

Persistence Pays In Print Advertising

It's a fact. In every media ever studied, multiple impressions consistently get higher response rates. Your print advertising – the cornerstone of your b-to-b marketing plan – is no different.

You've heard the phrase "hit 'em over the head." This is exactly what you're doing when you increase your advertising frequency. Numerous studies over the years consistently show a consumer needs to see an advertising message an average of six to seven times before it truly sticks in their mind. The more often you put your message in front of your prospects, the more likely it will resonate with them and produce a sale.

Think about it this way: Buying print advertising exercises your *power of persuasion*; the frequency with which you do it exercises your *power of persistence*.

Lock in Frequency for Less

A crowded and competitive marketplace demands being seen more often than not. Are you on a tight advertising budget? Here are a few tips for getting the frequency you need at a lower cost:

- **Start small.** Smaller ads cost less, of course. Try leading with a series of hard-hitting $\frac{2}{3}$ - or $\frac{1}{3}$ -page ads that feature an attention-grabbing headline, your strongest product benefits and an irresistible offer.
- **Take turns.** You can also maximize exposure by systematically alternating your ad sizes. For example, you could run a full-page ad for one month, followed by a half-page ad the next month, which reinforces your earlier impact at a lower cost.
- **Capitalize on contract perks.** Rather than running your ads under the open rate, sign a contract for multiple issues and get that rate for considerably less. To help you make the most of your investment, most publishers will also reward your frequent advertising by giving you value-added benefits like free access to databases and custom market research.



Build Your Prospect List Introducing ST Media Group's On-Target Database Builder

You demand a return on your display advertising investment. You want tangible results.

ST Media Group's On-Target Database Builder (OTDB) rewards *Signs of the Times* advertisers with prospects from its superior circulation database.

As a display advertiser, you'll receive highly qualified prospects from our circulation database – not just a random select, but custom-matched prospects most likely to purchase your products. All display advertisers benefit – a larger ad means more prospects for you.

To learn more about OTDB and begin reaching new prospects, contact your account manager or call 800-925-1110.

5 Steps for Appealing To Your Prospects' Needs

By advertising in the right publication, you have a great head start on reaching your target audience. After all, your prospects are looking to buy, and they're using that publication as a purchasing tool. In fact, eight out of 10 buyers claim that publications alert them to the availability of new products.*

But securing a prime spot in a publication isn't enough. Maximize your response rate by appealing to your readers' needs. Here are five ways to ensure you address their most pressing challenges and present your product as the key to solving them:

Step 1: Go straight to the source. Don't just guess at what your prospects want. The best way to get inside their heads and speak their language is to outline the crucial research beforehand. Conduct focus groups, phone and in-person interviews or send out e-mailed and mailed questionnaires... anything that will help you understand what's keeping your potential customers up at night.

Step 2: Speak to them in your headline. You have only a few seconds to capture your readers and hook their interest. Address their needs right in the headline and introduction, not halfway down the page. And keep your angle as direct as possible – such as a headline that simply asks, "Frustrated with time-consuming research?" Remember: You'll lose your prospect if, after a minute of reading, he begins to ask himself, "Why am I reading this?"

Step 3: Pump up the positive. Address your audience's challenges and dilemmas, but don't dwell on them. Follow up quickly with the solution by presenting your product as a hero – the answer to all their problems.

Step 4: Curb the chest pounding. Above all else, remember this: Your prospects want to know *what you can do for them*... how you can save them time and money and make their lives easier or better. So focus your message on what's most important to your audience, not how long you've been in business or where your company was founded.

Step 5: Show and tell. To create even more desire, show someone actually using your product. This will help your prospects place themselves in that scenario and picture themselves using it. Also, design your ad for easy reading – with plenty of white space, bullets, small paragraphs and inviting testimonials.

*Source: "The Changing Dynamics of Buyer Response to Advertising," conducted by Martin Akel & Associates for Reed Business Information (formerly Cahners Business Information).