

# Blips, Snips & Tips

## on advertising

Published by Harold Warner Advertising, Inc.

Vol. XIII No. 1 • Winter 2007

### Home sweet home page design.

In the early days of the Internet, a company's home page served as a "welcome mat" to its website, simple and straightforward. With standards for access to information online always changing, today's visitors expect your home page to put them inside your house.

Effective home pages include preview areas of the most important sections of the website in the eyes of your prospective customers. These "content buckets" should show different product lines or services capability. This enables visitors to quickly see and link to the material they came to your website to get.

Your home page is no place for a detailed corporate history, mission statement, large photo of your building, or anything else that people only care about after they are reassured that you have the specific products and services they need.

### Do people still read magazines?

A 2006 study by *GlobalSpec*, an online directory, reveals that 69% of industrial engineers surveyed are reading trade journals just as much as they did last year. 20% decreased their use of trade

journals, and 11% increased their reading habits.

Use of the Internet has cut into all other media, but people still have strong feelings for their favorite magazines, at home and on the job.

According to a study by American Business Media, business executives read an average of 4.2 trade magazines and visit 7.4 business-to-business websites a month.

## Idea Showcase



### It's a small world at trade shows.

Trade shows are expensive, but the opportunity to come face-to-face with an entire marketplace offers unmatched impact. Niagara Transformer has been manufacturing transformers in the United States since 1938 and has installations in more than 70 countries. In order to increase its profile in the utility industry, the company developed a new trade booth to achieve high visibility for a recent IEEE show. Designed for 400 sq. ft. of space, the modular components of the booth can be reconfigured for half of the space at smaller shows.

### PR is a supplement, not a substitute for advertising.

Companies that rely solely on publicity, "free advertising," to

---

**"Do what is right and do it now."**

**– Virginia Apgar**

---

get the word out are forfeiting control of the most important

*Continued on back*

Continued from front

part of their sales and marketing message.

Publicity does a great job of promoting new products, reaching markets and audiences beyond the means of the ad budget, and building awareness. It is a crucial part of an integrated marketing program.

But publicity does not present your most compelling sales arguments - why buyers should choose you instead of your competitor.

Editors control the content and timing of the publicity they publish. Since they have a responsibility to provide their readers with objective, credible information, they must avoid bias, opinion, and superlative claims.

By advertising, you are in control of when and where your message is seen, and are free to give your prospects the compelling reasons to buy from you.

## Email marketing concerns.

Marketers using email to produce sales leads face a number of challenges:

- Technical issues of email deliverability
- List turnover - addresses that no longer exist
- Declining response rates - the novelty is over
- Insufficient customer data
- Expense of personalizing messages
- Analyzing results

These are not new challenges. From clearing post office regulations to "cutting through the clutter," direct mail marketers have faced similar challenges for decades.

Whether using email or direct mail, the most important criteria are: a list of people qualified to buy your product; an offer worth responding to; and drop-dead creative to get attention.

## How much for marketing?

Results of industry testing recommend that if you market consistently, budgeting 10% of gross revenue is about right. Companies that have not marketed much recently should allot 12%. For those turning away business, reduce expenditures to 8% and focus on current customers.

## 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](mailto:extra@haroldwarner.com).

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

**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](http://www.HaroldWarner.com)) or by calling (716) 852-4410.