

Blips, Snips & Tips

on advertising

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Who goes there?

“Contact Us” is found on virtually all business websites, usually providing visitors a submittal form to request additional information. Companies often include maps, directions and distributor listings as well.

When it comes to naming employees under Contact Us, there are different schools of thought.

One says never to include employees and their email addresses because of Internet security (e.g. spam) concerns. In larger companies, there is the practical matter of continuous personnel changes.

Others point to the advantages of including employees on your website:

- Encourages visitors to contact the best person for product information, troubleshooting, customer service, etc.
- Makes a public display of the accountability of individuals in the organization.
- Provides a warmer, friendlier company “personality” - especially when using photos.

In times of diminishing personal contact - more email and voice mail - it helps to place value on the idea that people relate best to other people.

The rise, fall and rise of trade shows.

Tradeshaw Week reports that

in 2006, the largest manufacturing and industrial trade shows grew by 1.1% in square feet, 1.4% in the number of exhibiting companies, and 2.6% in attendance.

Considering how many large industrial tradeshows declined after September 2001, these statistics point more toward stabilization than real growth. Yet, many industry-specific and regional trade shows are thriving - medical, plastics, architectural, packaging.

Exhibitors at trade shows report that they are investing more for product demonstrations, lead-capture technology, cutting-edge graphics, bright lighting and video displays. “Cool freebies” are less of a concern.

And 44% of exhibitors say that attendees are more informed about their company and products than in the past.

Idea Showcase

Create Unique Dry-Deck Water Fountain Areas with PAVE-EL®



Beautiful dry-deck water fountain areas are easier to install with the PAVE-EL Pedestal System. PAVE-EL pedestals ensure uniform spacing and elevation of paver stones. They allow water to run off the paver stones, through to the fountain drainage system.

Dry-deck fountains constructed with PAVE-EL eliminate trip hazards, minimize vandalism and offer no impediment to handicapped access and pedestrian traffic. The result is an attractive and eye-catching, at-grade fountain installation. **For more information, contact us today!**

Photos courtesy of Roman Fountains Corporation, Albuquerque, NM.

PAVE-EL
ENVIROSPEC INCORPORATED

Ellicott Station Box 119, Buffalo, NY 14205
Phone: (716) 689-8548 • Fax: (716) 689-7309
Website: www.envirospecinc.com

Make a splash with application photography.

Envirospec's unique PAVE-EL® pedestal support system was originally designed for installing paver stones on waterproofed roof decks. The growth of dry-deck water fountains in recent years has provided another application.

But illustrating PAVE-EL in use presents a problem because once installed, it is hidden from view. Showing the product and how it works is instructional, though not necessarily exciting.

To attract the attention of potential customers, the main visual in this PAVE-EL ad is an action-oriented application photo. The PAVE-EL pedestals are hidden from view, but the results are in plain sight.

Trade show attendees are researching companies, most

“Nothing changes but the date.”

– Jason Miller

likely online, and visiting booths with a purpose.

WIFM with ads.

Ads can be cute, funny, shocking, dull, dry, provocative, stark, colorful, intelligent or dumb, but they must answer one question for the reader.

"What's in It For Me?"

Creativity is important in designing an ad, but not if it interferes with the clarity of a benefit-oriented message for an intended audience of buyers.

Your ads should be "creative" in that they work hard to get the attention of your customers and prospects and convey what is in it for them.

Are you ready for online video?

Terms such as "viral marketing" and "social media" are proliferating in consumer advertising and often involve "sharing" video online. Business marketers just getting use to trading PDF files may not be ready for this new trend. Others may be jumping in too soon.

It is a great idea to produce a video showing how your product works or outperforms the competition. And with the

more casual tenor of the Internet, your video does not have to be as "stuffy" as corporate videos traditionally are.

Common mistakes, however, include producing a "home movie" style video that lacks professionalism - bad lighting, shaky camera movement - that reflect poorly on your quality image. In addition, the content should be scripted so that it is interesting, organized, and relevant to your prospects.

Online ad spending stats.

According to eMarketer, which benchmarks online ad spending against projections by the Interactive Advertising Bureau and PricewaterhouseCoopers, 43% of all online ad spending in 2006 went toward paid search (e.g. Google AdWords).

Banner ads comprised 21% of the \$16.4 billion spent online. Other popular types of online advertising included slotting fees, paid links, various forms of email marketing, and many types of sponsorships.

The reports include consumer and business-to-business advertising, both of which continue to grow at a substantial pace.

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 email (extra@haroldwarner.com) or call 716-852-4410.

Harold Warner

ADVERTISING, INC.

Established 1945

Business/Professional/Industrial Advertising & Marketing

232 Delaware Avenue • Buffalo, NY 14202
(716)852-4410 • Fax (716)852-4725
www.HaroldWarner.com • mail@haroldwarner.com

Business-to-business is our business.

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

- 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
- Infinitem** - wastewater cleaning systems
- Kee Industrial Products** - slip-on structural pipe fittings, rooftop fall protection systems, steel-to-steel clamping systems
- 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, custom molding services
- The Revvo Caster Co., Inc.** - industrial, medical and display casters and wheels
- 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
- VanDeMark Chemical Inc.** - specialty chemicals and custom phosgenations
- Vent-A-Kiln, Inc.** - portable venting systems for kilns, furnaces, and metalworking operations
- Wanner Engineering** - Hydra-Cell Metering Solutions seal-less metering pumps
- 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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