

Blips, Snips & Tips

on advertising

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E-newsletters – if you start, don't stop.

E-newsletters are successful when they are integrated into a long-term marketing strategy of communicating benefits to customers and prospects. Used both for brand-building and inquiry generation, the impact of a good e-newsletter is cumulative.

You will get more out of your e-newsletter if you make it interesting for your readers and commit your resources to being consistent. Once you start, don't run out of steam. Keep publishing.

Three ways to waste marketing dollars.

1. Allow quirks to rule. "The boss doesn't like green" is not a reason to reject solid creative work. Look at how the design and use of color contribute to conveying your message.

2. Neuter the copy. Do correct all inaccuracies or misleading claims, but let the style and selling power of a professional copywriter's work engage your audience.

3. Over-economize. It is smart to manage costs, but how credible is your claim of "quality" when you print on the cheapest paper or allow a substandard photo to represent your product? In the long run, quality costs less.

Ads are seen, but not always heard.

A study by Readex reports that 93% of trade magazine readers seeing an ad of interest take some form of action. The most common forms of action are to discuss with or pass along the ad to others and to visit the advertiser's website. The advertiser never hears about such action in the short-term.

Other actions cited include calling the company, looking for the advertiser at a trade show, and purchasing the product or service from the advertiser or a competitor.

Sell opportunities with direct mail.

You may be selling a product or service with your direct mail program. Intuitively, however, your customer doesn't buy products through direct mail. He or she buys opportunities.

Use direct mail to give

Idea Showcase

PAVE-EL
Paver Stone Pedestal System for Green Roofs

If you are in search of "greener pastures" both literally and figuratively, then you know that green roofs are a significant trend in building design. Green roofs provide many cool-saving and operational benefits for building owners. They also give architects an additional area of expertise and product management to offer their clients. Green roofs often require the installation of paver stone walkways, decks, and promenades to provide maintenance access and to help turn these areas into "people places." Proven successful in applications worldwide, the PAVE-EL paver stone pedestal system elevates, levels and uniformly spaces paver stones to create clean, finished walkways while protecting roof substrates. PAVE-EL offers many outstanding advantages and benefits in the construction of green roofs.

- **Easy to Install** - No tools or special skills are required.
- **Perfect Drainage** - Paver stones are elevated and leveled.
- **Prevents Freeze-Thaw** - Unique, aerated design and through-drainage.
- **Maintenance Free** - Self-cleaning and unaffected by ozone, light, humidity or water.
- **Protects Membranes** - Reduces heat conduction to keep membranes from expanding.

For **FREE** literature and more information, complete and mail the attached card, or call 716-689-8548, or visit www.envrospec.com.

YES! I want to learn more about how PAVE-EL can help me with my next green roof project. Send me free literature.

NAME _____ TITLE _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
E-MAIL _____

Do you have a specific application in mind? (Please include information on specific type of roof system, membrane, insulation, and paver stone.)

PAVE-EL
ENVROSPEC INCORPORATED
P.O. BOX 119
BUFFALO NY 14205-0119

See inside.
What lies beneath
the surface of successful
green roof installations?
PAVE-EL
1000
PAVE-EL has many unique
advantages and benefits
for building owners and
architects.

... and building owners seeing green?
Green roofs are more
productive.
Green roofs save energy
costs.
Green roofs turn existing
spaces into useful areas.
Green roofs boost worker
safety and productivity.
Green roofs protect roof
membranes.
Green roofs reduce noise
transmission to building
interior.
Green roofs promote a
healthy environment.

Whether you design green roofs
or enjoy the day-to-day benefits,
installing green roofs improves
your bottom line. Make sure your
roof project is successful down to
every detail. Use PAVE-EL paver
stone pedestals for even, level
spacing and perfect drainage of
walkways and deck areas.

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PLACE
POSTAGE
HERE

Cash in on market trends.

"Green Roofs" are as old as the Hanging Gardens of Babylon, but the concept of landscaping a rooftop is sweeping the architectural and construction fields in North America like new. EnviroSpec is taking advantage of this trend by appealing to designers and specifiers building roof garden systems. The company manufactures the PAVE-EL® pedestal system to elevate, level and provide uniform spacing of paver stones on waterproofed roofs.

your customer the opportunity to save money, increase pro-

"The middle of the road is where the white line is, and that's the worst place to drive."

– Robert Frost

ductivity, boost profits, or enhance his or her product.

Put press kits in their place.

At a trade show, that would be in the press room. Trade journal editors do not visit every booth, but they all go into the press room. They use information from press kits to help determine which booths to visit and what to include in post-show articles.

It also helps to keep press kits at your booth for editors who did not pick up your press kit. During the show, savvy exhibitors check the press room at least once daily to monitor the supply of press kits.

What belongs in a press kit can vary, but it typically includes a news release and literature for products being introduced at the show (or new twists on existing products being featured). Top-notch photography goes without saying, and some companies will include a CD-ROM with high-resolution digital images.

Other components may include a company fact sheet, corporate capabilities, busi-

ness card of the media contact, and any direct mail or other promotion tied into your exhibit. Editors like free gifts, too.

Do not forget a sticker with a call-to-action and your booth number on the cover of the presentation folder. Give the editors a reason to pick up your press kit in the first place.

Does location matter?

Some advertisers insist upon a right-hand page or being placed in the front of the magazine. Thousands of readership studies prove, however, that neither left-right nor back-front makes a difference. Ads and editorial score equally well throughout the publication.

Things are not the same on the Internet, where "first-page" and "slotted on top" are critical. People tend to read print material left-to-right, then top-to-bottom. A website tends to be viewed top-to-bottom before reading left-to-right.

10th anniversary – what does it mean?

This is the 10th anniversary edition of *Blips, Snips & Tips on advertising*. Longevity is important, but whether this is issue #1 or #147, what matters to you are content and value.

If you are looking for the same customer-focused approach to your advertising, then contact us for a no-cost, no-obligation analysis of your marketing and advertising. Call (716) 852-4410 or e-mail: mail@haroldwarner.com.

Harold Warner
ADVERTISING, INC.
Established 1945

Business/Professional/Industrial Advertising & Marketing

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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

Infinitem, Inc. - wastewater cleaning systems

ISOCHEM Inc. - specialty chemicals and custom phosgenations

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

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

W.T. Hight Company, Inc. - leveling mounts, casters and wheels, storage supplies and other material handling equipment

Back issues of Blips, Snips & Tips on advertising are available on our website (www.HaroldWarner.com) or by calling (716) 852-4410.