

# Blips, Snips & Tips

## on advertising

Published by Harold Warner Advertising, Inc.

Vol. XIV No. 1 • Winter 2008



## Idea Showcase

### Content rules and rules of content.

The home page of the new Vent-A-Fume website from Vent-A-Kiln features “Content Buckets” - photos with links that direct visitors to important sections of the site, and a “Content Module” - a sidebar of information and announcements that can be changed quickly and easily.

The program module of the website is a “Content Management System” (CMS), which simplifies the programming of response forms and allows the layperson to make changes in the manner of word processing editing.

Although Content Buckets and Content Modules contribute to Search Engine Optimization, the first rule of SEO is to have a website rich in content that is of value to your customers and prospects. To this end, Vent-A-Kiln has an easy-to-navigate website filled with straightforward product information as well as engineering specifications. CAD drawings are available as PDF downloads, and price lists are kept current.

## Get email through and opened.

Email blasts are subject to being filtered when they have traits identified with spam. By following a few simple rules, marketers can help ensure that their email promotions are received and opened.

- Use standard, easy-to-read typefaces.
- Use a few small graphic images instead of one large graphic - opposite of what you might do for an ad or brochure cover.
- Do not overuse “Free!” Offering free samples, a free white paper, etc. is a powerful tool for generating response, but do not say, “FREE! FREE! FREE!”
- Use authentication codes so that receiving ISPs and net-

work administration recognize the origin of your email as legitimate.

- Leverage your trusted brand or company name in the subject line.

## Online budgets to increase.

*B2B Magazine* reports that companies expect online expenditures to comprise 34% of their 2008 marketing budgets compared to 27% in 2007.

Most of the increases will be for website development, email marketing, and for search engines and online directories. More than one-third of all survey respondents expect to increase spending on banner ads.

Although use of social media (e.g. blogs, wikis, podcasts, message boards) is

expected to increase, it still lags as an industrial tool compared to consumer advertising.

## Advertising in a recession.

Companies that advertise consistently throughout a recession typically increase their market share during and after the economic downturn.

That is easy for an ad agency to say. For the company official

---

**“He can compress the most words into the smallest idea of any man I ever met”**

**– Abraham Lincoln**

---

faced with choices about layoffs and delayed investment in equipment it is more difficult. When cost-cutting is necessary, the marketing budget becomes an easy target because drastic

*Continued on back*

Continued from front

cuts seem to have an immediate effect on maintaining the bottom line.

This is illusionary and short-term. When a company virtually disappears from the marketplace, it is forgotten quickly by prospects it is cultivating. This also sends a bad message to current customers who see advertising as reinforcing their decision to buy from a company. Meanwhile, steadfast competitors are capturing their attention.

Keep up your advertising during a recession to be more successful. Use the expertise and objectivity of your ad agency to direct expenditures to the most efficient and effective media.

## Pick the right trade shows.

If you are evaluating which trade shows to exhibit at, here are some tips:

- Ask your customers which shows they visit.
- See which trade shows are covered by the magazines you advertise in.
- Know which shows your main competitors exhibit at.

- Examine the demographic data of show attendees - not just the companies, but the job functions.
- Look for geographic concentrations of your target market - and a regional show that covers that industry.

Companies should not discount small, regional trade shows in favor of exhibiting only at major national trade shows. Costs are usually lower, and there is something to be said for being "a big fish in a small pond."

## Marketing is easy.

The more that your current and prospective customers see your name in front of them, the more likely they are to contact you instead of a competitor when it is time to buy.

This is especially important when they go online to a B2B directory (e.g. *ThomasNet*, *GlobalSpec*, *Arcaat*) or a search engine to source products and prospective vendors.

When they see and recognize your brand as a result of an online search, they contact you because of the awareness and credibility you have built through consistent marketing.

## 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

**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

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.