

Blips, Snips & Tips on advertising

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Do 20 things right.

There is no such thing as a “silver bullet” that will guarantee the success of your sales and marketing program. You must do a lot of different things right, not just a few.

Each thing you do contributes about 5% to your overall success. You may have the best website or catalog in your market. But if that is the only thing you do well, your competitors will run roughshod over you.

Do about 20 different things in marketing right, and you will be successful. Do 25 things right and you will give your competitors fits.

Brand building to boost sales.

Buyers prefer to buy what they perceive as the market's top brand. They tend to concentrate their purchases with suppliers they know and whose advertising they have seen.

Advertising builds up familiarity with a product or company. It takes away the risk factor associated with buying an unknown brand. It gives the buyer more reasons to choose your company.

More marketing, less graphics.

What does a photo of a tropical paradise have to do with

selling OEM components or capital equipment?

It is nice to look at, but does it build your brand and give prospects a sound business reason to contact you?

Banner ads and websites that rely on consumer-type images to attract attention are missing the boat. Your customers and prospects want fast-loading, relevant photos and clear, concise benefits of buying from you.

What direct marketing really means.

It means reaching a narrowly defined target audience on a consistent basis.

Direct mail, telemarketing, broadcast fax and e-mail are the most practiced ways of direct marketing.

- It works best with current customers and qualified prospects.
- Direct marketing can also generate new sales leads.
- Create a profile of your cus-

Idea Showcase

Pentalift Pneumatic Lifts



Maintenance-Free Lift/Tilt/Rotate Tables

Smart, simple, economical lifting, tilting or rotating

Runs on shop air - no electricity, hydraulics or related maintenance necessary

Easily moved from one work station to another

Ideal in operations where cleanliness is required

2,000 to 4,000-lb. capacities with platforms up to 48" x 60" for Lift, Lift & Rotate and Tilt styles; 60" x 55" for Lift & Tilt style

Available with pedestal-installed control station or foot pedal control

Custom vertical travel, capacities, deck sizes and special features available

The Ergonomic solution to worker fatigue in lifting applications!

PENTALIFT Phone: (519) 763-3625
Fax: (519) 763-2894
E-mail: lift@pentalift.com

Visit us! www.pentalift.com

Pentalift Portable Bin Tilter



Position Containers for Easy Reach

Mobile lift-tilt unit allows gravity feeding of parts

Provides optimal ergonomic height positioning at workstations

Designed to improve productivity by minimizing worker movement, fatigue and injury risk

Self-contained DC power unit plugs into standard 110-volt outlet for recharging

Features rugged construction, reliable hydraulics, maintenance-free bearings, locking casters and 3-position control

The Ergonomic solution to worker fatigue in lifting applications!

PENTALIFT Phone: (519) 763-3625
Fax: (519) 763-2894
E-mail: lift@pentalift.com

Visit us! www.pentalift.com

Position pays time and time again.

What makes these 1/4-page, black and white ads for Pentalift more effective than larger, more colorful ads? The ads run in at least 6 of 12 monthly issues of a leading product tabloid, thereby building an audience through frequency and consistency. They also appear in the same section every time, the “Editor’s Choice” new product publicity column at the front of the magazine. Readership scores and inquiry results show that securing special position is an effective way to promote the company’s lift tables.

tomers and then rent a list of current names that match the profile.

- Commit to a regular schedule of direct marketing tactics. A “one-shot deal” is rarely effective.

“Let others praise ancient times; I am glad I was born in these.”

- Ovid (43 B.C. - A.D. 18)

Silent trade show signs.

Use graphics in your trade show booth to attract prospects. Use pre-arranged hand signals to communicate silently with colleagues.

If there is a high level of interest from an important qualified buyer, you may want to signal for another company official to join the conversation and make it look natural.

Likewise, if someone comes to your booth and is just wasting the sales manager's time when there are other prospects nearby, an innocent gesture can extricate the sales manager from the situation politely.

Gain market share during a recession.

A recent study of 23,341 businesses with trade media expenditures shows that the average increase of market share during a recession is 0.75 and only 0.35 during robust expansion. During normal business conditions, market share changes 0.15 points on average.

An objective look at meeting your objectives.

Is your advertising meeting all of your objectives? Do you feel there are ways to improve performance without overtaxing your budget? If you would like an objective look at how well your advertising is working, contact us today for a no-cost, no-obligation analysis. Call 716-852-4410 or send us an e-mail (mail@haroldwarner.com). We will provide a third-party point of view to help you meet your objectives.

"Increased market share in a recession happens due to smaller businesses and major competitors decreasing their marketing budgets. Thus, normal to increased marketing efforts in a recession have a higher return," the Cahners study concludes.

Neither excessive cost-cutting nor extravagant spending beat a recession. Consistency does.

How are you tracking inquiries?

Reader service card inquiries were once the staple of business-to-business advertising, but have figuratively "fallen off the cliff" in recent years.

Prospective customers are still expressing interest in your products, but are doing so by visiting your website (usually without letting you know whom they are) and by calling you on the phone.

Your advertising is still generating inquiries. Are you tracking website activity and direct inquiries properly?

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
- Currency Exchange Services for Business
- Custom Precision Machining Services
- Custom Tools, Dies & Fixtures
- Decorative Cabinet Hardware
- Die Cutting Presses, Vertical Band Saws, Heat Laminators & Splitters
- Energy Saving LED Exit Signs
- Ergonomic Lift Tables
- Fiberboard Panels & Products
- Fire Protection Equipment & Maintenance Log Books
- Floor Scrubbers, Scarifiers & Escalator Cleaners
- Heavy-Duty Truck Parts & Service
- Industrial Casters and Wheels
- Loading Dock Area Equipment
- 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

A D V E R T I S I N G , I N C .

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