



Merranti

In "The Market" magazine in October it stated the following statics:

89% Advertising failed to work
7% Was seen as negative and
4% Worked!

So based on this why would you and do you advertise.



In my experience this is quite a believable figure and all because people think an advert out there is better than no advert at all ... WRONG!!

In fact you have a higher chance of it being negative than positive.

So how do you become the 4% and the winner...

Stop and think, break each part down into its own separate thought process and please please remember get advice... However get the right advice - don't expect someone from the Yellow Pages to give you any advice that other than Yellow Pages is brilliant...

With information you can make informed business decisions, it's up to you to know whether that information is reliable.

I am presuming you have done the basics of your strategy and that you have researched and found that your product / service has a market and you have an idea of what that is..

You now need to implement it or another view is spending the major part of any marketing budget!

Concept: a potential money pit if you don't control it and think who you are aiming at and how do they think then you will move in circles, keep this simple, complicated ideas normally cost more and generally the point is missed.

Design: Make sure this fits you, your company and your customer and not your designer's mood of the day. Also think of its placement - how many times have we seen a poster that gives you chapter and verse on a product and then its advertised on a dual carriage way where the only people reading it are moving at 50 mph and 50 metres away. Do not be afraid to admit that it might need altering through the campaign.



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Buy an advert: The easy part! However remember the "Informed Decision Making" principle, with information your decisions are educated IF you can rely on the information. Talk to an independent - OK they still want you money however they will have invested interest in you doing well and getting the response you want as then you will come back. A good agency will also tell you who will buy your product and how to get in touch with them.. I.e. paper or digital advertising.

So with designers and media agencies dealing with this what can you do... Yes you actually have to take some responsibility here. Let's say that you don't get the results you were looking for - Do not go back to agencies screaming at them unless you have information, monitor and then monitor some more - every hit to your website, phone call and visit to your business know where and how it came to you. Not by just asking as people will not always tell truth and will always answer "Recommended" but can't remember who! Use Google Analytic's, managed telephone numbers and click through.

Lastly, and an often forgotten minor item, - when the enquiry comes through be ready, test your system yourself - would you be happy with the response and would your customer. How was the phone answered? How quickly did they come back to you? Would you buy the product or service? If not then fix this before you advertise because this is a certain and most common way of falling into the negative statistic.

Next Discussion PR:

Companies service for the above:

Creative:

CUBA LONDON - <http://www.cuba-london.co.uk/>

GQ <http://www.gqdesign.com/>

Media

COMPLETE MEDIA GROUP <http://www.completemediagroup.co.uk/>

Your thoughts...