

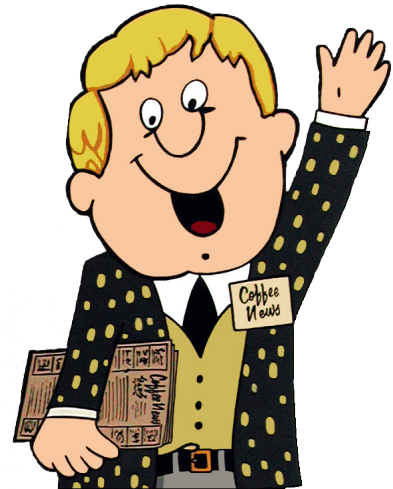


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Coffee News®

HOW TO GET THE MOST OUT OF ADVERTISING



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TOP TIPS TO SUCCESS

Target your market.

Most customers will come from within a 2-3 mile radius of your place of business. If you're after a larger market area, keep your audience in mind.

Focus your message.

Have a good headline that focuses on benefits, and a photo or graphic image – so readers can register your ad at a glance.

Be prepared.

Answer calls promptly. Check that your phone and voice mail greetings are professional with your name and/or business name. Inform employees about your ad. Be on time for appointments. Have your store open at advertised hours.

Have realistic expectations.

It takes 6-10 times for people to start recognizing your ad, then time for the need or desire to arise. Advertising does not guarantee results, but repetitive advertising moves you closer to results.

Do more marketing.

Extend the effectiveness of your ad with signage, networking, and guerilla-type marketing.

Go for the long term.

Repetition, repetition, repetition is what works. If your doors are open, you should be advertising. Bonus – rates are usually lower for longer terms.

Understand direct response.

Coupons, discounts, or specials have both pros and cons that you should consider before offering.

Track results with caution.

The best way to evaluate ad effectiveness is by setting measurable growth objectives and monitoring the results in the cash register. If you're going to ask, make the question specific such as, "Did you see our ad in Coffee News?"

Take into account human nature.

People shop all the time, yet often take their time before buying. People move. People forget!!! People can't remember how they found out about your business. People *will* remember the way you treated them.

Consider the domino effect.

Past customers will see your ad and think of you again. People tell other people about you – from your ad. New customers gained from your ad may refer others to you. Calculate the *lifetime value* of each new customer; it's not just about a one-time purchase.

Keep your customers.

Budget time and dollars to find ways to say thanks and keep in touch. Make it easy for customers to continue to do business with you.