

CHAPTER 10

HOW TO CREATE STANDOUT ADVERTISING—INCLUDING WEBSITES

“I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes...”

~ Philip Dusenberry

First impressions are important. That’s a given. What impression does your website give to someone that knows nothing about you or your company? This chapter focuses on your all-important online business card. According to the Small Business Administration, two-thirds of today’s small businesses have a website and are at least covering their costs or making money from them directly. That’s good enough reason to make certain yours is effective. Sending people to a website that’s a sitting billboard and does not motivate sales is not in your best interest, so let’s make it better.

Today’s consumers like checking out websites when they are considering doing business with an unknown company. We like the covert way we can get an impression of a company, organization, or person just by checking out who they are, how they look, and what they offer online. You know what we mean. Let’s say you heard about this great service from a trusted friend, but before you use their services, you look at the company’s website. It’s easy. There’s no commitment and you can find out more about them for yourself. What strikes you first?

The first step is to write down, in as few words as possible, the impression you expect your website to give someone within five seconds. We’re not talking about those mission statements that take hours of work and are often a form of haiku. No, we are referring to the basics. Challenge yourself by spending a little time looking at big company websites as well as COMPETITOR websites in your specific area of business.

On a large scale, check out www.nike.com. The site immediately gives the surfer that feeling of being part of an elite group of athletes. The site makes anyone viewing it feel the adrenaline. Nike’s slogan “Just Do It” is conveyed immediately. No mistaking what they are selling—products that put anyone on the same playing field as their favorite athletes. Yes, Nike is a huge company, but there is no reason why a smaller company can’t convey the right message to make its website just as attractive and desirable.



Be the Next Standout Company!

“Now we understand that the most important thing we do is market the product. We’ve come around to saying that Nike is a marketing-oriented company, and the product is our most important marketing tool.”

~ Phil Knight, CEO, Nike

Purchase the entire book to read more from Chapter 10

Now that you've seen an example of what a big company does, check out at least a dozen businesses in your specific industry, both in your home state as well as in others. This research will not only give you great ideas, you'll become a better marketer by doing this homework. "Keep your friends close and your competition even closer!" we like to say. Don't look like everyone else. Don't sound like everyone else.

Advertising Preview