

Empower Your Paper Ads! Make Them Work Harder *FOR* You!

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Make a Piece of Paper Work Harder? That Can't Be Done!

Have you ever noticed that successful people - whether they're entrepreneurs or they work for someone else, whether they're men or women, - always seem to grow success? They seem to find what's working and stretch it - make it work better, more effective, more productive.

Interestingly enough, it has nothing to do with intelligence, brilliance, genius IQs or anything of the like. It has to do with systems and flow and getting the most out of the system.

Systems can be manual or technological; concrete or abstract. In this case, we're discussing your advertising system. We're also discussing ways in which you can expand the ads you place and get more out of them. You may even *lower* your advertising expenses. (That's in italics because I wanted you to be sure to see it!)

For example, if you're advertising in the newspaper - and that's a good mode of advertising! - then you know how limited you are on space. Even with a full-page ad it's nearly impossible to tell the viewer/reader everything there is to know about doing business with you. It's challenging to show your products or explain your services, and show testimonials from other customers. It's nearly impossible to answer questions in an advertisement. Oh, certain questions are easily answered - like "Where are you located?" or "What hours are you open?" But questions like, "What are your return policies?", "Can you ship an item to my cousin in Wisconsin?" require phone conversations.

Furthermore, we're a vision-controlled society. We use phrases all the time like "What you see is what you get!" and "Out of sight, out of mind." We've been conditioned all of our lives to rely on sight and sound. If we don't see it, it's not there.

And that's exactly what happens with your newspaper advertisement, your television advertisement, your radio announcement. As soon as the paper's laid down, the television's viewed your ad, the radio's aired your announcement - the chance is gone if that viewer/listener doesn't do anything at that point. And if your ad didn't have a call to action, the viewer/listener has done nothing.

Now, if you ask me that could be rather insulting unless you understand human nature. I mean, we all like to believe our business is the best. Even more, we all like to think we're the best at what we do. So it stands to reason that we would think that all we have to do is advertise in the paper, on television, on the radio and naturally, those who see or hear our ad would flock to us to get whatever it is we're selling.

But human nature doesn't work that way. Again, it's conditioning. We've been conditioned since birth to do what we're told, when we're told to do it. Questioning is fine, but we still need to do it. And this response is so ingrained in us that it even affects how we respond to advertising. With a call to action, we'll respond exactly as we're told to - or most of us will anyway.

So Here's the Plan!

First, you need some way of getting all of your information to your customers and clients in one place. Most people are willing to listen to what you have to say, to see what you have to show them. They just have to be told where to go in order that they might listen and see.

Next, you have to tell them to go, see and listen. Now where are they going to go?

Why, your website! Your website should have all of your business' information displayed, in an eye-appealing, easy to learn, great to listen to (if you have video/audio) manner.

This is great for the Visitor because they can take their time to read, watch any videos you may have displayed, listen to any announcements you may have embedded in your Site. They don't have to rush and they can "bookmark" your Site on their computer so they can come back to visit if they need to. If your Site's built properly, they can even contact you after your business offline is closed. And you don't have to be awake to get their request for help because your Site can handle that too!

You can even allow your Site to bring your Visitor all the way to the point of closing the sale. And, if you offer products or services that can be sold online (some businesses do and some don't), then the sale can close online. All you have to do then is fill their order.

Now, once you establish your Site – or even if you already have one, you put your website address on every piece of literature: your sales receipts, your invoices, your brochures/fliers/business cards, your billboard. And get this! You even put your Site address in your newspaper ad, your television commercial, include it in your radio announcement and before you know it, you've got interested customers or clients – as well as potentials – coming right to you! The customer or client that's been to your Site will now know everything he/she needs to in order to obtain your products and/or services.

Here's what one of our clients – Tommy Grammer, Owner of Charleston's School for Dogs – says about his Site. Keep in mind, that Tommy advertises in places offline and – through a call to action in his advertisements, directs interested people to his website.

“Over ½-50% to 60%-of the Visitors that Request A Consultation through my Site convert to a sale and 30% of my business' revenues are generated by my website.

“70%-80% of my clients visited my site before doing business with me. I ask them why they've chosen Charleston's School for Dogs and some said they chose me just because they like my site. If the site's professional, the business must be professional.”

Now, while Tommy owns a dog training school, the same is possible regardless of your market. The key is getting interested parties to your Site and then let the Site do the rest.

But Wait! What About Lower Advertising Expenses!

Oh yeah! If you don't have a website already, you're going to have to pay to have one developed; one that will do everything you need it to do.

But even still, developing a website is a one-time expense, except for maintenance fees and then only if you want to change or add something to your Site. You will, in most cases, have a hosting or server fees, but those are generally not that expensive and cost less than other advertising.

For what you spend on the newspaper, or the phone book, or on the television, or the radio, you could get a decent, effective Site that does exactly what you need it to do – generate enough interest in your business to get a return on your investment. And yes, a good Site should have the capability to do just that!

Now you no longer need a full-page of real-estate in either the phone book or the newspaper, you don't need the 60-second spot on the television or radio. You still need the advertising spots to direct your potential customers and clients to where you need them to go, but you only need time or room for your business name, your location, your hours, your phone number, a brief description of what you do and your website's address, lowering your advertising expenses!

But What if It Doesn't Work?

Well, let's think about that for a moment. You saw an advertisement somewhere for You And Me Enterprises. You either got a card in the mail, spoke with one of our Sales Representatives, saw a sign or a flier. Then you came here to read this article. Hmmmm. What's not to work?

Resource Information:

Janet L. Warren is the Chief Web Developer for "You And Me Enterprises" !
Learn to choose the right Web Development company for your Web-projects.

To learn more about getting more from your advertising, Visit our Library!

<http://www.youandmeunlimited.com>

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