



Present **Your** Company to *The Right Audience*

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In this age of new marketing strategies, E-mail, telemarketing blitzes, and all the other whiz-bangs, let's not forget something that's tried and true – the good old print ad. Oh sure, it's not going to be THE marketing tool of the year, but it's important that we remember the role a good ad can fill in a complete marketing campaign.

As we begin planning a solid marketing strategy for our vertical, many times we try to align ourselves with trade associations. We try to attend as many meetings as possible, but one of the best ways to show support and involvement in an association is by consistently advertising in their newsletter or magazine. But more important than the support we demonstrate, advertising in the association newsletter or magazine is a perfect vehicle to present your message and promote your product.

Think about it. You want to gain the trust and confidence of a new group of business people. By placing a well-done ad in their publication, you'll have an opportunity to position your organization and products in a respected (by the association member-reader) medium.

And to make it an even more successful part of your campaign, develop a series of ads that will appear over a period months. And, of course, the ads should be consistent with your direct mail, collateral, trade show materials, and other graphic presentations.

But remember that the ad has a different role than a traditional direct mail piece. You have an opportunity to design and write the ads to be very targeted at the members. You don't have to be so "big picture" in your ads. Get to know what the pains are in the member-base, and then address them head-on. Use strong headlines that address the pains. Get the attention of the already qualified reader. He or she believes the newsletter is for them, so the value of your ads is elevated simply by association. Plus, these newsletters are usually relatively small, not many pages...so your ad will be showcased.

But association newsletters aren't the only places you should consider for placement of print ads. There are plenty of opportunities for

good print ad applications. If your local newspaper serves your target market, consider running a series of ads in the business section. If there is a local or regional business publication, check it out. Running an ad, or series of ads, may do much to aid in your branding and positioning.

A good print ad can be a strong part of a campaign. People who are reading a publication are already doing just that – reading. Unlike traditional direct mail – which we all know is difficult to get people to read – a good ad in a publication usually has more recognition and retention.

Some of the important principles remain the same. You should have a good, strong headline (that's what grabs attention of a reader). There should be obvious benefits, a call (or calls) for action, contact information, and a good logo. Don't confuse print ad creation with that of a direct mail piece. The DM piece will likely include many more points than should be included in a print ad. Keep the print ad simple and to the point. If you have several points that need to be addressed, the best way could be a series of single-focused ads.

Remember, a powerful print ad campaign in the right magazines can add impact, and may just increase the effectiveness of your marketing program. ✨

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