

Advertising Your Business

If you are launching a campaign for the first time, ask yourself the following questions:

Does the medium allow you to communicate your message as often as you need?

Will the format allow you to communicate enough information to prompt people to call for an appointment, send in an order or request information?

Have you calculated projected sales and set aside a percentage of the total figure for marketing expenses? Keep in mind 3-7 percent is an average figure for advertising and promotional costs alone.

How well developed is your image and identity package, including business name, logo, business cards, letterhead, brochures, websites?

How critical is recognition of your image and identity in your line of business and in light of the competition?

What mediums does my industry choose to promote their businesses?

Where do my competitors advertise?

How much money can I afford to invest over a year's time to launch an advertising campaign?

If you currently have an advertising plan in place, take a moment and analyze its effectiveness.

Have sales increased since you launched your campaign?

Have sales stayed the same since you launched your campaign?

Do you consider it a successful campaign? If so, what is your measurement of success? An increase in sales? An increase in leads? An increase in website traffic?

If it is not working, what do you think the reasons are? Is it the message? Is it the medium? Is it timing? Is it because of your competitors?

Did you have enough money to adequately fund your media mix?

What can you change that may help the campaign become more effective?