

All About Tips

3

9. ADVERTISE LITTLE AND OFTEN

to build trust and raise your profile

- Better than splashing out your total budget in one go

8. START WITH A QUESTION

on your advert

- A question attracts the attention of relevant potential customers

- You can alter the question according to the season or what service you want to offer

7. ASK FOR TOP RIGHT HAND PLACING OF THE ADVERT

in a magazine publication

- Especially for smaller adverts
- It is the most viewed position in a magazine
- If you don't ask you might not get



10. AN ENTICING OFFER

To get people to contact you and try your service

- Ensure the offer is substantial enough, i.e. 50% off first visit or two for the price of one, or 25% off...

Remember: make sure you measure the response, so find a way to know how people found out about you.

2. INVEST IN PRIME PAGES

you will pay more, but be seen more

- Back page is the prime of them all
- Inner front, page 3, page 5, centre spread or inner back
- Alternative prime spot is placing next to a subject relevant article

Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.

- Stuart H. Britt

Ring 07952 591031 to make sure everybody does know!

10
TIPS TO TRIGGER
MORE RESPONSE
TO YOUR
ADVERT



3. COMBINE ADVERT WITH AN EDITORIAL

an editorial is a free article about your business written or edited by the publication

- sometimes given as part of a longer term commitment or a negotiated deal
- great exposure for your business, especially when starting your advertising campaign

7. USE A PROFESSIONALLY DESIGNED ADVERT

invest in a graphic designer to design you a top notch advert and/or house style

It really pays off in the long term if you portray your business in a professional way.

6. OFFER TO WRITE

if you are a competent writer

- You could offer to write regular articles of interest on your topic of expertise
- If it is not the right time for the publication they can keep your details on file; you never know! Worth giving it a try.



4. COMBINE ADVERT WITH LEAFLET INSERT

Some publications have this option available

- As long as the amount of leaflets inserted are kept to a minimum
- Great exposure and something to keep as a reference for the reader

5. PAY FOR AN ADVERTORIAL

Paid for space for you to write

For example a full page booked could be filled with half a page advert and half a page written material about your business.

Or a whole article with a banner with business information at the bottom of the page.



www.facebook.com/allaboutmalvern hills

