

# Blips, Snips & Tips on advertising

Published by Harold Warner Advertising

Vol. XII No. 1 • Spring 2006

## The power of magazines.

Online advertising is important in today's business world, but print magazines hold a special place. Trade journals target a specific audience efficiently, a loyal audience that spends an average of 45 minutes with any one magazine.

Magazine ads have more staying power and influence than most forms of online advertising. A recent Erdos & Morgan study shows that 44% of respondents often purchase a product based on a magazine ad compared to only 6% for an Internet ad.

## Can they read all about it?

Some rules of typography that apply to print also apply to websites and e-mail marketing.

Studies show that type fonts smaller than 10-point are hard to read, and that black type on a white background is the easiest to read.

## Major trends in marketing

- Vertical Search - Google and Yahoo dominate

Internet searches, but targeted business directories are superior resources for their industry segments and will increase in use.

- Media Fragmentation - mainstream media are not going anywhere, but the proliferation of online advertising, from website banners to blogs and e-mail blasts is forcing companies to make tough decisions about the best use of advertising dollars.
- Increased Measurement - online marketing analysts can produce more statistics than baseball geeks, but with new media comes new ways of evaluating performance and ROI.
- More Direct Marketing - because results are easier to measure.

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**“Technology is a way of organizing the universe so that man doesn't have to experience it.”**

**- Max Frisch**

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## What makes them click?

After an industrial buyer conducts an online search, whether through a search engine or vertical directory, what makes the person click

## Idea Showcase



### Skyscrapers with fall protection.

What could be more appropriate than a “skyscraper” style banner ad to promote rooftop railings? Kee Industrial Products advertises its KeeGuard fall protection systems on the *Occupational Hazards* website, which consistently ranks in the top 10 in searches on Google and Yahoo for the keyword “fall protection.” Banner ads do not provide much space to show or describe the product, but the tag “Click to see more” plays off the visual and brings visitors to the KeeGuard website where they see the full-frame photo of the railing system used in the ad.

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on one company's listing over another?

The most important factor is previous knowledge of the company - brand awareness.

How high up companies rank (slotting) is also important, but the relevancy of what the ad or listing content to the buyer's need draws more qualified click-through action.

## Consider the source of search engine visits.

Visitors coming to your website via search engines more likely enter your company's name rather than a search term, based on analysis of website traffic reports. Search engines are a fast, easy, almost foolproof way of finding a company one already knows about.

With so much competition for search engine rankings, and the vagaries of search engine results, consider yourself fortunate every time a prospect visits your website because of a keyword search on Google.

## 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](mailto:mail@haroldwarner.com)) or call 716-852-4410.

**Harold Warner**

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Established 1945

Business/Professional/Industrial Advertising & Marketing

232 Delaware Avenue • Buffalo, NY 14202

(716)852-4410 • Fax (716)852-4725

[www.HaroldWarner.com](http://www.HaroldWarner.com) • [mail@haroldwarner.com](mailto:mail@haroldwarner.com)

Industrial buyers looking for a choice of potential suppliers often prefer keyword searches on vertical online directories. Two such websites, GlobalSpec and ThomasNet, each have more than two million users that search primarily by product category.

## What do your customers know?

Less than you think.

Do they know about your newest products or improvements to your old ones? Do they know which trade shows you will exhibit at or the name of your new sales rep?

There is no single best way to keep your customers informed, but there are many great ways: advertising, publicity, newsletters, e-mail, website updates, phone calls, direct mail.

Although ads are placed with the main purpose of finding new customers, they contribute to ROI for current ones. Ads not only help inform your customers what's new, they reinforce the decision to keep buying from you.

## Business-to-business is our business.

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

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

**Batavia Engineering, Inc.** - steel hand ladles and skimmers

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

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

**The Emblematic Co., Inc.** - decorative magnetic emblems

**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

**Infinetex** - wastewater cleaning systems

**ISOCHEM, Inc.** - specialty chemicals and custom phosgenations

**Keel Industrial Products** - slip-on structural pipe fittings, roof-top fall protection systems, steel-to-steel clamping systems

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

**Momentum Publishing Partners** - independent trade representative

**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, 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, carts, and other material handling equipment

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