

# Blips, Snips & Tips on advertising

Published by Harold Warner Advertising

Vol. IX No. 1 • April 2003

## What works and doesn't work in today's advertising climate.

Marketers who feel that their advertising does not work as well as it once did should understand two harsh realities:

- *The economy is still sluggish.* Industrial buyers are being cautious. If you are not in one of the few industries doing well, you can only gain market share at the expense of weak competitors.
- *The media is fragmented.* You are competing for the attention of your customers and prospects across an expanding spectrum of choices, including billions of pages on the Internet.

Advertising works; but unless you invest in the technology, personnel and time to track everything thoroughly, making the direct connection between advertising and bottom-line sales is arduous. But the connection is there. Smart marketers track what they can and invest their resources into what is working today.

## E-mail marketing

Whether you rent a list of e-mail addresses or sponsor an

online newsletter, an e-mail "push" will give you a one-day surge in website traffic.

Coordinate the campaign at the back end by sending respondents to a dedicated section of your website so you can turn anonymous "click-throughs" into qualified inquiries.

## Banner and pop-up ads

Response rates are abysmal, but banner ads can help build brand awareness. Just don't pay a lot for them. Pop-up ads are annoying. Not many trade media websites offer pop-up ads.

## Print ads

Display ads in trade journals are the best way to build awareness, solidify your reputation, support reps and dealers, and generate phone calls. They no longer produce many reader service card inquiries, but research shows that print advertising is the best way to bring qualified traffic to your website.

Trade journals are not as dominant in these days of media fragmentation, but

## Idea Showcase

**UNIDEX**  
Ergonomic Material Handling Equipment  
to Make Your Workplace Safer  
and More Productive

Home Ergonomic Benefits Product Gallery Application Index Custom Capability New Products Industry Links Contact Us

**Welcome to Unidex**

We manufacture standard and engineered-to-order material handling equipment. Our products are designed to provide flexibility and improve productivity in the workplace, while enhancing safety and comfort for the operator. Whether mechanical, electrical, hydraulic or pneumatic, Unidex products are reliable and easy to operate. They are backed by a comprehensive one-year warranty.

Unidex manufactures a variety of mobile lift tables, manipulators and end effectors, adjustable workbenches, workstations, work positioners, personnel lifts, cylinder carts, and pallet lifts. Our vast experience in providing custom equipment enables us to offer standard products with special features. Stainless steel construction is just one of the many capabilities we offer.

We have complete in-house engineering and manufacturing capability, in-depth problem-solving expertise, and talented craftsmen who combine time-honored workmanship with the application of research and new technology. The result is an ergonomic solution for you designed to improve your manufacturing cost competitiveness.

Unidex products are available from the company, and from dealers and distributors throughout North America.

If you know what type of material handling equipment you need, [visit our Product Gallery](#).

If you are unsure of the equipment you need, but have an application in mind, [visit our Application Index](#).

If you have a special need not met with standard equipment, [visit the Custom Capability section for our Engineered-to-Order Services](#).

To see our new WP Series welding positioners and QL Series "Quick Lifter" mobile lift and transfer tables, [visit the New Products section](#).

Site Map

Unidex, Inc.  
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Toll-Free: 800-724-1302  
Phone: 585-786-3170 / Fax: 585-786-3223  
E-Mail: [sales@unidex-inc.com](mailto:sales@unidex-inc.com)

All Unidex products are manufactured in the U.S.A. and feature a comprehensive one-year warranty. As part of our program of continuous improvement, product specifications are subject to change without notice.  
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### Handling website traffic is a material issue.

Visitors to the Unidex website know immediately that the company manufactures a wide range of ergonomic material handling equipment. Primary navigation links at the top and a Site Map link at the bottom of every page make it easy to find important information quickly. The introductory text describes the company's capability and guides prospects to specific sections to help individual needs. Visit [www.unidex-inc.com](http://www.unidex-inc.com).

**"A team effort is a lot of people doing what I say."**

**- Michael Winner**

they still have the central role. A monthly magazine with a circulation of 100,000 boasts if it has 30,000 visitors to its website every month.

Continued on back

When a prospect is looking for a vendor, he or she will go to the Internet. When you are looking for customers, you cannot wait for them to seek you out. You need to look for them, and print advertising is the most efficient way on a cost-per-thousand basis to do this.

## Directories

Buyers with an immediate need to source potential vendors always turn to directories. As online directories surpass print directories in use and utility, your directory advertising should have an Internet strategy.

## Publicity

Whatever the vogue media, send publicity. Trade journals are using news releases both in print and online. Make electronic files of your news releases and photos readily available to editors.

## Direct mail

An attention-getting mailer with a compelling offer sent

to the right person at the right time will generate positive response. Direct mail programs that push respondents to your website need to be integrated properly so that you can track total response.

## Postcards and lit ads

Like other print media, direct response postcards and literature libraries no longer produce the same amount of "traditional" inquiries. Unlike electronic advertising, postcards and lit-ads initially give you a bona fide name and contact information. Several card decks and lit reviews now offer both a print and online component.

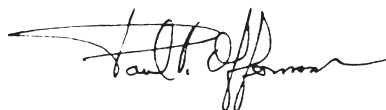
## Search engines

Optimizing your website for the search engines and registering on a regular basis goes without saying. You can also purchase sponsored keywords to offset competitors and protect against the vagaries of search engine results.

## How well is your advertising working?

Is your advertising speaking effectively to the needs of your customers? Are you looking for sound marketing and media strategy that delivers a target message to your best prospects where they are most likely to see it? If you are looking for expertise in the business-to-business world, contact us today for a no-cost, no-obligation analysis of your marketing and advertising. Call 716-852-4410 or e-mail: [mail@haroldwarner.com](mailto: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.

**Ascension Industries, Inc.** - spin roll fixtures and rotary "V" blocks, and turnkey manufacturing of large process systems

**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 pipe fittings for railings and other tubular structures, and rooftop fall prevention systems

**Niagara Fiberboard, Inc.** - fiberboard panels and products

**Niagara Caps & Plugs** - 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 Co., Inc.** - custom tools, dies and fixtures

**The Revvo Caster Co., 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

**Strong Forge & Fabrication** - heavy-duty machined forgings, weldments and fabricated parts

**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



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