

# Blips, Snips & Tips on advertising

Published by Harold Warner Advertising

Vol. VII No. 1 • February 2001

## Ensure success before exhibiting at a trade show.

Pre-show promotion for trade shows works to bring customers and prospects to your booth. Here are a few ways to help increase attendance:

- Use sales representatives, distributors, and inside sales people to invite current customers to your booth and set appointments. The more personal the invitation, the better.
- Send free passes to the show and give customers a sound business reason to visit your booth. Trade shows are an opportunity to cement relationships with current customers. If they do not visit your booth, surely they will see your competitors.
- Use direct mail to target prospects. Develop hybrid mailing lists from pre-registered show attendees, your sales lead database and trade journals. For the best use of your dollar, rent a list of a publication's subscribers from within a 500-mile radius of the trade show's location.
- Send news releases to the trade show's public relations director. This person is also trying to promote the show and will appreciate your cooperation. Send news releases to a select number of trade

journals covering the trade show. Highlight new products you are introducing and include your booth number.

- Post your trade show schedule on your website and give viewers reasons to visit your booth. Place an external link on your site so prospects can go to the trade show site and register online.
- Advertise. You will reach the greatest number of people at the lowest cost-per-impression. Include your booth number in your ads.

## All for one and one for all.

Advertising in one leading trade journal will enable you to reach roughly 70% of the market. Adding a second publication will bring the reach to about 90%. A third publication will add only about 7%.

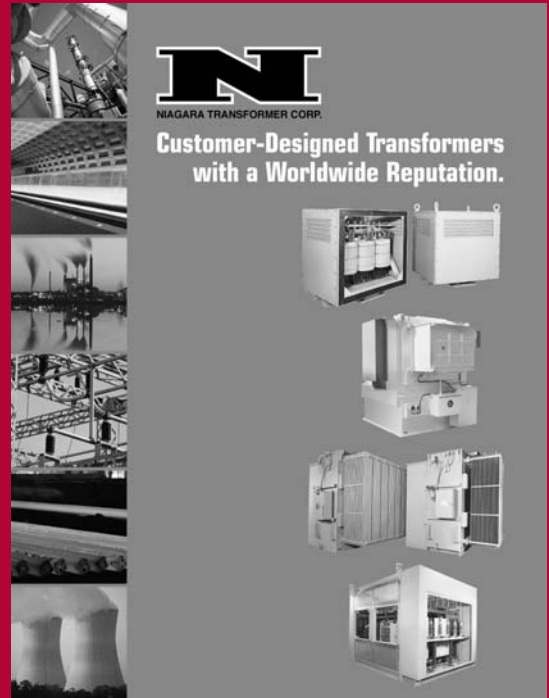
When the ad budget is limited, it makes the most sense to concentrate expenditures in one trade journal. This strategy delivers the greatest buying efficiency and helps build awareness more consistently.

## Great photography brings PR results.

If a picture is worth a thousand words, what is a publicity photo of your product on

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## Idea Showcase



**N**  
NIAGARA TRANSFORMER CORP.

Customer-Designed Transformers  
with a Worldwide Reputation.

### It's all about your customer.

Niagara Transformer manufacturers highly specialized transformers for industrial and commercial plants, utilities, transportation facilities and other applications. It touts its products as "Customer-Designed" because Niagara Transformer focuses on its capability to meet custom needs that many competitors do not want to handle. This presentation folder includes a photo montage picturing industries that speak to potential customers.

**"Very few things happen at the right time, and the rest do not happen at all."**

**- Herodotus**

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the front cover of a trade journal worth?

Editors are more likely to feature a product on the magazine's cover or in a special section when accompanied by a dynamic photo. The results are increased readership and more inquiries.

Great photography is a blue-chip investment. It pays off with advertising that is more effective, sales tools that are more impactful, and publicity coverage that achieves greater exposure.

## Five uses for ad reprints.

1. Send reprints to the people who respond to the ad. It will help them remember why they were interested enough to contact you.
2. Send copies to your sales representatives and distributors. It keeps them up-to-date with your latest campaign while letting them know you are investing to help them increase their sales.
3. Enlarge the ad for your trade show booth to pro-

mote new products and attract prospective customers who saw your ad in print.

4. Display it in the lobby, conference room, main hallway of the office – anywhere to show pride in the company and its products.
5. Post the ad on your web site. It shows that you have made an investment in the industry, and that you are not just another “dot-com.”

## Multiply your inquiries by four.

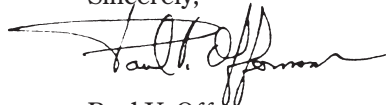
*Photonics Spectra* surveyed its readers and found that 77% contact advertisers most often by phone, fax, viewing the website or other means. 23% contact advertisers by using the reader service card most often. These figures are consistent with studies conducted by Cahners Publishing.

This suggests that an advertiser can multiply its reader service card inquiries by a factor of four to gain a more realistic count of how many people are responding.

## It costs nothing to look or listen.

Is it time to take a fresh look at your marketing communications program? Would you like an objective evaluation of how you can optimize your advertising and promotion to boost your sales and profits? Contact us for a no-cost, no-obligation analysis. Call us at 716-852-4410 or send us an e-mail ([mail@haroldwarner.com](mailto:mail@haroldwarner.com)), and let us show you how more than 55 years of business-to-business advertising experience can work for you.

Sincerely,



Paul V. Offermann  
President

## We mind our own business-to-business

That's all we do - develop and create effective business-to-business marketing and advertising programs. Just ask any of our clients, all of whom are companies selling to other businesses, not consumers.

Ascension Industries  
Batavia Engineering Co.  
Batavia Metal Products Corp.  
Berenson Corp  
Buffalo Metal Casting Co., Inc.  
Cimex International  
Durameter Pumps, a Haskel International Product  
Entertron Industries, Inc.  
Envirospec, Inc.  
EZ-Slope  
Filtration & Separation Dynamics  
Frey, The Wheelman, Inc.  
Freytube  
Infinitex  
Kee Industrial Products, Inc.  
Magnetics of North America, Inc.  
Niagara Fiberboard, Inc.  
Niagara Plastics Company  
Niagara Transformer Corp.  
Pentalift Equipment Corporation  
Phinney Tool & Die Co.  
The Revvo Caster Company, Inc.  
Safety Media Inc.  
Shuman Plastics, Inc.  
Titan Tool Supply Co., Inc.  
TTARP Industries Inc.  
Unidex, Inc.  
Vanchlor Co., Inc.  
VanDeMark, Inc.  
Vent-A-Kiln Corporation  
Windfall Energy  
WSF Industries, Inc.

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