

Blips, Snips & Tips on advertising

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Anonymous revealed

“Anonymous” is good at two things: having pithy sayings quoted in newsletters, and visiting your website.

With a wealth of information about you and your competitors readily available, your best prospects will not contact you until they want to. Buyers and specifiers prefer to remain anonymous, collecting the information they need until they are ready to order or ask for help.

The Internet has empowered your prospects. To convert them into customers, your marketing must first bring them to your website. Your website must then give these anonymous visitors good reasons to contact you and reveal themselves.

Beware of Internet-only start-ups.

After more than a century as the dominant industrial directory, the *Thomas Register of American Manufacturers* will cease publication of its massive print volumes. The 2006 edition will be its last.

Online media has opened the door for competition to Thomas from search engines to Internet start-ups vying for profitable market share. Thomas has maintained an excellent website for nearly a

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Again with the frequency.
The Dyna-Purge Division of Shuman Plastics, Inc. faces strong competition from several companies marketing purging compounds to plastics processors. To offset aggressive competitors, Dyna-Purge is building on the strategy that made it the most recognized brand name among purging compounds. Enhancing its ads from black-and-white to two-color, the company now advertises in every issue of the leading industry weekly news magazine with a series of hard-hitting ads that run the full width of the bottom of a tabloid page. Competitors may run larger ads, but none are in front of their customers and prospects as frequently as Dyna-Purge.

decade and should continue to thrive.

With the notable exception of GlobalSpec, a complex website developed primarily for OEM design engineers, most online-only business directories fall far short in providing accurate, comprehensive product and vendor sourcing information. They also have difficulty delivering significant traffic from qualified business-to-business buyers.

Online directories built from established print volumes and trade journals, (e.g. Thomas, ARCAT, Kellysearch, ReedLink) have extensive data base resources

of loyal print subscribers and advertisers that can be leveraged across various media.

Marketing from the outside-in.

Some marketers operate from

“Punctual people usually have no one to share it with.”

– Anonymous

the inside-out, generating plans and campaigns from the comfort of their own cubicle. They take all their knowledge and prejudices from within the organization and project them outward, expecting their

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prospective customers to pay attention and comprehend.

Marketing begins from your customer's point of view, from the outside looking in. Amid the clutter and bombardment of messages, you must attract his attention, gain his interest, and arouse his curiosity.

Marketing then guides your prospect through the sales process. It continues with fulfilling promises and delivering service that inspires customer loyalty.

Instead of presuming that prospects are intimately familiar with its products and services, the smart marketer looks objectively, from the outside, as the potential customer would. Advertising agencies bring third-person objectivity that helps marketers see things from the outside-in.

Use trade shows for leads and more.

A Business Marketing Association survey of its members found that trade show costs,

at nearly 20% of their budgets, represented the largest slice of 2004 sales and marketing expenditures. Trade shows provide high quality sales leads, but at a high cost per lead.

Trade shows should not be planned for and evaluated solely as lead generators. They present excellent opportunities for public relations, industry networking, competitor evaluation, and strengthening ties with (or recruiting new) dealers, distributors, and sales reps.

What are you selling?

Look through a trade journal or its website. Notice how all of the news releases and most of the articles say what the product or technology is. Editors do that to interest their readers.

Look at your ads. Is it clear what you are selling? Creative headlines and visuals attract readers, but don't wander too far off course. You may miss the reader you want to attract the most - the person looking to buy your product.

Contact us for a free marketing analysis.

With new and changing media choices and increased global competition, marketing in today's competitive environment is more challenging than ever. An objective evaluation of your marketing and advertising is the first step in determining the best ways to improve your company's performance. For a no-cost, no-obligation analysis, contact us today by e-mail (mail@haroldwarner.com) or call 716-852-4410.

Harold Warner

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Business-to-business is our business.

Ask our clients, all of which are business-to-business companies selling to other businesses.

Ascension Industries, Inc. - spin roll fixtures and rotary vee blocks, turnkey and contract manufacturing of large process systems, filtration and separation equipment

Berenson Corp - decorative cabinet hardware and fixtures

Buffalo Metal Casting - aluminum, brass, bronze and copper castings

The Emblematic Co., Inc. - magnets for vehicles

Entertron Industries - programmable logic controllers and microprocessors

Envirospec Inc. - paver stone pedestals, roof deck and roof garden systems

Envoy International, Inc. - currency exchange services for business

Infinitem - wastewater cleaning systems

ISOCHEM, Inc. - specialty chemicals and custom phosgenations

Kee Industrial Products - slip-on structural pipe fittings, roof-top fall protection systems, secondary steel clamps

Milward Alloys, Inc. - aluminum & copper master alloys, alloying additives & custom alloys

Niagara Fiberboard, Inc. - fiberboard panels and products

Niagara Transformer Corp. - power and distribution transformers, rectifiers and reactors

Pentalift Equipment Corp. - ergonomic lift tables, loading dock area equipment

Phinney Tool & Die Co., Inc. - custom tools, dies and fixtures

Polymer Molding, Inc. - plastic caps and plugs for product protection and custom molding services

The Revvo Caster Co., Inc. - industrial, medical and display casters and wheels

Safety Media, Inc. - safety and fire protection equipment, supplies, signs, logbooks and training programs

Shuman Plastics, Inc. - thermoplastic purging compounds, plastic resins and toll processing services

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, tables, lifts, workbenches, and lean manufacturing assembly systems

Vanchlor Co., Inc. - anhydrous aluminum chloride

Vent-A-Kiln, Inc. - portable venting systems for kilns, furnaces, and metalworking operations

WSF Industries, Inc. - autoclaves with quick-opening closures for dewaxing, vulcanizing, composite bonding, VPI, containment storage, hydrostatic testing, leaching and sterilizing

The W.T. Hight Co., 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.