

Blips, Snips & Tips

on advertising

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Picture perfect for print or web.

Technology gravitates toward the end-user, and high-quality, low-cost digital cameras have given marketers the ability to assemble product photography at will.

This is a good development for companies populating their websites with a comprehensive selection of up-to-date images. There is a downside to over-relying on such photography.

Everything a company publishes in print or online reflects on its reputation for quality. Companies still need marquee photos for all media. Proper lighting, scale, composition and artistic merit that a professional provides are necessary to good marketing. Using in-house photos are then a helpful supplement.

Ready to blog?

Should your company start a blog? Technorati reports that there are more than 112 million blogs, with nearly 200,000 more coming online every day. Clearly there are too many blogs already out there, but not too many in business marketing.

According to *GlobalSpec*, only 4% of industrial engineers use podcasts and 3% RSS feeds; but 13% are now accessing blogs. These percentages

will only increase.

Blogs enable you to engage your customers and prospects in a personal, high-impact manner - and can help improve your search engine rankings.

Blogs can backfire, though. They must be maintained (a short post at least once a week) by a capable writer who can speak with authority for your company and its products.

The information posted must be honest and useful. Be prepared to deal fairly with criticism. Companies that use blogs to “re-purpose” marketing materials (news releases, white papers, brochures) are not providing the type of information their marketplace is looking for in a blog.

More time online is still less.

According to a *GlobalSpec* study, 31% of respondents spend at least eight hours online per week for work-related purposes. This is up from 23% in 2006. 45% report spending more than two but less than eight hours online, and 24% spend less than two hours online.

Based on a 40-hour work week, 69% of all engineers are spending between 32 and 38 hours per week not working online. Marketers should keep in mind that the Internet is not

Idea Showcase

Civilization is Based Upon Two Principles...



Elegant Accessory Collections to Accentuate any Design Style.



Arc - A unique blend of cast-iron and wrought-iron offers the traditional, industrial or contemporary taste.



Radius One Metal - Subtle attention to detail distinguishes this award-winning, circular design, shown here in a mirror aluminum finish.



Radius One Metal - This contemporary-arted collection is available in a variety of metal finishes, including mirror bronze, as shown above.

McDonald Products



Durable metal and ABS plastic load bar mounted components are easy to install and remain securely in place while in use.



A variety of shelves, sorters, and binder bins organize large and small documents, files, folders, books and magazines.



From correspondence pockets to coast hooks, McSort offers an unparalleled array of components designed to suit personal preferences while meeting everyday needs.

Position your brands; segment your customers.

Smith McDonald Corp. produces the prestigious Smith Metal Arts desk accessory collections and McDonald Products workspace organizing systems and desk accessory collections. Although there is significant overlap in terms of functionality of the two product lines, they are marketed differently.

In the company's new product brochure - produced in an elegant size to fit in a #10 envelope - the Smith Metal Arts collections are presented as the pinnacle of prestige for high-end customers. McDonald Products, though quality-oriented, are “everyman's” office accessories. Synergy is created marketing similar products to different segments of the same market.

the be-and-end-all, but the trend of greater use of the Internet is undeniable.

Are website stats meaningful?

Is the visitor who views 12 pages on your website a better prospect than the visitor who views only one page?

Not if the first visitor looked all around your website before deciding that you do not have what he or she is

looking for. And the second visitor, perhaps entering your website on an appropriate "landing page," likes what he sees immediately, and then calls you or sends an email.

Yet, a one-page visitor might leave your website within seconds while a multi-page visitor is conducting a thorough review before contacting you.

On the surface, Internet statistics are meaningless. In-depth analysis, through such software programs as Google Analytics and Web Traxs (from *ThomasNet*) can provide better answers as to how effectively your website is generating sales leads.

Create effective landing pages.

A landing page is one inside your website that you direct prospects to using "deep links" shown in an ad, direct mail piece, or used in email marketing, and Internet advertising

and publicity. They are designed to give visitors the most relevant information they need instantly.

A few tips for creating good landing pages:

- Make the page simple and relevant so the visitor sees instantly that this is what he or she is looking for.
- Use graphics and copy that are consistent with the ad or other source that landed the visitor.
- Make an offer - free sample, download a report, etc.
- Ask only what you need - the more "required fields" you put in a response form, the less response you receive.

"The only way to succeed is to make people hate you."

– Josef von Sternberg

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

JTM Foods, Inc. - manufacturer of baked goods

Kee Safety - safety railing components, rooftop fall protection systems, steel-to-steel clamping systems

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

Neutrex, Inc. - Purgex engineered purging compounds

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

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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