

Blips, Snips & Tips on advertising

Published by Harold Warner Advertising, Inc.

Vol. XIII No. 2 • Spring 2007

Why can't Google find me?

You have just invested significant time and money to launch a new website, but it does not show up when you search on Google.

New sites registered with Google may be placed "on hold" for a few months until the almighty algorithm decides that you have credibility and staying power.

Home pages with "Flash" at the top of the page also discourage search engines. They want content, 300-to-500 words of relevant text (with these terms repeated in the metatags). Google also specifically asks for "ALT Tags," a keyword phrase for photos.

Website visits override veto.

It takes a two-thirds vote of a legislature to override a veto. According to a recent magazine study, 66% of readers now prefer visiting a company's website to obtain information from advertisers.

15% prefer to send an email, a less anonymous act, while 9% prefer to call the advertiser's toll-free phone number, a dramatic decline from studies conducted only five years ago.

The other 10% prefer mailing a business reply card, using the reader service card, and other methods of contact

to suggest they are looking at a back issue of the magazine from the 1980's.

Mouth off for advertising.

"The best advertising is word of mouth."

Not true. Technically speaking, the *best marketing* is word of mouth. When a current customer recommends you to a colleague, it is part of the discipline of relationship marketing.

Advertising is a bold, aggressive way of reaching out to your prospects. When a customer recommends you, would you rather his or her colleague say, "Who are they?" or "That's right, I've heard of them!"

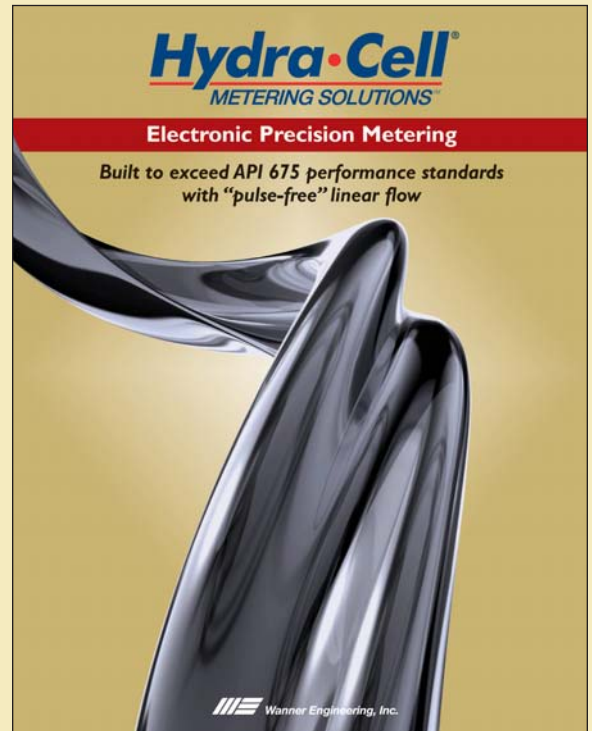
Plus and minus of negative visuals.

An ad for anti-slip floor mats with someone falling down will get more attention than just showing the person standing upright and smiling.

Depicting your customers' problems can create an eye-catching visual that boosts ad readership. Yet, your prospects may not feel that they have problems. They have needs to help them do their jobs better.

It may be more of a creative challenge, but focus on positive visuals and messages for

Idea Showcase



Cover story for the customer.

In the highly competitive field of metering pumps, Wanner Engineering differentiates itself by emphasizing that its Hydra-Cell Metering Solutions brand offers "Electronic Precision Metering" that exceeds industry performance standards with fluid flow that is virtually vibration-free.

For the cover of its product-line catalog, the headline and text are straightforward. The unorthodox visual, however, is designed to grab attention and convey the idea that the company is focusing on customer needs - that they are pumping a fluid and want it to be done smoothly.

"People use the word guru because nobody can spell charlatan."

— Peter Drucker

Continued from front

your company. Otherwise, your prospects might associate you with the image of a slapstick character.

Put reach and frequency into your plan.

With a myriad of new media options available, it is more challenging than ever to allocate marketing dollars where they will reach your target audience the most often.

Start by being "on the shelf" when prospects are buying. Advertise in broad-based and relevant vertical online directories, and optimize your search engine presence.

You also need to reach your audience before they are ready to buy. This builds awareness and imparts your competitive selling proposition. It creates meaning that triggers better response when prospects start searching.

Consistent, month-to-month placement in specific media that demonstrate their ability to deliver your target audience is necessary. This can be a combination of print and

online advertising, direct marketing, publicity, and other tactics.

Regardless of the media, reach out to your audience as frequently as possible. It is better to run a small ad every month instead of a large ad only a couple of times a year.

Should you blah, blah, blog?

ClickZ reports that more than half of all corporations post blogs, from company executives to front-line workers.

Blogs - personal comments and columns posted on the Web (web-logs) - can help establish you as an industry expert, improve customer relations, and increase your visibility via search engine rankings and media notice.

If you decide to have a company blog, then you need to set up a blog hosting service and software, while dedicating the resources - mostly time and expertise to running it.

The writing needs to be good and speak with a "voice," not PR flak. Readers must be able to post honest comments, so you have to be transparent and thick-skinned.

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, call us today (716-852-4410) or send an e-mail to extra@haroldwarner.com.

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.

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

ISOCHEM, Inc. - specialty chemicals and custom phosgenations

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

Momentum Publishing Partners - independent trade publishers' 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

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

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