

Blips, Snips & Tips

on advertising

Published by Harold Warner Advertising, Inc.

Vol. XIII No. 3 • Summer 2007

Look before you click.

According to iProspect, nearly one-fourth of US search engine users look at “only a few” results before clicking. This feeds the notion that a company needs to be near the top of the first page on Google, Yahoo!, et al.

It also shows that many users know exactly who they are looking for. They don’t need a search engine, but it’s the easiest way to get to the known company’s website.

Based on the study, results viewed before clicking:

Only a few23%
First page39%
First 2 pages19%
First 3 pages9%
4+ pages10%

Ads correlate to website traffic.

A study by Yankelovich Partners and Harris Interactive reported that after a leading brand abruptly cut its advertising, overall traffic to its website declined 75% over the next eight months. More revealing, direct traffic (typing in a specific URL) declined 90%.

An AD-Q study found that direct traffic to a website increased 13% with just one print ad, but then dropped significantly the next two months in the absence of follow-up advertising.

Idea Showcase

More Caster Styles with Style Click for specifications

More Caster Styles with Style Click for specifications

More Caster Styles with Style Click for specifications

Change online ads more often than print ads.

A subjective mistake made by marketers is to become bored with their own ads. Despite their effectiveness, prints ads get changed even when they are still “fresh” to the market, especially for prospective new customers.

The Internet is proving different in this regard. Whereas print ads can run for years, banner ads often “wear out” in a few months. This is measured by declining “click-thru” rates, the percent of web page visitors clicking on the ad to view the advertiser’s website.

Revvo Caster, in its online campaign to the medical market, is rotating three banner ads on a trade magazine’s website. Although the visual keeps changing to stay “fresh,” the message remains the same to develop consistency in the minds of customers and prospects.

The Reed Research Group found that 85% of buyers take the “next step” with information read in a print ad - which is typically a visit to the advertiser’s website.

No time?

Industrial buyers say that they are increasingly busy, so they see fewer sales people than in past years. Sales people say that they spend so much time sending email, they have fewer opportunities to call on customers and prospects.

What buyers still have time

for is reading trade journals and going online to find information about products and potential suppliers. Seeing fewer sales people does not mean less devotion to their sourcing responsibilities. It means that

“Nothing endures but change.”

– Heraclitus

sellers have to be more diligent in reaching them via both traditional and new media.

Overcome overseas competition.

Low-cost imports are placing an enormous strain on manufacturers. It is hard to compete against overseas companies that pay substantially less in wages, have fewer environmental regulations, and enjoy the advantage of an artificially depressed currency.

Despite these challenges, manufacturing remains the engine of the US economy in terms of spin-off activity, R&D investment, productivity rates, and real wages and benefits.

How do successful manufacturers compete?

1. Emphasize Quality:
because in the long run, quality costs less.
2. Focus on Added Value:
because you get what you pay for.
3. Innovate:
because knock-offs are not as good as your latest advancement.
4. Specialize:
because expertise opens captive markets of loyal customers.
5. Customize:
because your solutions give your customers their competitive edge.

Build it, but will they come?

How often does someone build a great product that "sells itself" then expects the product to do just that, sell itself without marketing?

How often does someone launch a new website and then wait for prospects to find them?

Instead of relying on people to stumble across them by luck, successful companies go out and look for customers by marketing.

Marketing is not just advertising. It is developing collateral sales support, establishing channels of distribution, and using advertising, public relations, direct marketing, trade shows, search engine optimization and other tactics to reach prospects. It is conducting research to understand customers and markets. It is sales promotion, lead generation, relationship management, and using other methods.

Smart companies find the right "marketing mix" to find and convert customers in their industry. Some might advertise more; others might invest more in providing distributors with better sales tools, but they all invest in marketing.

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

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

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