

Review this popular presentation, a sure winner at any business group event. Combined with a Q&A, your attendees' take-away will be essential understand they can put to good use immediately. Call 847-867-1867 or email wordspecs@gmail.com to arrange this or one of our other presentations.

Why Advertising Doesn't Work

Failure to set budget/plan

- Advertising is a cost of doing business (as is rent, salaries, etc), not an impulsive decision with "shotgun" efforts.
- Advertising should be a monthly line item, with a "discretionary fund" for special opportunities that arise.
- Most common error: stopping advertising when business is very good or very bad.
- Most important effort: do one thing well and consistently.

Poor creative

- Logo intensity is vital. Make certain your logo is crisp, clean and easily identifiable
- White space is a good thing! Don't crowd your ad with too much copy or meaningless artwork. Make every word and image count.
- Communicate one single compelling idea. Your customers cannot feel any urgency when reviewing a "laundry list.

"Identity crisis--"ME-TOO-ISM"

- If you lack a clear business identity, your ad may well drive customers to your competitors. Ensure that your potential customer knows WHO you are and WHAT you offer and WHERE to find you.
- Appearance IS important. Create for "format," and stay with it, alternating offers seasonally or periodically, as needed. In other words, the first job of an ad is to be recognizable as "yours"; the specific offer is really secondary to business identification.
- Impact is achieved by coordinating your media, timing, and message across the board. Set your identity with a "motto" you repeat in every ad, for example: "Wordspecs is a one-stop shop for businesses that can't afford a downtown agency."

Following your own history

- Every business needs fresh customers. If you do only what you have always done, you cannot find those "new" customers. Try new approaches, and STICK WITH THEM long enough to give them time to work for your business.
- Track your results! Don't be afraid to ask a new customer "how did you hear about us" and "what inspired you to come in today?" Then keep track of those results, so that you can make a sensible review of your advertising on a regular basis.
- But remember to balance keeping the business you have with getting new customers; It costs 6-10 times as much to get a new customer as to keep an old customer. Remember your existing customers with "frequent buyer" programs and in-store promotions.

Great Expectations

- The fundamental purpose of advertising is name recognition. Patience is a virtue, and a necessity in advertising
- FREE, NEW and SALE ads almost always work, but how often can you go to that well?
- Don't expect dollar-for-dollar return on any single ad. Spending on ads and the offers you make must relate the costs of those to average transaction size over time; only then you can calculate reasonable returns.

Failure to get professional help

- Expertise doesn't cost; it pays! Your nephew, your spouse, your neighbor may be clever and sincere, but a pro will get you where you need to go faster and more cost-effectively.
- Review your ads, and those of your competitors, with a "fresh eye." Note when you see the following: graphic images are poor, concept is vague, consistency of image/message is lacking, call to action missing or hidden.

Ms. Barry been interviewed in the Chicago Tribune and on CLTV and has been a featured speaker at programs for the Antioch and Highland Park Chambers of Commerce and the Independent Writers of Chicago, among others. Her current presentation, "Fat Free Advertising," will be offered throughout Chicagoland in 2010. She was recently the guest of CEOs for Cities at their national meeting in Chicago.