

5 CRITICAL FACTORS To Exceptional Print Advertising

1 ENGAGING HEADLINES

The consumer doesn't read print advertising. Consumers SCAN the ads and only read the ones that engage their needs. Your headline is a key element to engaging the consumer. Just stating your service is not enough if all of your competition is doing the same thing. Use your headline to engage the consumer. A headline asking "How Much Money Do You Really Need To Retire" will engage the consumer more effectively than the headline simply stating "Financial Planner".

2 GRAB ATTENTION

Graphical elements (photo, drawing etc) draw the attention of the consumer first. Always include a graphical element to your ad. When using text, bullet points are more effective than paragraphs in terms of drawing and holding readers' attention.

3 COMMUNICATE ON TWO LEVELS

LEVEL ONE: Your ad must engage the viewer immediately. You have 3-5 seconds to convey both the branding message and main idea.

LEVEL TWO: If you have effectively engaged the consumer, you may have bought 10 more seconds of their attention. Use this time to convey your key points and next step message.

4 MAXIMIZE YOUR OPPORTUNITY

Print advertising has certain limitations such as ad size, use of color etc. Your ability to engage the consumer is a combination of a creative idea and your ability to deliver the message. The use of larger ad sizes and color printing can help a creative idea gain maximum attention. Even a non-engaging ad will be helped by a larger size and the use of color.

5 KEEP IT SIMPLE

Some small businesses tend to suffer from big business envy. They may have seen a particular advertising tactic work for Disney or McDonald's and want to duplicate it for their own business. Major businesses spend millions on market research and craft complex strategies to engage specific markets throughout the nation. Without significant market research, most businesses whether local, regional or statewide, would do well to keep their message simple and succinct.