



WINDYGAP
media

WHAT MAKES ADVERTISING EFFECTIVE?

Lori Preston



YOU ADVERTISE AT THE RIGHT TIME

The time to advertise is NOW.

You will always have more tomorrow customers than today customers.

For every today customer you have 20 tomorrow customers.

Would you rather affect 20 today customers or INFLUENCE 400 tomorrow customers?

You never know where someone is in the buying cycle so you want to continually be out there with your message, building brand equity, so that you are in the top of the consumer's shopping list when they need your product or service.

Advertising is like having a conversation with the consumer. People do business with businesses that invite them to.

Leaders don't wait for the recession to end, they take advantage of the current marketplace and ADVERTISE. By doing this they will gain share away from their competitors.



YOU ADVERTISE WITH THE RIGHT MESSAGE

The consumer doesn't buy your product or service,
the consumer buys what your product or service does for THEM!!
You make your message about the consumer NOT about your business.

You have to tell them What you are, Where you are, and How they
will feel about their experience with you.

YOU ADVERTISE TO THE RIGHT AUDIENCE

You have to make sure you have chosen the correct audience for your message.
A 24 year old women with children has different interests than a 24 year
old women who likes to go dancing with her friends.

You have to target those who most often are the ones who inquire about
or request you product or service.