

The purpose of advertising is to sell something



Your Solution: Our Product

Salesmanship is one person selling a product or service to another person. Advertising is selling a product or service to many people, which is why advertising is often referred to as “multiplied salesmanship.” The same rules apply to advertising as apply to salesmanship.

Offer

The offer is what is being sold, and thus the most important element of advertising. The best creative cannot compensate for a poor offer. Offer does not have to be a sale or even priced-based. You can sell “perceived value,” which shows how the client is getting more value than the cost; you can also sell your business model, which might be low over-head, big volume, custom ordering, etc. You can sell service, quality, expertise, experience, or many other elements. The important thing is **TO SELL IT**. A vague reference or cliché isn’t selling and often is just a waste of advertising space.

Copy

The copy is simply the packaging of the Offer – the few seconds that the listener, viewer or reader is impacted by your offer. Good salespeople can take a good offer and convince many people to try it. Other salespeople couldn’t sell free water to a thirsty man. Well, maybe anybody could sell that, but it shows how important the Offer and Target Audience are!

Target Audience

It’s important to know who is most likely to use your product or service. Every dollar you spend putting your offer in front of people who will likely not use it, is a waste of your ad money. *Concentrate* your sales message on those most likely to become customers and clients.

Concentration is the key to economic success

It may seem like advertising a little across many mediums has the best chance of success, but marketing research says this “spraying and praying” (advertising a little in a lot of places and hoping something works) is usually not the way to go. Spreading \$1000 of advertising over one or two sources will usually get better results than spreading it over three or more sources. Telling 1 person something 10 times is more likely to be remembered than telling 10 people 1 time. Actually, research says 3 times in a relatively short time is the minimum usually required to make an impact.

Good will is not advertising

Advertising is being a good business person; Good Will is being a good citizen. Putting your name and number on the fence of the baseball field or donating money to a worthy cause is important for your community. But it is not advertising. Have a budget for being a good citizen as well as for growing a profitable business.

Like to see research to make sure your advertising is on target? Contact your salesperson or call 877-855-2480.

