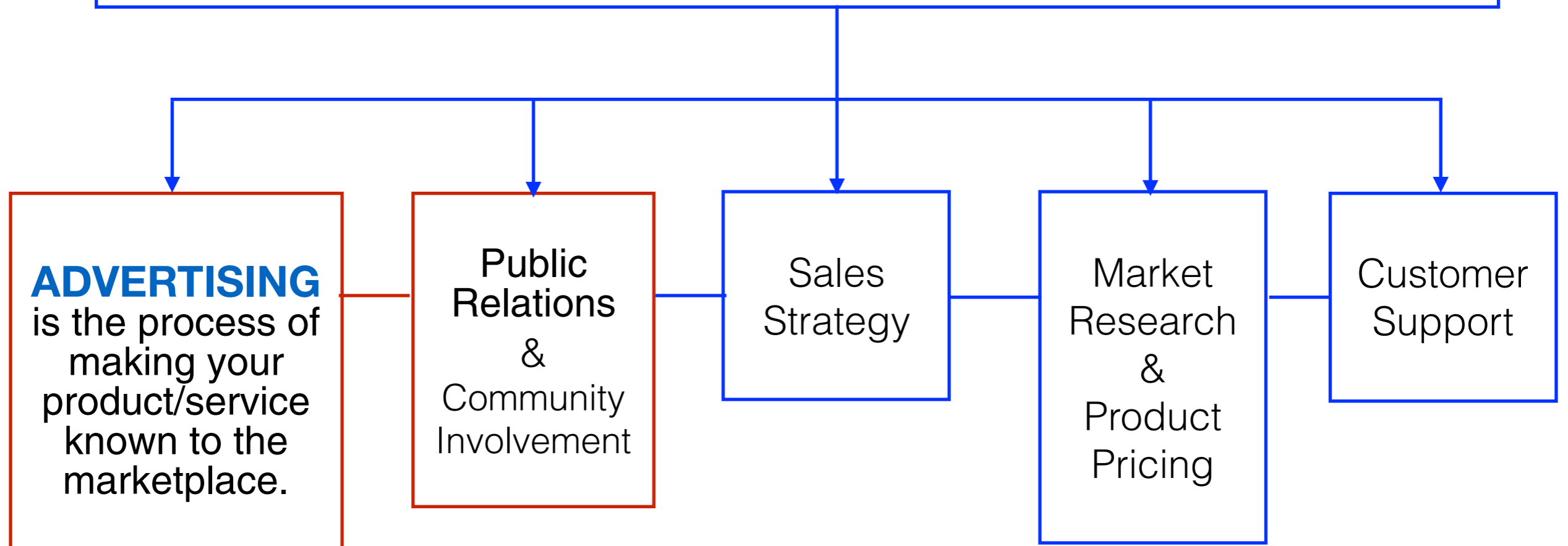


# Marketing vs. Advertising

*(They are not interchangeable.)*

## MARKETING:

is the overall process comprising the necessary steps to bring about the delivery of your product(s) or service(s) to your customers in return for payment, and retaining them in your customer base. All of the components of a marketing plan need to interact regularly in order to be successful.



# Effective Advertising

## FIRST DETERMINE...

- **WHO** are you trying to reach: target buyers/demographic, including geographic region (from Market Research)
- **WHAT** do you want to say to prompt action towards a purchase? (from Sales Strategy)
- **HOW MUCH** can I afford to spend on advertising? (*Must* allocate ad budget)
- **WHERE** will my message be most effective? *Not simple anymore!* Used to need little more than an ad in the yellow pages & local newspaper.

# Advertising Mediums

## NON-PRINT ADVERTISING:

- Television (competition from cable channels & streaming)
- Radio (competition from satellite radio, home devices)
- Telemarketing - blocked by Caller ID
- Trade Shows - expensive; can be difficult to track results
- Public Speaking - may not hit target audience; also difficult to track results
- Event/Team Sponsorships

## DIGITAL ADVERTISING:

- Pay per click (expensive; high click-thru rates because of faulty search-engine results)
- Social Media (ads can be difficult or impossible to find again)
- Online ads (ad/pop-up blockers)
- Website ads (effective if coordinated with print advertising)
- Email newsletters (SPAM filters)

# Advertising Mediums

*(Continued)*

## **PRINT ADVERTISING:**

- Newspapers, Magazines (including inserts in publications)
- Direct Mail
- Yellow Pages, local Phone Books
- Flyers, Door Hangers
- HyperLocal: Placemats, Town Maps, Emergency Cards, Supermarket Cash Register Receipts, church bulletins, COA newsletters, etc.
- Billboards, Posters, Bus/Train Signs, Athletic Field signs, etc.
- SWAG: Giveaway Promotional Products (pens, water bottles, etc.)

