

# Quick reference...



## HOW TO MAKE YOUR ADVERTISING WORK

Let's start with why some ads don't work. The ad didn't reach enough people, the message didn't reach people often enough and/or there was a problem with the message. **Yes it is that simple!**

### HERE ARE THE ELEMENTS OF A SUCCESSFUL ADVERTISING CAMPAIGN:

- 1** Get your message out to enough people to reach potential customers who are, or will be, in the market for your product or service. By reaching more people you can also educate readers about your product or service creating future needs. Reaching enough people means you need to saturate the market with your message.
- 2** Run often enough to reach your potential customers repeatedly. People want to buy from businesses they know and trust. If your service or product is not needed on a regular basis by everyone (ie: plumbing) you must keep your name in the forefront of readers minds so that when your service/product is needed you are the first business potential customers think to call.
- 3** Advertise a message that entices potential customers to find out more about your business.