

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

### 3 Tips to Reduce your Advertising Expenses

By Will Dylan

3 Tips to Reduce your Advertising Expenses by Will Dylan

3 Tips to Reduce your Advertising Costs

Advertising costs are a bitter pill to swallow for many small businesses. Many businesses rely on advertising to keep customer traffic up, but the cost of a continuous advertising presence can be overwhelming for some small business owners especially in today's sluggish economy. Here are 3 tips to help you reduce your advertising costs while maintaining your advertising effectiveness.

**Piggyback:** Do you regularly send out flyers or mailers to the local market? Why not share that cost with another small business. If you normally buy the back page of the weekly community newspaper, why not split that page with another reputable retailer? Piggybacking your ad on another ad, or allowing another retailer to piggyback on your ad essentially cuts your cost in half. While it may also reduce your ad response somewhat, it is an excellent method of maintaining a continuous advertising presence and saving money. The key is to piggyback with a reputable partner. If you reduce the size of your ad you put the control over who gets the other half in the hands of the newspaper or magazine. Instead, buy the ad yourself and work out a deal with a pre-selected small business in your area to ensure that your shared ad is not shared with a competitor, or a company that you would prefer not to be associated with.

**Reduce your Frequency:** Advertising is usually measured in two ways: Reach and Frequency. Reach is the number of people that actually see your ad, and Frequency is the estimated number of times that those people see your ad. So a low reach, high frequency campaign will result in your message being heard often by a fairly small group of potential customers.

If you have to sacrifice one of these, it should be frequency. Your 12-week radio campaign can become a 10 week campaign. Or instead of 6 spots per day you can reduce it to 5. Reach should be left untouched, simply because you selected a particular group of customers for one reason: you think they might buy your product or service. So don't cut them out of the equation. Instead, hit them less often with your marketing message.

### 3 Tips to Reduce your Advertising Expenses

Look to PR: Advertising is expensive. PR (Public Relations) is essentially free. If you can gain some exposure through your local media outlets, you can be sure that it will generate a better response for your small business than your typical ad campaign. One article about your business in a local newspaper or an appearance on a local TV show is better than advertising because of the credibility it brings to your business. You could easily drop a few ads from your campaign if you land some publicity for your business. By keeping your local media informed of your business activities, including things like major sales, expansions, or trends in your business that customers would find interesting, you may open the doors to free publicity and save advertising dollars along with it.

By piggybacking your ads with those of other companies, slightly reducing your frequency, and seeking PR opportunities for your business, you will be able to reduce your advertising costs without greatly affecting your advertising response rates.

Will Dylan is the Author of "Small Business Big Marketing" a powerful e-book for small businesses available through his website [www.marketingyoursmallbusiness.com](http://www.marketingyoursmallbusiness.com) . Will also offers article and news release writing services.

### **Debt Reduction Strategies**

**By Cynthia Crown**

There are many ways to reduce debts and some of the options by which you can reduce debts are

1. Decreasing the expenditure 2. increasing the revenue streams 3. paying back the debts which are overdue instantly 4. making use of a debt settlement agency

It's important that you budget the expenses corresponding with your income or revenue. If you spend more than you earn, then you need to take debts to cover up your expenses. If you earn more than you spend, then you have savings. It's very difficult to increase revenue or income, therefore to reduce debts you must reduce your expenditure also. Budget for the necessary and the emergency expenditure that you may have. Prioritize the list of expenditure. If something can be delayed till the next month, then do so. In this way, you wouldn't need to take short-term loans such as payday loans to cover the shortfall.

It's difficult to increase the revenue streams but it can be done. This can mean that you take up a night job in addition to the day job or switch over to another job that pays well. Or somebody in the family may have to take up an additional job. In this way you can quickly repay your debts and thus reduce the loans.

Pay back overdue debts immediately. Don't be laid back on paying back the debts such as mortgage loan charges, car loans charges etc., as they might take away the financial asset and you might also lose the collateral. Therefore you lose on both counts.

Debt settlement agencies help to reduce the debt amount. They can reduce the loan amounts, the

### 3 Tips to Reduce your Advertising Expenses

interest charges as well as debt / loan tenures. Thereby there is a less outgo of your financial assets. They can reduce the debt amount to 75%, however this is dependent on an individual case basis.

If you enjoyed this article check out this list of debt reduction related articles

<http://www.debtredutionoptions.com/sitemap.html>

and here you'll find our most recently added debt reduction

<http://www.debtredutionoptions.com/debtredutionoptions-com-index.htm>

for your reading.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**

### 3 Tips to Reduce your Advertising Expenses