# Advantages of Print Media

- **Permanence** - Print ads don't vanish five minutes after being seen. A single ad may be around for days, week, months—even years! The reader can decide when to look at it and can also refer back to it.
- **Credibility/Brand Safety, the #1 Concern of Advertisers Today!** Businesses can use the credibility and quality content of a publication to their advantage (known as the halo effect)  
(SOURCE: [http://www.pubexec.com/post/6-growth-opportunities-publishers-2018/#ne=d8e23cd4af689a2461302a36fa4415&utm\\_source=publishing-executive-insight&utm\\_medium=newsletter&utm\\_campaign=2018-01-11&utm\\_content=6+growth+opportunities+for+publishers+in+2018-5](http://www.pubexec.com/post/6-growth-opportunities-publishers-2018/#ne=d8e23cd4af689a2461302a36fa4415&utm_source=publishing-executive-insight&utm_medium=newsletter&utm_campaign=2018-01-11&utm_content=6+growth+opportunities+for+publishers+in+2018-5))
- **Loyal Readership** - Well-established publications with a loyal readership increase the odds of the ad being seen.
- **Performance** - Delivering a strong visual message rather than a fleeting one (i.e., radio, TV, social media) makes a stronger, more lasting impression & repetition keeps it top of mind.
- **79% of readers take some action in response to print ads\*** (clip coupons, visit websites, pick up the phone, make a purchases, etc. (SOURCE: <http://smallbusiness.chron.com/advantages-print-advertisements-17857.html>))
- **Engagement** - Watching TV and listening to the radio are passive processes, sometimes taking place in the background while doing other activities. The motivation to pick up a newspaper is a conscious decision to engage and focus your attention.
- **“Unplug Appeal”** - technology overload prompts non-tech relaxation activities, which may include reading an actual newspaper rather than online news, particularly a hometown newspaper.

# Print Media Perceived Drawbacks & Workarounds

- **Digital Competition: “Nobody reads newspapers anymore.”** *Wrong!* Local hometown newspapers still connect a community. Print publications must effectively bridge the print-web gap with relevant local content, and, as long it can be found both online and in print, the newspaper will be read, and your ad will be seen.
- **Ad Space Can Be Expensive.** Take the time to figure out the cost *per recipient/household*. An identical size in 2 different publications is **not** the same price if one of the publications goes into 3,000 households and the other goes into 10,000! Also, repetition is key, so go big initially and then run a smaller ad that you can afford to run repeatedly.
- **Print Quality Varies** - True. But print quality doesn't necessarily equal content quality, so be sure that, in addition to looking good, the content will entice and engage readers. Color printing costs more but studies have shown that it also attracts more attention than black & white, so if you can afford it, print in color.
- **Timing** - Deadlines may not work with the timing of your ad campaign, so you must plan ahead. Newspaper/magazine preparation, printing & distribution takes time, so you should always be looking ahead. Be proactive rather than reactive.
- **Ad Clutter** - Calls for more creativity, and not just in design. Become the local expert in your field by writing informative articles, sometimes referred to as advertorials or native advertising. (*Ex: Ostrander Insurance writes a monthly informational column in the Bellingham Bulletin on auto, home, and business insurance*).

# CONCLUSION

- We are in the midst of a digital revolution. Virtually **ALL** advertising mediums are in transition. (There is, however, something to be said for “tried & true.”)
- There is **NO** magic bullet. (Most businesses cannot thrive using only a Facebook page, although many do try.)
- Advertising success can best be achieved through a **COMBINATION** of ad mediums, based on what you can afford. Ads in print should also mention ads in other mediums. Measure your results, and fine tune your efforts until you achieve the right balance of cost vs. results, and then reassess frequently. Not every business can afford to appear in every medium, so make the most of the budget you have to work with.