart of the matter

5 “Cs” of Ad Creation:

- *Clean*
- *Concise*
- *Creative*
- *Compelling*
- *Call to action*



When Should You Advertise?

Timing is everything!



Where Should You Advertise?

*“The choices are many ...
my dollars are few!”*

And The Nominees Are...

- *Print*
- *Broadcast*
- *Outdoor*
- *Internet*
- *Direct Mail*



How to Choose?

Let the Matchmaking Begin!

Decision Factors...

- *Age*
- *Gender*
- *Hobbies / Interests*
- *Income Level*
- *Geography*
- *Industry*
- *Job Title*
- *Sources of current business*



Cost Factors...

CPI - “*Cost Per Impression*”

(Cost divided by potential audience)



Track • Analyze • Fine-Tune

Find that Perfect Match!



Be Prepared!

*You only get one chance
to make a first impression.*



Public Relations

Looking Beyond Paid Advertising...

Increase Your Visibility

- *Free Press*
- *Events / Tradeshows*
- *Signage / Fleet Graphics*
- *Community Involvement*
- *Promo Items*
- *Pro-Bono Work*
- *Newsletter*
- *Holiday Cards - Thank You Notes*
- *Become an Expert*
- *Blogs & Tweets*

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