

Pick the tactics you feel are most likely to be successful in achieving your objective.

### **Do it or Delegate it!**

It is now time to decide who within your organization will be responsible for implementing the tactics you have selected above. In a "small" business it may very well be the owner taking all responsibility. Simply indicate the name of the individual who is responsible for each tactic.

### **Schedule It-Budget It**

Without a deadline there is a good chance it won't get done. So the next step is to develop a simple timeline that provides a schedule for all of the tasks required throughout the plan. Include the expenses involved with each task, and have it serve as an estimate of the costs of the plan.

Take your total from the above schedule to determine your budget. Then, examine the budget and ask yourself directly: Will a 15% increase in dessert sales generate more profit than what the plan will cost? If the promotional plan will cost \$4,000 to implement, but will not generate in excess of \$4,000 in profit—should you reconsider your plan?

### **Evaluate**

Find out what is working and what isn't. Be sure to account for all sales that are related to your plan to see if in fact you have generated sufficient sales/profit to justify the expense of the promotion plan.

**Admittedly, this is a basic promotional plan. However, it will help you implement an effective promotional plan that is intended to address a specific objective(s).**

### **The Advertising Plan**

While the promotion plan is designed to help you map out your promotional efforts, an advertising plan or campaign is intended to help you do the same with your advertising efforts. Although many prefer a plan that combines elements of both plans, we will now look at the component of a typical advertising plan. You can see several similarities to the promotional plan discussed above.

### **Set Objectives**

What do you want to accomplish in your campaign? If you don't know what your goals are, how will you know if you achieve them? There is an almost unlimited variety of objectives, including the ones listed here:

- Build brand awareness
- Expand your market

- Inform about new points of distribution
- Maintain customer loyalty
- New product uses
- New features, new models, etc.
- Increase product trial
- Increase sales

I recommend you select 1-3 objectives; more than 3 objectives may result in the inability to effectively focus. Your objective should be reasonable, measurable, and have a specific deadline. For example, "increasing sales" is a weak objective. It would be better stated as: Increase sales by 10% by November 1<sup>st</sup>. That is specific, you can measure it; there is a deadline.

### Budget

Your budget is an estimate (hopefully accurate!) of what it will cost to implement your advertising plan. The budget is the amount of money your business is willing to set aside and spend to achieve your objectives. (if you want to see some big numbers, check out this infographic on the advertising budgets of the top 200 brands: <http://www.businesspundit.com/advertising-budgets-of-the-top-200-brands/>)

## **READ NOW** Article on advertising budget in Entrepreneur

There are three basic methods for determining your budget. Look them over and decide which approach will be best for your circumstances.

*Match the Competition-* This basically means you have a good idea of what your competition is spending, and you want to make sure you meet or exceed their efforts.

*Percentage of Sales-* The budget is set as a specific % of sales. This may be based on industry averages. For instance, industry averages spent on advertising as a percentage of sales are 8% for amusement parks, 4.3% in clothing stores, 5.6% in cable TV, .7% in computers and office equipment, and .8% in grocery stores. See Advertising to sales ratios 2010:

## **READ NOW** Advertising Sales Ratios

*Preferred Outcome-* I like this one. Figure out what you want to accomplish and then determine how much it will cost to get that done. Next, find that money and make it happen. Of course, you must use good judgment and not get carried away, so the budget needs to be realistic.

### Identify the Target Market

Knowing who you are advertising to will help later as you create the message and select the media to deliver the message.

Your target market may be defined by geography (expand our market to a 5-mile radius), age (position your product to the young adult market), lifestyle (serious outdoor athletes), income (a new product model intended for the luxury market and higher income customers), or by gender.

You should also consider a secondary target audience. Understand that no matter how you define your target audience, there will be consumers outside that definition that will want to make a purchase. Perhaps you should consider targeting that secondary market intentionally.

### Create a Theme

To make sure your advertising works together and leaves a lasting impression, it would be wise to develop a theme. The theme is a central idea or benefit that runs through all of your advertising. A successful theme is often the particular benefit you choose to emphasize. It may also be a design theme (color, artwork, sound) that is common to all ads, or even a creative or catch approach to your advertising.

A successful campaign will often have a slogan, motto, or tagline that becomes part of our culture. Think "Just Do It," or "Can you hear me now?" Click [here](#) for Ad Age Advertising Century: The Top 100 Campaigns and see how many you recognize.

**LOOK NOW** [Here is an interesting site that hosts a collection of marketing and advertising slogans, mottos, and taglines](#)

### Media Selection

What media will you use in your campaign? Advertising media are various means used to communicate your message to the target audience. If your message is the "cargo", you would consider the media the method of transportation used to deliver the cargo.

