

Blips, Snips & Tips on advertising

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Return on your advertising investment.

An independent study by Fairfield Research concludes that every \$1 spent on advertising returns \$12 in sales. This is because trade advertising reaches thousands of targeted prospects at only pennies-per-impression.

Advertising exposes your products to the market, builds your company's reputation, and helps differentiate you from your competitors. High cost-per-impression activities, such as trade shows and sales calls enable you to gather detailed information and close deals while advertising does the prospecting for you.

Good website design.

Prospects want to be able to find the information they need quickly and easily. Once they find what they are looking for, they want it to be easy to read, easy to understand, and if necessary, easy to print, copy or e-mail to a colleague.

Fanciful graphics, special effects and advanced functions that support these principles contribute to good website design; otherwise, they are extraneous or distracting.

Start with clean, organized layout and design, inviting

typography, and sound copywriting. Use high-tech and advanced programming features to enhance the experience of visitors to your website in a manner that helps sell your product.

5 reasons not to advertise.

- You want your sales people to prove their worth, so you make it harder for them to get appointments and sell.
- You are certain that your competitors will never call on your customers.
- You don't want your customers to be reassured that they made the right decision to buy from you.
- You don't want to develop new customers, because all of your customers today will last forever.
- You have a website, what more do you need?

Commit to consistency.

According to an American Business Media study, 84% of business-to-business buyers claim that seeing advertising again-and-again from a company makes them more likely to purchase that product.

Before beginning an advertising program, a company should make the commitment to advertise frequently and consistently. Smaller ads may

Idea Showcase



The medical market is healthy.

Despite the exodus of manufacturing jobs, there are still industries that are strong and growing in the United States. Revvo Caster is targeting two such industries, medical products and retail displays, by introducing a line of casters and wheels engineered for medical and hospital equipment, and also ideal for mobile display units.

be required to accommodate the budget, but a sustained

“The next best thing to knowing something is knowing where to find it.”

– Samuel Johnson

campaign of small ads is more effective than virtually any campaign that stops soon after it starts.

Trade show skills.

What if your most important prospect visits your trade show booth when your top salesperson is on a lunch break or "walking the show." Does everyone working your booth have the skills to handle the situation?

No matter how well you plan your trade show presence, there are too many random moments to risk opportunities with untrained personnel. Even experienced sales people benefit by continued coaching and training.

Learn and teach proper greeting skills to make a great first impression. Practice asking good questions and then understand the importance of listening skills as well as recognizing non-verbal communication.

Develop signals that enable colleagues to ask for help, either with an important visitor, or in handling competitors, "tire kickers" and people trying to sell you something.

All booth personnel should be versed in demonstrating your company's strengths and in anticipating questions. Most important, know how to

obtain a commitment from a prospect and establish a plan-of-action for follow-up.

On the shelf online.

Pro-active marketing (e.g. advertising, publicity, direct mail) meets many objectives, but the interaction between the marketer and the target usually takes place at a time when the prospect is not actively shopping for your product.

When a customer is actively shopping, however, he or she relies on known sources of information. These could be literature files and bookmarked websites the result of responding to past advertising.

It also means using search engines and online directories to find potential vendors. The Internet provides more options, which means a greater challenge to manage your presence and content, as well as possible online advertising in directories and through sponsored keywords on search engines.

You must be "on the shelf" when your prospects are buying.

Contact us for a free analysis.

Whether the recession is over or not, marketing in today's competitive environment is more challenging than ever. You can improve your company's performance by starting with an objective evaluation of your marketing and advertising. Contact us today for a no-cost, no-obligation analysis. Call (716) 852-4410 or e-mail: mail@haroldwarner.com.

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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

InfiniTex, 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.