

Blips, Snips & Tips on advertising

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How important is positioning?

Positioning is the primary reason why customers buy from you instead of your competitors. They buy from you because you offer something of value that they perceive as better than the rest.

When you articulate the positioning for your company or a brand, ask these three questions:

1. What do you do better than the competition?
2. Why is this important to your customers?
3. How can you sustain this advantage?

Positioning is based on a point of distinction that gives customers a reason to buy from you year-after-year. You must keep investing in your product and services to maintain your claim of superiority over competitors. You must keep letting the market know why you are better.

The efficiency of advertising.

Advertising helps increase sales and profitability by letting more potential customers know about you. Compared to the cost of trade shows, personal sales calls and direct mail, advertising reaches more people at a lower cost-per-contact.

Better yet, advertising paves the way for success at

trade shows, sales reps getting more appointments and the receptiveness of direct mail and other marketing initiatives.

Awareness boosts sales and profits.

If only 10% of the buyers in your market know about you, then your maximum market share is 10%.

"Everyone knows us because we've been around for ages," is a common refrain when a company is reluctant to advertise.

Marketers wrapped up in the day-to-day fury of dealing with known customers and prospects often overestimate awareness. Being in business for ages does not account for young people entering the industry and previous customers changing jobs or retiring.

Instead of guessing at brand awareness, conduct an objective, third-party study of your market. You can then benchmark how well known you and your competitors are.

Idea Showcase



Simple yet thorough.

With worldwide facilities and distribution, Haskel International, Inc. is a major manufacturer of high-pressure products and systems. The home page of its website provides a concise overview of the company, while showcasing new products and major news announcements. Visitors are invited into the website via seven main navigation buttons present on every page. Filled with pages that download quickly and that are easy to read, the sections provide comprehensive information and encourage industrial buyers and specifiers to take the next step in the sales process. To view, visit www.haskel.com.

Follow-up research will tell you which companies are gaining or losing.

"Goals are dreams with deadlines"
- Diana Scharf Hunt

100 words of text on the home page.

Search engines look for many things when determining how high a website should be ranked. The number of words

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on your home page is one factor.

A website with at least 100 words of text on its home page is considered a valuable information resource by many search engines.

When developing a website, it is important to balance what search engines like with what your customers and prospects want. 100 to 200 words on the home page makes a website attractive both for search engines and people. 500 words might be more attractive to a search engine, but too much for the initial impression you make with your website visitors.

A subjective look at objectivity.

Desktop publishing and the thought of saving money drive many companies to handle the lion's share of literature, website development and ad production in-house. What they lose is objectivity.

The core business of a manufacturer is manufacturing a terrific product that helps its customers. The core business of an advertising agency is to manage media buying and cre-

ate marketing materials to help its clients sell their products and services.

An agency brings strategic marketing, professional graphics and objectivity to the equation. Money saved on in-house work that does not meet these standards can be money lost in potential sales.

The future of trade shows.

Business people are practical. They will not hop on airplanes, dine at restaurants, sleep in hotels, and attend trade shows out of patriotic duty.

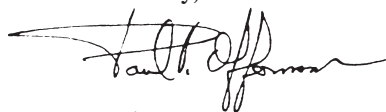
They will fulfill their obligation to the country by continuing to find the most efficient and effective ways to reach and do business with customers and prospects.

Trade shows bring together buyers, manufacturers, distributors, sales representatives and the media in a compact, high-energy atmosphere. Travel and ambitions may be curtailed in the future. Unless the dynamics of trade shows are replaced, however, they will remain an important part of the sales and marketing process.

Ready for an objective look at your advertising?

Success in today's competitive marketplace requires advertising and marketing that speaks to the needs of the customer, and sound media placement that puts your message in front of your best prospects. If you need a dose of objectivity in your advertising, call us today for a no-cost, no-obligation analysis. Contact us at 716-852-4410 or mail@haroldwarner.com

Sincerely,



Paul V. Offermann
President

Business-to-business is our business.

Just ask our clients, all of whom are business-to-business companies selling to other businesses.

Aqua Care Systems, Inc. - filtration and separation equipment for processing and water quality applications

Ascension Industries, Inc. - custom precision machining services, spin roll fixtures and rotary "V" blocks

Berenson Corp - decorative cabinet hardware and fixtures

Buffalo Metal Casting - metal castings

Cimex International - floor scrubbing and scarifying machinery and escalator cleaners

Durameter, A Haskel International Product - metering pumps

Entertron Industries - programmable logic controllers and microprocessors

Envirospec Inc. - paver stone pedestals and roof deck systems

Envoy International, Inc. - currency exchange services for business

Freylube, Inc. - truck tire lubricants and rust retardants, applicators and cleaning supplies

Frey, The Wheelman, Inc. - heavy-duty truck parts and service

Infinitem, Inc. - wastewater cleaning systems

Keel Industrial Products - slip-on structural pipe fittings for railings and other tubular structures, and rooftop fall prevention systems

Niagara Fiberboard, Inc. - fiberboard panels and products

Niagara Plastics Company - plastic caps, plugs, grips, wraps and masks for product protection

Niagara Transformer Corp. - power and distribution transformers, rectifiers and reactors

Pentalift Equipment Corp. - ergonomic lift tables and loading dock area equipment

Phinney Tool & Die Company, Inc. - custom tools, dies and fixtures

The Revvo Caster Company, Inc. - industrial casters and wheels

Safety Media, Inc. - fire protection equipment, maintenance logbooks and LED exit signs

Shuman Plastics, Inc. - thermoplastic purging compounds and plastic resins

Titan Tool Supply, Inc. - microscopes, borescopes and optical inspection systems, and micro-finishing tools

TTARP Industries, Inc. - die-cutting presses, laminators, band saws and splitters for fabricating low-density materials

Unidex, Inc. - manipulators, workstations, positioners, carts, tables, lifts and workbenches

Vanchlor Co., Inc. - anhydrous aluminum chloride

VanDeMark, Inc. - specialty chemicals and custom phosgenations

Vent-A-Kiln, Inc. - portable venting systems for kilns and furnaces

WSF Industries, Inc. - autoclaves, dewaxers, vulcanizers, hydrostatic test systems and quick-opening closures for pressure vessels

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 • mail@haroldwarner.com