

# Blips, Snips & Tips on advertising

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## Let the bad times roll.

The U.S. economy was on a roll during the 1990's. Although business is slowing down, it has not come to a halt. Companies are still buying millions of dollars of your products and services.

The first impulse during bad times is to cut advertising. Yet studies conducted from 1949 to 1995 show that companies advertising consistently survive economic slumps and emerge stronger when the economy rebounds.

During good times, produce new literature, refurbish the trade show booth, and upgrade your website so you can deal from strength if a recession hits.

During bad times, keep advertising. Cutbacks may be necessary and ethical when other departments are cutting, but do not reduce so drastically that the market thinks you are a casualty.

You can advertise consistently without being extravagant. A slow economy is an opportunity to gain market share at the expense of timid competitors.

## Turn website visitors into prospects.

Today's advertising often is designed to bring visitors to a company's website.

Then what?

## Idea Showcase

**Yes, send me free literature on** **WSF Rapid Access Closures**

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
PHONE (\_\_\_\_) \_\_\_\_\_

**For faster response to (716) 692-413**

PLACE POSTAGE

**For Your Fabricated Tanks & Vessels - Patented Quick-Access Closures that Lock and Unlock in Seconds**

- Designed for tanks, autoclaves, pressurized vessels and other enclosures requiring fast access and a positive seal
- Available in a variety of slide, hinge and davit styles to open from the top, bottom or sides
- Meets Section VIII ASME Code Requirements

For Free Literature, complete the other side of this card and return today or call toll-free

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[www.WSF-inc.com](http://www.WSF-inc.com)

**Discover new markets for established products.** WSF Industries invented RAPIDOOR® more than 50 years ago and markets it as a major feature of the autoclaves and pressure vessels the company manufactures. This patented wedge-lock, breech-type door opens and closes in seconds to provide fast access and a positive seal for processing. A new campaign, complete with literature, advertising, publicity and a section on the company's website promotes RAPIDOOR as an independent product, available to other fabricators in need of a quick-access closure.

Are these visitors completing your reply form, sending you e-mail or calling?

Two strategies can help. First, make sure your website design leads visitors through your website coherently. The information they need should be easy to access and easy to understand in benefit terms. A web design firm may not have the industrial marketing experience to execute this properly. An in-house web designer has to work hard to remain objective.

You should also offer something of value such as a how-to manual, CD-ROM, video, newsletter, premium incentive, free samples, etc. Use these marketing tools to moti-

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**“Even if you’re on the right track, you”ll get run over if you just sit there.”**

**- Will Rogers**

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vate casual inquirers to identify themselves as qualified prospects.

## But are your customers ready for change?

When you look at the same thing day after day, it is easy to become bored.

Companies sometimes change their ads, literature, websites and yes, their logos on a whim simply because they are tired of seeing the same material daily.

Your customers and prospects do not look at your ads and literature as much as you do. They may become confused or unsettled by inexplicable changes. In fact, they are reassured when they recognize familiar images of a company they know and trust.

Your corporate graphics should evolve based on technology and continuous improvement. Sweeping changes may be necessary to implement a dynamic new strategy, correct problems, or energize lagging performance. Change for the sake of change, however, is risky.

## Are bonus inquiries bogus?

Many trade publishers supplement inquiry response by

providing advertisers with "bonus" inquiries. These are given names such as Purchasing Intent Leads and Buying Interest Surveys.

These inquiries are not bogus, but they are not specifically from people who responded to your ad, either.

They are from magazine readers who completed a survey on the reader service card or subscription qualification form. Follow-up studies by Cahners show that up to 90% or more of the respondents buy what they said they would buy.

Recognize the difference between inquiries to your ad and bonus inquiries. Treat the bonus inquiries as a specialized direct mail list. Send the same literature as you would to direct inquirers, but alter the letter and follow-up call.

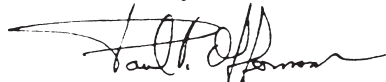
Do not say, "Thank you for requesting information about us," because they will say, "Huh?"

Lead with a benefit-oriented statement that assumes they have never heard of you before. "Here's how to improve productivity - or reduce costs - or enhance safety."

## Fresh perspective is a welcome change.

Is it time to take a fresh look at your advertising program? Would you like a different perspective backed by more than 55 years of business-to-business marketing experience? Call us today at 716-852-4410 for a no-cost, no-obligation analysis of your program or send us an e-mail ([mail@haroldwarner.com](mailto:mail@haroldwarner.com)). We will provide a forthright point of view to help you meet your sales and marketing goals.

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.

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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.  
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Niagara Plastics Company  
Niagara Transformer Corp.  
Pentalift Equipment Corporation  
Phinney Tool & Die Co.  
The Revvo Caster Company, Inc.  
Safety Media Inc.  
Shuman Plastics, Inc.  
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TTARP Industries Inc.  
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# Harold Warner

ADVERTISING, INC.

*Business/Professional/Industrial Advertising & Marketing*

232 Delaware Avenue  
Buffalo, NY 14202  
(716)852-4410 • Fax (716)852-4725  
[www.HaroldWarner.com](http://www.HaroldWarner.com)  
E-mail: [mail@haroldwarner.com](mailto:mail@haroldwarner.com)