

## CHAPTER 12

### THE PROS AND CONS OF PRINT

*“Advertising is the ability to sense, interpret...to put the very heart throbs of a business into type, paper, and ink.”*

*~ Leo Burnett*



Use the right words that will benefit the consumer, will appeal to their psyche, and write the ad from their point of view. Don't look or sound like your competitors. Be unique or the dollars spent on print ads will be wasted.

#### Print Advertisements

According to Steve Cone, marketing veteran and author of *Marketing Secrets that Will Make You a Star*, we have selected these reasons to advertise (listed in order of importance).

1. Motivate your staff and make them feel proud of the company they work for.
2. Remind existing customers why they are customers.
3. Generate new leads.
4. Recruit great people from your competitors.
5. Get noticed by the press and gain more awareness from the public in doing so.
6. Build the brand. More awareness is always good. A universal truth.

#### **Be forewarned: Print advertising can be a little tricky and a lot costly.**

This is an area that can use up the entire marketing budget and return very little to nothing for the dollars spent. Don't be taken in with circulation numbers. Just because a publication reaches a million people doesn't mean that you can expect any of them to call you, while sometimes the local newspaper that reaches only 3,500 people will be read by your potential customers and you may get one hundred calls.

Based on four decades in advertising, we've seen what works and what doesn't work as well. Sure, we could make our lives (and pocketbooks) a lot richer by just showing you great print ad examples; however, the "creative" is only part of the equation. Our goal is to teach you the value of strategically understanding what messages increase your chances of reaching the consumers you need to reach, to know what to "buy into," and to know when to be cautious!