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# The Mathis Group's Messenger

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## Advertising That Sells

The last two months we have been discussing the benefits of marketing for an organization, how to write an effective copy for the advertisement, and some specific ways to market. This month we will finish up our series by looking into various types of display ads.

There are two main types of display ads. First is the one-step ad. In the one-step process, the offer is clearly stated, and people are asked to buy while looking at the advertisement. The second process is the two-step ad. Normally, the offer in the ad is simply for free material with the sales push being in the free material.

While display advertisements can be very effective because they reach a large group of people, there are a few disadvantages. First, display ads are very expensive. Next, they function because people see the advertisement. This creates problems if potential customers do not open the magazine or paper which contains the advertisement. Finally, while display ads do reach a large scope of people, they are harder to target the offer.

Now that we know the two main types of display ads and some negatives, let's look at a variety of types of display ads.

### TV Advertisements



With a TV ad, you must open with excitement and power. You lose people in under 6 seconds if you do not spark their interest. Present the ad from the customer's viewpoint, and design it to

get their attention. For example, "Attention: Pennsylvania families whose income is between \$10,000 and \$40,000. You might qualify for a discount on your home repairs!" Show your product or service in action. Let people know what they can expect. Use close-ups effectively. Consider a famous testimonial. Pick your music carefully. The wrong or inappropriate music can ruin an otherwise effective ad. Talk to the camera rather than use voice over film. Point out benefits.

### Radio Advertisements

Radio is cheaper than television because there are no visual or appearance issues. It normally contacts people when they are already involved in an activity (driving, working). Radio can be very successful because your ad will be repeated throughout the day. On average, radio is listened to by people between 2-5 hours daily.

### Direct Mail Letters

Direct mail letters allow you to customize your message to your target group. They can be sent out in smaller amounts and can be done with little or no equipment. You can develop your letters to fit any budget.

There are several formats of direct mail letters you can use.

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*Good salesmen, like good cooks, create an appetite when the buyer doesn't seem to be hungry.*  
*E.C. McKenzie*

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## *Success verses loss*

A success verses loss letter focuses on how successful people use your product or service. It states “\_\_\_% failed as compared to \_\_\_% who experienced success with \_\_\_”. This type of letter also includes statements which show success being passed on to the customer through your product or service.

## *Future or forecast*

Future or forecast letters focus on what can happen in the future. It points out how to be prepared by giving predictions and why something might happen. It also shows how your product or service helps to reduce the customer's vulnerability to the problem.

## *Return on investment or productivity*

 An ROI or productivity letter focuses on how your product or service will save them money. Percentages of savings or increase in productivity is a must for this letter. You should detail the dollar amount of the percentage and show how often this is happening.

## *Esteem or prestige*

Esteem or prestige letters focus on ego and being picked to be part of a select group. Stating that you have only selected a small group of people to be part of this offer makes people want to participate.

## *Guarantee no hassle*

A guarantee no hassle letter focuses on creating warm feelings that you will be around to handle any problem. Listing the years of service or number of items sold builds a guarantee that you will be around for any customer service needs. Going above and beyond the price of the item is also good. You can also offer a free gift they can keep even if they do not like the product or service.

## *Problem solution*

Problem/solution letters give you a chance to point out a problem or issue your target customer is experiencing. Detail the specific problem your target customer is

experiencing. Share stories, testimonials, facts, and details that show you understand them. Explain what needs to be done, but do not share how. This will make them want to contact you for more information.

There is one other type of advertising that is the cheapest and easiest to do. Word of mouth advertising will not cost you one penny in terms of marketing dollars nor one ounce of effort. It is motivated by past customers and is filled with real life experiences. One of the best benefits of word of mouth advertising is that it speeds up the buying decisions of other customers.

Knowing the best form of advertising is the key to a successful marketing campaign. There are endless possibilities and choosing can be difficult. The easiest campaign may not be the best. Having a thorough understanding of the target market will increase your success rate.



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