Media options include billboards, magazines, newspaper, radio, social media, etc. Each medium will be discussed in detail in another section.

Having identified a detailed target audience will help you with selecting the appropriate media for the campaign. Specific mediums are better at communicating to specific targets. For example, generally speaking, the "harder" the music on a radio station, the more the listeners will skew male.

### Create the Ads

Time to create the advertisements. Your creative approach must be selected based upon the previous decisions you have made. Following are a few of the methods of executing an ad available for your campaign. In keeping with the idea of a theme you may select one and use it in your advertising campaign.

*Slice of life*-Uses a real-life problem presented in a dramatic situation. The item being advertised becomes the solution to the problem. This approach was made famous by Procter and Gambles in the 1950's, during the early days of television advertising.

*Lifestyle*- An approach that shows the product in use by, and relating to a particular lifestyle. For example, a particular perfume shown with the "rich and famous", or athletic footwear ads featuring footage of participants in the sport.

*Fantasy*- The ads create, in the mind of the consumer, a fantasy that appeals to their hopes and dreams. The implication is that using the product will make your fantasies come true. A new hair color will change your life!

*Musical*- This format emphasizes the jingle (song) about the product. Companies like McDonald's, Pepsi, and Coca-Cola have struck gold with this approach. Here is a great article from Forbes: **Best-Ever Advertising Jingles** Or, **here** is what one company thinks are the worst jingles:

*Scientific evidence*- 4 out of 5 dentists recommend, studies show that, research indicates . . . These ads feature scientific evidence that "proves" why the product is better than the competition.

### Schedule

Much of the effectiveness in an advertising campaign is a result of scheduling the ads. Getting the right frequency and the right timing is critical. Creating synergy through scheduling is always a beneficial. Make sure your ads work together.

Several factors could influence when you run your ads: When is your business open? What is your busiest day? Slowest day? When do your customer shop? When do your competitors advertise?

### Evaluate

Did the campaign accomplish the state objectives? If you created a measurable objective, you should have also created an instrument or process to measure it. You may use focus groups or recall testing, or simply compare various numbers (sales, units, etc.) depending on your objective(s).

If you accomplished your objectives, could you have done more? If you did not accomplish your objectives, what could you have done differently?

### **Media Options**

In this section I will provide a brief description of several media options, as well as the strengths and challenges of each.

Print Ads- Newspaper

*Strengths*

- A degree of timeliness, because of the news carried in the paper
- Target by sections or day of the week
- Geographic targeting possible
- Reaches a broad audience, although not very effective for teenagers
- Allows for copy detail
- Easy to change/update an ad

*Challenges*

- Quality of reproduction can be poor
- Considerable waste circulation
- Expensive to advertise with enough frequency to be effective
- Short life

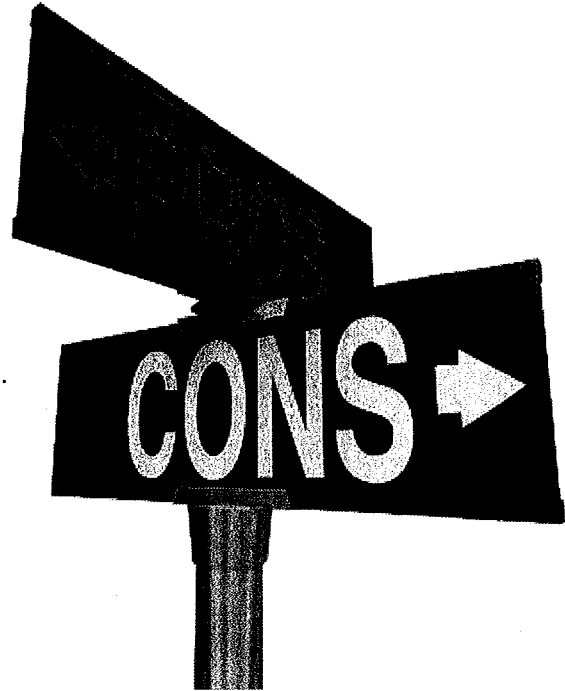
Print Ads- Magazines

*Strengths*

- Good for building image
- Strong visuals
- Targeted based on topic of magazine
- Quality reproduction
- Good reproduction quality
- Longer shelf life
- Ads often part of the reading experience

*Challenges*

- Long lead times
- Difficult to build frequency, as most are published monthly



- Production is costly

### Billboards

#### *Strengths*

- Easy to increase frequency
- Good for covering a geographic area
- Target geographically by route/neighborhood/etc.

