

Blips, Snips & Tips on advertising

Published by Harold Warner Advertising

Vol. VII No. 4 • August 2001

Pay less or get more?

Negotiating with trade media is standard operating procedure. In return for an advertising program, a publisher may offer a discounted rate, market research, special position, Internet links, and other merchandising benefits.

“Never pay retail” is a good strategy. It lowers your cost-per-impression and cost-per-inquiry. Paying less, however, should not be your only concern.

Gaining added exposure through guaranteed news release coverage, no-charge literature ads, direct mail lists, Internet products and other “perks” is much more beneficial than getting the publisher to lower the price of an ad another few dollars.

Greater exposure and other perks keep your company’s name in front of customers and prospects more consistently. This will increase your return-on-investment in terms of awareness, inquiries, website traffic and reputation.

Pointers for broadcast e-mail.

When you conduct a direct mail program, every mailing piece is identical to the others. There is no such assurance when you send broadcast e-mail.

Differences in computer monitor settings and e-mail software among recipients will affect how your e-mail message appears. The dazzling graphics you prepare may only show up as text and links. The layout and font sizes can vary radically on some computers.

There is no way to avoid this inconsistency. The best thing to do is keep your e-mail simple, benefit-oriented up front, and make it easy and worthwhile for the prospect to click-through to your website.

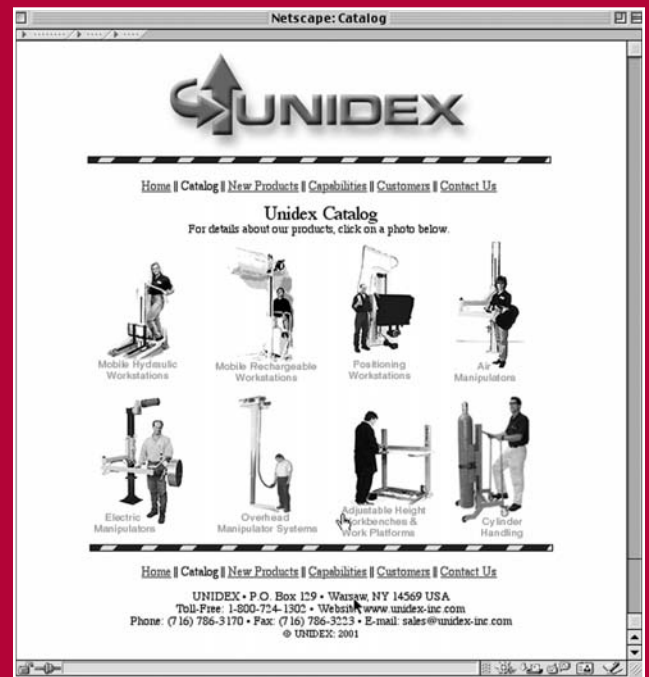
Unleash your competitive edge.

How do your sales representatives win orders against your competition? Is it your price, service, quality, turnaround time, problem-solving ability, or reputation? All these factors may contribute, but is there a dominant reason why customers choose you?

Knowing why customers buy from your company can help refine your marketing communications message. In this way, you can attract other prospects that value the competitive strengths your company offers.

Ask your sales representatives and your customers why you were chosen and why

Idea Showcase



Synchronize for sales. Unidex custom-engineers and manufactures ergonomic manipulators, work positioners, lift tables, benches and other material handling equipment. Its comprehensive program in the *Thomas Register of American Manufacturers* includes display ads, CD-ROM and Internet Catalog pages, and Order Online. Whatever medium used, ads and listings for Unidex direct prospects to specific areas of product interest and response mechanisms. Prospects can send for literature, link to the Unidex website, request a quotation and order the company’s standard models online.

“A committee is a cul-de-sac down which ideas are lured and then quietly strangled.”

- Sir Barnett Cocks

that reason is important to them. Leverage this strength in competitive situations.

Rules of thumbing through.

- Large ads draw more readers than small ads.
- Running a small ad every month is better than running a large ad one or two times a year.
- Use of a second color increases readership 15% or more.
- Four-color increases readership 60% or more.

For overall effectiveness and better results, advertise as frequently as possible. This may mean smaller ads in black and white or two-color at first. You can build up to larger ads and use of four-color.

The more consistently you advertise, the better your chances of being in front of prospects when they are shopping for new ideas, new products and solutions to their problems.

More media requires more discipline.

According to the Publishers Information Bureau, there are nearly 40% more magazine titles than there were ten years ago. Both new and well-

established trade journals are also publishing electronic newsletters sent by e-mail.

Companies such as Vertical Net and others exist solely as Internet trade media.

Your customers and prospects are being bombarded by more messages from more sources. Now more than ever it requires marketers to define specifically whom they are trying to reach and place advertising with media that documents its ability to deliver the target audience.

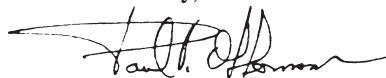
Why you need to advertise consistently.

- Buyers change jobs. Good customers of yours will be replaced by others who do not know you.
- Younger buyers entering the workforce probably never heard of you.
- Business products are bought, not sold. The customer initiates more than 75% of business purchases, so you need to be in front of buyers when they are ready to buy.
- Buyers may spend a year deciding on a purchase, but they only spend a few days deciding which suppliers to evaluate.

Bring consistent success to your marketing.

If you are looking to improve the results of your advertising, look to an agency with more than 55 years of exclusively business-to-business marketing experience. Take advantage of our objectivity and fresh perspective. We'll provide a no-cost, no-obligation analysis of your advertising program. Contact us today by calling 716-852-4410 or sending an e-mail (mail@haroldwarner.com).

Sincerely,



Paul V. Offermann
President

Taking care of business-to-business.

That's what we do for our clients, all of which are professional and industrial companies marketing to other businesses. This is our specialty and expertise that we put to work every day to promote these products and services:

Autoclaves
Chemicals
Construction Slope Gauges
Custom Precision Machining Services
Custom Tools, Dies & Fixtures
Decorative Cabinet Hardware
Die Cutting Presses, Vertical Band Saws & Heat Laminators
Energy Saving LED Exit Signs
Ergonomic Lift Tables
Fiberboard Panels & Products
Fire Protection Equipment & Maintenance Log Books
Floor Scrubbers, Scarifiers & Escalator Cleaners
Forgings & Weldments
Heavy-Duty Truck Parts & Service
Industrial Casters and Wheels
Ladles & Blacksmith Tongs
Loading Dock Area Equipment
Magnetic Components & Assemblies
Manipulators, Workstations, Positioners, Cylinder Carts, Tables, Lifts & Benches
Metal Castings
Microscopes & Optical Inspection Systems
Paver Stone Pedestals & Roof Deck Systems
Plastic Caps, Plugs, Grips, Wraps, Masks & Netting for Product Protection
Programmable Logic Controllers & Microprocessors
Power & Distribution Transformers and Reactors
Portable Venting Systems
Purging Compounds & Plastic Resins
Sheetmetal Fabrications
Slip-on Structural Pipe Fittings for Railings, Racks, Displays, Awnings, Fencing & Playground Equipment
Spin Roll Fixtures & Rotary "V" Blocks
Tire Lubricants, Rim Rust Retardants, Applicators & Cleaning Supplies
Tubular Filters, Pressure Leaf Filters, Pressure Nutsches, Filter Presses & Sludge Dryers
Wastewater Cleaning Systems

Harold Warner

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