

Grab Your Share of Untold Amounts of Advertising Dollars

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By Kathleen Gage

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By Kathleen Gage

If you advertise in any way, the following information could show you how to find and utilize untold advertising dollars you may not be aware of.

In the mid 80's I was an account executive for a radio station located in Santa Rosa, California. During that time I became very familiar with what is referred to as co-op advertising.

Co-op advertising is a great source of advertising dollars. And there is so much of it available to people, yet most people know very little, if anything, about co-op dollars.

Interestingly, I was one of the only reps at the station who made sure my clients knew about this benefit. The reason was simple, there

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was more work involved in getting my clients set up, and yet, there was financial gain for both my client and myself by taking time to help them stretch their marketing dollars.

Co-oping is where you put in money for advertising and the manufacturer of a product you sell also puts in money. Often it is as much as 50% of the campaign. It is a great way to stretch your advertising campaign and to beef up your campaign.

Unfortunately, even though the money is available if conditions are right, many people either aren't aware of this or if they are they think it's too much work to meet the criteria. Granted, in some

cases it is, but often utilizing co-op money is a great way to stretch your marketing budget.

There are many co-op-advertising opportunities available if you plan to do advertising on the Internet. Not all are good investments though. Check opportunities out very carefully before making a final commitment.

Using co-op dollars is an excellent way to build a stronger relationship with your retail suppliers and to generate a lot more traffic in your store or on to your web site. If the overflow of business is handled correctly you will increase your sales and profits.

The great thing about using co-op dollars when you are dealing with standard media is that your account rep can handle the paperwork for you. Many retailers hesitate using the "hidden" dollars due to feeling intimidated by the paperwork, the unknown.

Not only can the rep help you with the paperwork, they can also help you to build the campaign. However, before you trust them completely, find out what their experience is, what successful campaigns they have spearheaded and get some references. Take the time to do some research upfront to save money over the long run.

The reality is, if they are professionals in the truest sense of the word, they will be more than willing to take much of the paperwork burden off of you by handling it. After all, the more value an account rep creates for their clients the greater chance for an ongoing business.

Co-op dollars are not limited to retail businesses. Often, there are

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hidden dollars for non-profits. There are city and state funds that are set aside to help various organizations increase their visibility and reach.

One nice thing about using co-op dollars from a large manufacturer is that brand names do attract customers to your business—that's why you offer them. Advertising specific well known brands will increase your foot traffic. Harley Davidson has an amazing co-op program they offer to their retailers. It is a primary reason they have done so well. They encourage advertising based on specific guidelines.

It is to the advantage of an advertiser to utilize these dollars. Manufacturers in virtually every industry want to help with advertising costs. They are very aware that when you correctly advertise their brand name product you will probably sell more of it, thus increasing your orders.

The disadvantage of co-op advertising can be the restrictions set by

the manufacturer. Often, they have such rigid guidelines about how to design the ad that you may lose all control of creative expression. For example, their logo may have to be positioned in an exact location in order for them to co-op the campaign.

If you are working with someone who claims to be an expert at advertising and they know nothing about co-op dollars they are not the expert they claim to be. Be aware.

Areas that you need to be educated on are program terms and reimbursement schedules. In some cases it can take months to receive reimbursement for a co-op campaign. In other cases, the company you are cooping with will send the money directly to the media source. Be sure to check this information out in order not to run into a cash flow problem.

Advantages of co-op advertising

- Extra money to advertise
- Account executive can do the paperwork
- More frequency

Disadvantages of co-op advertising

- Restrictions by manufacturer
- No guarantee it will work
- Limited creativity in ad copy

Before making a final decision, research your options on co-op

advertising. You may be pleasantly surprised with what you discover.

Kathleen Gage is a business advisor, keynote speaker and trainer who helps others gain marketing dominance and visibility within their market. Get Gage's FR*EE report "Learn How One Salt Lake CityBased Business Consultant Made Over 100k from One Idea" by visiting www.kathleengage.com

The Importance of Advertising Your Home Business

By Kevin Purfield

The most important aspect of any business is selling the product or service. Without sales, no business can exist for very long.

All sales begin with some form of advertising. To build sales, this advertising must be seen or heard by potential buyers, and cause them to react to the advertising in some way. The credit for the success, or the blame for the failure of almost all ads, reverts back to the ad itself.

Generally, the "ad writer" wants the prospect to do one of the following: Visit the store or website to see and judge the product for himself, or immediately write a check or use a credit card and send for the merchandise being advertised. Phone for an appointment to hear the full sales presentation, or write for further information which amounts to the same thing.

The bottom line in any ad is quite simple: To make the reader buy the product or service. Any ad that causes the reader to only pause in this thinking, to just admire the product, or to simply believe what's written about the product – is not doing its job completely.

The "ad writer" must know exactly what he wants his reader to do, and any that does not elicit the desired action is an absolute waste of time and money.

In order to elicit the desired action from the prospect, all ads are written according to a simple "master formula" which is: Attract the "attention" of your prospect. "Interest" your prospect in the product Cause your prospect to "desire" the product Demand "action" from the prospect

Never forget the basic rule of advertising copywriting: If the ad is not read, it won't stimulate any sale; if it is not seen, it cannot be read; and if it does not command or grab the attention of the reader, it will not be seen!

Most successful advertising copywriters know these fundamentals backwards and forwards. Whether you know them already or you're just now being exposed to them, your knowledge and practice of these fundamentals will determine the extent of your success in your home business.

Discover more Home Business Tips – subscribe to my newsletter–

. Kevin Purfield owns the Wealth System Online Resource

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Directory where you can find everything you need to start, run and grow a home based internet business at:

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