#### *Challenges*

- Some communities have restrictions on billboards
- Limited space for communicating the message
- Wasted circulation

### Television

#### *Strengths*

- Provides both visuals and sound visual/auditory
- Can take advantage of motion
- Relatively captive audience
- Can reach a large audience (national or regional) in a short period of time
- Very specific targeting available through local stations and cable
- Great for building image

#### *Challenges*

- Can be very expensive
- Long lead-time does not allow advertisers to adjust ads to current events
- Mass advertising less and less attractive
- Message cannot be "saved", so multiple exposures are necessary
- The best times are difficult to reserve and afford
- Production is expensive



**Watch this slide presentation from TVB.com on Media Comparisons 2012**

### Radio

### *Strengths*

- Target based on format, time, geography
- Can build frequency easily
- Portable—goes anywhere
- Affordable in local markets
- Short lead-time

### *Challenges*

- Limited national opportunities
- No visual
- “Button pushers” and mp3 players

### **What Makes a Good Ad?**

What makes a good ad? That’s actually a good question. There are some guidelines and general rules to follow, and you can read them below. I admit, it seems kind of strange to offer guidelines to something as creative as advertising. So keep in mind, these are generally not hard and fast rules. The fact is, some ads are successful despite (or because of) the fact they break most, or all rules. However, in general, you will increase your chances of being successful by following the guidelines that follow. We cover print ads (both newspaper and magazines), television, radio, and billboards.

### **What makes a good print ad?**

#### Attention-grabbing Headline

A bold, attention-grabbing headline of no more than five words. It should communicate an important piece of information about your product. It is generally not recommended to use a deceptive headline just to get the reader’s attention.

#### Select a Good Font

Use a clear, easy-to-read font. Select the bold option of a simple font. Consider Arial, Tahoma, or another basic. Overly “fancy” or complex fonts may turn readers away.



#### Keep it Short

You might limit your ad to no more than three sentences about your product or service. This type of restriction will also encourage you to work on writing the best copy possible. Do not make your ad text heavy with too much



information. Emphasize the reason your product is better than the competition or your point of differentiation.

The body of your ads should be written in a conversational tone. You have a very limited space to write copy, so make each word count. Your customer has a need or want -- make sure every word addresses their concern, and explain how your product can provide the solution.

### Express not Impress

Use simple vocabulary, and avoid jargon. Stay away from technical language, unless you are advertising a very technical product. The ad should be written so that all potential customers will be able to understand the message.

### Images

Images are not required in an ad, but if used effectively, they can add to the effectiveness of the ad. Use one or two images to draw-in readers. Select pictures or graphics that are relevant to your ad message. Photos are best, but there are times when an illustration will work as well.

### Avoid Clutter

Keep the ad clean and make use of white space to avoid a "busy" ad. The exception is the ad you want to scream "clearance sale". Even if you buy a full-page print ad you should not feel the need to fill the entire page. White space can make your print ads more visually striking, which will attract more readers to your ad.

### Stick to the Facts

Don't promise what you can't deliver. Be sure to back up any claims made in the ad.

### Include Contact Information

Remember to include information that will allow customers to purchase your product or service. Whatever is necessary—phone number, website address, etc.—to make sure your customers can follow through and make a purchase. Isn't that why you are advertising?

### Bigger Ads Do Not Always Mean Better

The bigger the ad the more it will cost. However, make sure your ad can be read easily and does not appear as though it was shrunk down in order for you to afford it. Make it as large as necessary, but not larger than it has to be. Save the money and run the ad more frequently.

### **Magazines Ads**



## **READ NOW** The best magazine ads of 2010

### Layout Principles

The following are “rules of thumb”. Use this percentage breakdown of the different elements of a magazine ad as a guideline:

- Visual (the main photo or illustration) — 65%
- Headline — 10%
- Ad Copy — 20%
- Logo — 5%

The percentages differ slightly for a newspaper ad:

- Visual/artwork - over 50% (at times, as much as 100% with text printed on the graphic). Studies have shown that ads with an illustration that takes up 50% or more of the ad space increases readership by as much as 37 percent.
- Headline - 10%
- Ad Copy - 20%
- Logo - 10%

The best ads have the art cover 70% or more of the space, with the copy at 20% or less.

## **WATCH NOW** How to build effective print ads

### Placement in Newspapers

There is no specific “best” place to run an ad, but keep these points in mind:

- Readers regularly scan each section's first ad page
- Readers also notice the section's back page
- A reader receives a last impression of right-facing page ads just before he turns to the next page
- Shoppers read the Friday, Saturday, and Sunday papers to plan their weekend shopping

Using the same placement in your ad campaign can increase visibility over the length of the campaign

### Placement in Magazines