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**Media Tactics: Getting Your Ads Where They Need To Go**

**By Kahlia Hannah**

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Every week I get an email from someone who says that no matter how great their ad copy, they just don't seem to be getting results. More often than not, the problem lies in the where the ads are being placed.

All forms of media have their own particular advantages, but with those advantages come disadvantages. By knowing just what the pros and cons for these mediums are, you can get a better grasp on the best place for your ads.

Radio, for example, is a very intimate type of media. Many people that listen to the radio are in their cars on a long commute or at home listening while they accomplish some other task. Keep in mind that they could very easily reach over and turn off your message with a flick of the wrist. The ad should grab the listener's attention and make them feel like you are on a one to one level.

Advertising in the newspaper can bring some great prospects— but try advertising outside of the classifieds section for a change. Ask yourself why people read the newspaper. For news of course! This means your ad should be abrupt, in your face, and concise.

Although many people consider magazine advertising to be on the same level as newspaper advertising, it's really quite a different story. Most magazines are specialized to a specific interest and therefore involve the actual reader more than a newspaper does. Also, people tend to spend much more time with a magazine than with a newspaper, mulling over the articles and

pages. Your ad, too, can pull the reader in, if it fits the mood and tone of the magazine.

Television is a great medium for advertising if your product is something that needs demonstration. Television combines pictures, colors, words and action which can all be important ways to entice your audience. Once you target your potential customer base, you can figure out which time slots work best for your needs.

Billboards and signs should not be used as a direct way to lull people into using your product or service. These mediums should

be used strictly to remind people that you are there and ready to serve their needs. Alone, a sign or billboard will not create much response, but used in conjunction with other methods, signs can generate a lot of impulse traffic that otherwise never would have come your way.

Using direct mail marketing can be a good tactic, but only if you are willing to stick it out for the long run. One mailing of sales letters or ads isn't exactly going to superglue your message to someone's brain. If you used follow-up mail, and coupon mailings as supplements to your direct mail campaign, a bigger response will be seen.

Remember when we were discussing newspaper ads, and I said to try placing your ad outside the classifieds section? Well, there does come a time and a place to ignore my marketing advice, and that is when you know that your targeted market will be looking for YOU. Yellow pages and classifieds can be a great way to catch people searching for your kind of business, with little effort involved.

Telephone and canvassing can be even more intimate forms of marketing, although they are more time consuming and tend to be a little trickier. After all, there are so many phone solicitors out there these days that you might not get a less than enthusiastic, if not downright rude response.

So how do you choose which of these methods to use? Try as many as you think you can effectively do a great job with, and that won't put you over your marketing budget. The more places you are seen, the more business you can potentially attrac

Kahlia Hannah provides marketing advice and popular promotion packages. See her low-cost direct marketing and PR deals at <http://MarketingHelp.NET> Reach Kahlia at <mailto:kahlia@drnunley.com> or 801-328-9006.

## **Alarming Marketing Trend**

**By M. H. "Mac" McIntosh**

One key discipline of successful direct marketing has been to test marketing communications tactics to continually improve results. There is now an alarming trend according to a recent survey that we conducted among business-to-business marketers who are readers of Sales Lead Report.

Only 24% of the marketing professionals surveyed said they usually or always test their marketing communications tactics before rolling them out.

The survey was completed by 280 of 940 subscribers who received and read a special edition of the newsletter Sales Lead Report.

When asked if they test marketing communications tactics before rolling them out: Less than 5% (4.5%) said they always test; Less than 20% (19.5%) said they usually test; 27% reported they occasionally test; Nearly 34% (33.7%) said they seldom test; 15% (15.2%) said they never test.

In other words, nearly half of the survey participants (48.9%) said that they seldom or never test marketing communications tactics before rolling out their campaigns.

When asked about the reasons for not testing: More than 50% (50.7%) said they had no time for testing; Almost a quarter of those surveyed (24.8%) said they had no budget for testing; More than 16% (16.3%) said they had no systems for tracking test results; Just over 8% (8.2%) said they had no need for testing.

The survey further showed that fewer than 5% (4.6%) said they always test and more than 19% (19.5%) said they usually test marketing communications tactics before rolling them out.

Based on those who do test: A little over 41% (41.1%) percent said the audience was the most important thing to test; Nearly 39% (38.7%) said the offer was the most important thing to test; Almost 15% (14.9%) said the copy was the most important thing to test; Just over 5% (5.38%) said the media was the most important thing to test.

Successful direct marketers have always touted the value of testing in making the scientific decisions about their campaigns. In today's economy, sadly, testing appears to be considered an optional activity; one that is used only for very large campaigns or when prospecting for new audiences.

This is an alarming trend. Eliminating testing because of cost is like playing Russian Roulette with your marketing campaign. Sometimes you'll be safe, and the campaign will bring results. But you'll never really understand why. And unfortunately, one major marketing failure could put a massive hole in your

growth strategy.

Think long term vs. short term to reap the sure-fire benefits that testing will give to your marketing campaign.

M. H. "Mac" McIntosh is described by many as America's leading authority on inquiry handling and sales lead management. He is president of Mac McIntosh Incorporated, a sales and marketing consulting firm specializing in helping companies get more high-quality sales leads and turn them into sales. To request a free subscription to his newsletter, Sales Lead Report™, phone 800-944-5553 or 401-294-7730, send an email to

or visit

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Alarming Marketing Trend

Stealth Web Advertising Tactics of "Illegal" Sites

Public Relations Strategies: Focus PR Campaigns with Media Coverage Analysis

Black Hat Affiliate Marketing – Legal? Yes. Ethical? Hmm...

WHAT ARE HOVER ADS?

The Classified List

Press Release E-Manual

The Buy Impulse

CB AdWords Script

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