

# Blips, Snips & Tips on advertising

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## How effective is buying keywords on search engines?

Sponsoring keywords on search engines ensures that your company is seen on the first or second page for relevant searches. Based on industry percentages, if three out of every 100 people exposed to your ad click-through to your website, you are doing well.

People prefer to click on the non-paid search results rather than ads. But if you are not always ranked on the first page, buying keywords will help. What influences whether someone chooses to click-through to your website?

- Relevancy - your keyword ad or page description matches what the person is looking for.
- Awareness - the person recognizes your company or brand.

## Shout or subtle for your URL?

Where should you put your URL in an ad? If your ad promotes your new website or calls attention to a special offer online, make it prominent. If your ad focuses on product benefits, then featuring the URL can be distracting.

Business-to-business buyers expect your company to have

a website. If your ad captures their attention and creates interest, they will look for your URL. They expect to find it near other contact information, such as your phone number.

## Hello NAICS, goodbye SIC.

It has been 10 years in the making, but the North American Industry Classification System (NAICS) is finally starting to replace Standard Industrial Classification (SIC) codes.

Implementation of NAICS in the US, Canada, and Mexico is part of the North America Free Trade Agreement (NAFTA). It was designed to update SIC codes while reflecting the evolving service and technology sectors, and facilitate trade among North American partners.

More and more direct marketing lists and audited circulation statements from trade magazines are using NAICS instead of SIC codes.

A good reference from the US Census bureau can be found at: [www.census.gov/epcd/naics02](http://www.census.gov/epcd/naics02).

## Wanted dead or alive: direct mail.

Direct mail is not dead. It is alive and producing profitable results for marketers who

## Idea Showcase



**Introducing StrongSource**  
Your Global Parts-Sourcing Partner

**Overseas sourcing and pricing of heavy-duty forged parts.**  
**Domestic assurance of engineering, quality and delivery.**

Enjoy the benefits of low pricing for heavy-duty forgings, weldments, and fabricated parts without sacrificing quality or delivery. Strong Forge & Fabrication introduces StrongSource, our global parts-sourcing program to handle the complexity of importing for you. Based on your specifications we will:

- Provide engineering services and prototypes of your part from tooling produced in our facility
- For medium and large quantities, engage a supplier from our offshore network who meets your quality standards and production schedule at a favorable price
- Assure on-time delivery by our capability to produce your part in our own full-service facility to satisfy "in-between" orders or emergency needs

As the successor to and original management of Batavia Metal Products, Strong Forge & Fabrication brings 75 years of metalworking expertise to your project.

Our complete in-house capabilities include tooling and die-making, prototyping, forging operations, manual and CNC machining, welding and fabrication, heat treating, assembly, finishing, and quality control.

**STRONG FORGE & FABRICATION**  
Formerly Batavia Metal Products Corporation

Strong Forge & Fabrication, LLC  
Batavia, New York  
Phone: 585-343-5251  
Fax: 585-343-5829  
E-mail: [info@strongforge.com](mailto:info@strongforge.com)  
[www.StrongForge.com](http://www.StrongForge.com)

**For a quotation, prototype or more details about StrongSource, contact us today!**

### How the strong survive.

Strong Forge & Fabrication, successor to 75-year-old Batavia Metal Products Corp., produces heavy-duty forged parts for off-highway vehicles and equipment. Like many companies, Strong Forge & Fabrication faces competition from low-cost imports. Instead of cutting its price, the company adds value by partnering with customers and offshore vendors to provide engineering and prototyping while guaranteeing price, quality and delivery. This full-page trade ad is part of an integrated marketing program including literature, publicity and online promotion.

**"I don't want any yes-men around me. I want everybody to tell me the truth even if it costs them their jobs."**

**- Samuel Goldwyn**

know how to make direct mail work.

Continued on back

Direct mail works best when mailing to your own database of satisfied customers. Keep them informed of new products and service upgrades. Let them in on contests and sales promotions. Tell them what trade shows you are going to. Promote spare parts if applicable.

Direct mail also works well with qualified prospects who previously expressed interest in you. Give them a good reason or incentive to place their first order.

Direct mail can generate sales leads from a rented list, but you purchase additional selections to qualify the list. Choose SIC or NAICS codes, job functions, buying authority and other key qualification factors.

## 5 benefits of using an ad agency.

Companies that feel they can save money by not using an advertising agency often lose out on "opportunity costs." Instead of concentrating on building sales and profits, personnel are consumed by details normally handled by agencies. There are many benefits to using an ad agency:

**1. Cross-reference** - Ad agencies draw on a wealth of experience from many clients to help each individual client.

**2. Buffer zone** - "Call my agency" is all you have to tell a media rep, printer, list broker, or other vendor. The agency takes the call and keeps you informed and productive.

**3. Combined clout** - An agency offers cumulative negotiating position with printers and publishers. This also helps you receive more editorial exposure for your news releases.

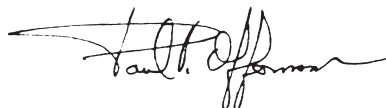
**4. Objectivity** - An agency's first obligation is to produce good work for its clients. It demands intelligent input and direction from clients, and comes back with creative work designed to speak to the client's customers. It avoids pandering and hype.

**5. Extra set of eyes and ears** - By reviewing hundreds of trade journals and websites, talking to media reps and editors, and interacting with vendors and others, an agency helps keep you up-to-date on technology, market conditions, new opportunities, and what competitors are doing.

## 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.

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, turnkey manufacturing of large process systems, filtration and separation equipment

**Berenson Corp** - decorative cabinet hardware and fixtures

**Buffalo Metal Casting** - metal castings

**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

**Haskel International** - high-pressure hydraulic and pneumatic equipment;

**BuTech Pressure Systems** - high-pressure valves, fittings and accessories;

**Durameter** - metering pumps

**Infinetex, 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



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

Established 1945

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