

How to STOP Wasting Precious Advertising Dollars

A Free Report

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Testing Your Ads

It's not enough just to place an ad and hope for general public awareness of your business; you must test your advertising. How else are you going to know what ad draws the best response? Read carefully the following statement by John Caples, a well-known direct response copywriter.

“I have seen one advertisement actually sell not twice as much, not three times as much, but 191/2 times as much as another. Both advertisements occupied the same space. Both were run in the same publication. Both had photographic illustrations. Both had carefully written copy. The difference was that one used the right appeal and the other used the wrong appeal.”

The outcome of testing all advertising, eliminating the duds and finding the best performing one is simple: less expense and more response. More response equals more sales. You can even choose to reduce your advertising spend once your response is greater. Either way you get more money in your account.

Testing by direct mail is easiest: just type a tiny reference code in your cut-out coupon. You hold the key of where and when that ad was placed. When the coupon comes in your staff type in the code in your database.

Testing by website response can be as simple as putting a special tick box on your order form: where did you find us? Google, banner, Yellow Pages, word of mouth, etc. Be sure to cover all bases.

You can also test by offering a discount/freebie/double deal, and getting the customer to bring in the coupon from the newspaper or magazine. Make sure you have a different code on each media.

A simple way is to get all staff that answer new callers to ask: “where did you hear about us from?” Make sure they enter it into your database before it is forgotten.

Making Print Advertising Work for You

The five commandments of creating ads that work (as found by the best copywriters) are:



1. Make a headline that stops people in their tracks: one that answers the question “what’s in it for me?”
2. Continually test all ad variables such as titles and copy theme
3. Use specifics in the copy rather than generalise (a story about a person’s experience with the product is a good example)
4. What you say is more important than how you say it
5. Long copy will sell more than short copy (in direct response).

To test print advertising some companies employ market research. As the reader is fully in control of the time taken to read the ad, it is difficult to focus group accurately. In a focus group participants are going to look at it much longer than normal and will be able to recall branding much easier.

Simplicity in the ad is the key. The first glance (3-5 seconds) should be enough to grasp the branding and the main idea. Main support points should be able to be read on further investigation in about 10 seconds. For this very reason it pays to be clear, direct and literal. Just one message and action is enough to convey.

The main visual must be linked to the brand in a recognisable way otherwise the reader will recall the image but not the advertiser. Testing of eye-tracking has found people look at the main visual first, and then go on to read the copy downwards and to the right, meaning they miss anything above a picture.

Finding the Best Medium for Your Business

Sometimes advertising isn’t always the best way to attract new custom. People like free stuff. Particularly in service and B2B businesses, potential clients are likely to want free information before they’ll even trust your company. Trust is important, and with continuing positive contact, leads to sales. Just as I have marketed this report in order to attract potential customers, while helping my target market out, you too must think in terms of adding value to people’s lives.

There are many and varied ways to promote your business for free or for lower cost than usual:

- List on a local directory site such as Truelocal or [Yahoo!7 Australia](#).
- Have an Editorial written about your service or product (sometimes this will be in conjunction with paid advertising), OR send out press releases about current promotions or new products to relevant magazines, to be put in their News section (I can write these).
- Write articles and put them in a newsletter for new and existing clientele. Promote the newsletter on your website (sign-up box). Or, submit well-written articles to online publishers with a link promoting your website. (I can ghostwrite the articles, and show you where to submit them to up to 250 publishers!).



Using a Professional Copywriter

Small businesses cannot normally afford large Ad agencies that employ designers, media planners, account services, researchers and account planners. More likely, they employ a graphic design studio to design advertising and promotional materials. But advertising and printing costs plenty, so it doesn't make sense to put any old rubbish in for the text. Some designers take on the whole job, but inadvertently the copy gets put on a young person's shoulders who doesn't know your business goals, your market, and they may not impart words of persuasion.

A professional copywriter fills the gap. If you have a good one, they will co-ordinate with your designer to make a great result. An even better one will start with talking about your marketing strategy and tactics to ensure you are not going to waste one more cent on advertising that doesn't work.

Power of Words aims to work with the small business manager towards their goals, e.g. getting customers to come in, keeping in touch with past clients, or encouraging response online. The big picture does not get lost in the midst of fancy design or advertising lunches.

I find out about your target market and write copy for them. Since many businesses want to attract sections of the general public, usually plain English works the best. A little more formal writing appeals to the business executive, keeping it powerful with a direct voice.

The power is now in your hands: call 0403 125 038 or email right now Jennifer@pow.net.au