

The aim of advertising is to get the customers' attention and influence their behaviour, usually to buy your product or service. It can be expensive, so you need to ensure that you are getting the right message to the right people.

Before you spend, ask yourself:

- › Is it going to put me in front of my target customers?
- › What will it cost and are there cheaper ways to reach customers?
- › Will this harm my image?
- › Is it likely to generate sales or if not, increase my profile?
- › Is it promoting features and benefits that are relevant to my target customers?

Newspapers & magazines:

- › You can choose daily, weekly or local newspaper outlets.
- › Daily newspapers generally have the widest circulation but also the highest advertising costs.
- › Local papers target one geographical area and will tend to have low business readership. They are often effective for personal services.
- › Magazines will be useful if you are trying to reach a more specialised target market eg restaurants, specialty shops, travel.
- › You need to match your target customer with the newspaper readership and be certain the ad is placed in the appropriate section of the paper.

Radio:

- › Radio advertising is often not cost effective unless you have a strong geographic or demographic target.
- › You need to ensure frequency of advertising to be effective.
- › Effective for press releases or community service announcements.

- › Be sure to identify the right station and prime listening times for your target market. Check the station's audience profile.

Television:

- › TV advertising is very expensive and reaches a mass market, so you may be paying for people who are not in your target market.
- › Consider joint advertising with similar businesses or submitting your products to a lifestyle program or shopping channel.

Promotional Dos & Don'ts

Do:

- › Recognise that different businesses require different types of advertising and promotion.
- › Ask yourself: will this type of promotion expose my business to my target customers and will I generate sales?
- › Ensure your activities fit with your marketing strategies.

Don't:

- › Avoid investing time and money to generate new business.
- › Underestimate the power of E-marketing.
- › Harm your image through your promotional activities.

Yellow Pages:

- This can be one of the most effective advertising outlets, as potential customers are looking to buy. If that's how customers are reaching you, spend as much as you can afford.
- Stand out from the pack and look different from your competitors.

Brochures/Mail Outs:

- Personally-addressed mail outs have a better chance of success. Letterbox drops are generally not effective.
- Build your own lists or use a database in line with your target market. Visit your local BAS (Business Advisory Service) to use Dunn & Bradstreet's Business Who's Who.

More Information:

- Australian Competition and Consumer Commission:
www.accc.gov.au

www.bathurstregion.com.au/building-bathurst/