

Blips, Snips & Tips

on advertising

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How do you measure ad response?

Five years ago, most inquiries from advertisements came via reader service card responses. They were easy to track, and did a good job of measuring ad effectiveness.

The proliferation of toll-free phone numbers and the Internet has changed everything. Reader service inquiries still have a place, but are an incomplete measure of ad effectiveness.

A better measure is to count how many people called, visited your website, and sent e-mail, plus your bingo card inquiries. How are you tracking response to your advertising?

The hidden benefit of consistent advertising.

When you advertise consistently, there is a steady flow of inquiries and website visits that feed quoting activity and sales. When you advertise in spurts, the dry periods hurt your sales and profits. Yet, the active periods can be just as difficult.

Bunching your marketing and advertising can put enormous strain upon your resources. The person responding to inquiries may suddenly have ten-fold the amount of literature to send

out. This increases the likelihood of mistakes being made or your company appearing unresponsive because of delays in sending the information requested.

Sales follow-up is more effective when not overwhelmed at once. Accountants and financial officers can plan and do their jobs better when the invoices are balanced throughout the year.

A consistent advertising program is like a dependable employee, doing a good job for you day after day, giving you more time to focus on other major issues.

Easy does it.

Your website should be designed with one overriding concern in mind. Make it easy for your customers and prospects to find and use the information they need to

Idea Showcase

Water can create spectacular beauty in nature.

But let's keep it out of your urethane products.

Some of the most scenic views in the Colorado State Park system are at the Grand Canyon. In nature, the power of water is creating breathtaking 30 year performance adhesive, coatings and sealants. Because the presence of water is harmful.

PTSI is a natural moisture inhibitor from VanDeMark that is designed to immediately to prevent water. The rapid reaction of PTSI with water prevents your formulation against the deleterious effects of residual moisture such as increased production, impaired quality and reduced product life.

For more information on PTSI and how it can save you time and money, contact VanDeMark. We're putting water in its place.

Visit us at www.vandemark.com/vandemark

VanDeMark
INCORPORATED

VanDeMark, Inc.
One South Service Road
Cortez, CO 81301
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Fax: 970.426.1235

PTSI is a natural moisture inhibitor from VanDeMark that is designed to immediately to prevent water. The rapid reaction of PTSI with water prevents your formulation against the deleterious effects of residual moisture such as increased production, impaired quality and reduced product life.

For more information on PTSI and how it can save you time and money, contact VanDeMark. We're putting water in its place.

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Keeping water out of your urethane products...

does not have to be such a big project.

The 1700 ft. Glen Canyon Dam took three years and nearly 30 million tons of concrete to build. It holds back so much water that after 1963 it was still completely dry 17 years. Fortunately, there is a much easier way to keep water out of your urethane-based adhesives, coatings and sealants.

PTSI is a natural moisture inhibitor from VanDeMark that is designed to react instantly to remove water. The rapid reaction of PTSI with water prevents your formulation against the deleterious effects of residual moisture such as increased production, impaired quality and reduced product life.

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Ad readership flows from photos and headlines.

The first objective of an ad is to capture the reader's attention. Nothing does that better than a dramatic visual and complementary headline that work hard to sell your product. VanDeMark, Inc. manufactures PTSI, a chemical that removes harmful moisture from urethane adhesives, sealants and coatings. The company's current campaign features spectacular four-color photos of the Grand Canyon and the Glen Canyon Dam. The headlines connect the visuals to the primary benefit of buying VanDeMark's product.

specify your products.

The biggest mistake companies make is to over-engineer their websites with irrelevant

"Happiness is a very small desk and a very big wastebasket"

- Robert Orben

graphics and pages that take too long to download. Good photography and visuals are important, but only if they help lead prospects closer to the close.

Advantages of advertising over publicity.

- You control what is said in your ad.
- You control where your advertising is placed.
- You control the size and use of color in your ad.
- You can repeat your ad many times so your message sinks in.

Advantages of publicity over advertising.

- You gain highly credible editorial exposure.
- You gain exposure in publications without paying for advertising.
- You can test or uncover new markets before advertising.

Benefits of doing both advertising and publicity.

Some companies try to get by with just sending out news releases because of the comparative low cost. This puts their marketing plan and their

message at the discretion of trade journal editors. It also fails to give incentive for media sales representatives to work with editors to get your publicity published.

Other companies advertise consistently, but shortchange publicity. They miss out on the full benefits of publicity while failing to leverage their advertising. Make no mistake about it. Advertisers in a given magazine get more publicity than non-advertisers. They are also more likely to get publicity from other publications trying to gain their ad business.

Companies that advertise and publicize consistently realize the best of both worlds. They maximize their exposure, build brand awareness, enhance the company's reputation, generate inquiries, increase website traffic, promote trade show presence, and support their sales force more efficiently and effectively.

Benefit from a fresh 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 fresh perspective to 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
- Kee 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

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

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