



How to Develop Compelling Ads

Four Secrets Revealed for Advertising that Works!

Are you stuck in a rut with your print advertising? Do you keep running the same ad over and over again because you don't know what else to do? Do you keep running in the same journals with no results? Do you think print advertising is dead?

Print media takes many forms such as magazines, trade publications, newspapers and even billboards or posters at airports, for example. There are advantages and disadvantages to advertising in printed publications, though. But I contend that print advertising is not dead at all. All of the basic tenets for good print advertising are transferable to digital media. It's all about sticking to key principles of developing a great message, a memorable image, and a call to action. It's not about winning advertising awards but it's about compelling the reader to take some sort of action, and I mean calling, writing, emailing or inquiring about your company's products or services. It's about lead generation and driving readers to want to know more about your company.

Here are four secrets of the trade to make your advertising planning and execution successful.

Your Ad Begins With a Plan

I can't emphasize enough the fact that you need to have an understanding of your strategies and objectives, not only of the advertisement you are producing but also, in general, of the markets you serve. Your advertising plan, in turn, should be consistent with your overall company goals and your marketing plan. You should consider factors such as the product's current life cycle, market trends, new technology, and your competition. You may have different objectives you want to accomplish with each advertisement. For example, you may want to establish awareness of your product, service, or company. Or, you may need to establish your corporate image or brand, especially true if you are a start-up company. You may want to increase your target market's preference for your product. Or perhaps you want to convey a specific market position. And last, but not least, you may want to generate sales leads and inquiries in order to procure new prospects and customers.

Copy Drives the Creative

Two basic elements encompass an advertisement:

- 1) the copy, and
- 2) the creative, that is, the visual elements.

Many companies seem to fall in love with a specific graphic or visual such as a photo or illustration, and then write the copy around that visual. If you don't communicate your product's features, benefits, and advantages, no visual will help you hit your mark. Think of the copy as your advertisement's foundation and the visual as the concrete and mortar that supports the ad's structure.

The copy and the visual should stimulate an emotion from the reader. If your copy is just listing

specifications about your product, the reader will be bored. Grab attention but convey the most important benefit or advantage that your product has in the marketplace.

Simplify the copy even if you are writing to Ph.D. level readers. If you can't explain your concept simply, that probably means that you don't understand the concept either. You don't necessarily need to ditch the technical jargon; however, write at the comprehension level of your audience.

Focus on Your Audience

You really need to focus on your target audience. Really understand the needs of that audience, its wants, and desires regarding the product you are advertising. Otherwise, you will be like a boat without a rudder, steering your advertisement in the wrong direction. Make sure you only have one objective for each advertisement. By trying to combine many objectives, you end up with a very confusing advertisement. Your audience won't comprehend your message.

Understand your audience's desires. It's probably not just that they want a product that's faster, easier, and less expensive. Tell a story to resonate emotionally with the readers. Dig deep into your customer persona and learn his/her likes and dislikes, desires, and frustrations.

Please don't overload your advertisement with too much information. Yes, some technical communities like to have lots of facts. But, an advertisement should be thought of like a teaser. Provide just enough information in order to get your audience to salivate and want more. Your objective should be to get a response from your advertisement.

Four Elements of a Print Ad

Your ad should consist of a headline, a subhead, body copy, and a call-to-action section. And, don't forget to place your company's identifier, such as a logo, website, phone number, or other contact information. Nothing is worse than to lose a potential customer because they cannot get in touch with you.

The headline should be a compelling, attention grabber. This is usually the most difficult part of producing the advertisement. Think like your target audience. What headline would you use to set you apart from your competition? What does your audience really want to know about your product?

The subhead should correlate to the headline. This is where you answer the question for your audience "What's in it for me?" The subhead is also a lead-in to the body copy.

The body copy should be written around the advertisement's objective. Don't lose sight of this objective. Talk to your customers and really understand their needs. Make sure you don't write a litany of the product's features, but also list the benefits. More importantly, go a step further and list the advantages of your product over the competition or other existing technologies.

Think about the copy as a visual. Use short paragraphs, a variety of text such as bolding, italicizing, underlining or capitalization to emphasize a point. Don't be too clever. Copywriters have a tendency to use double entendres. That might be

okay at times, but if you are trying to reach professionals you don't want to be offensive. Unless your brand is a playful brand or has a cute personality, avoid being too cutesy with your wordplay.

Never stop short of giving your readers a call-to-action. What do you want the readers to do? Call you? Visit your website? Request a free service? The overall response is definitely correlated with how easily the readers can contact you. Also, make your offer compelling. Give the readers something free that will benefit them. You might want to offer an application note, a white paper, or even a sample of your product. It's better to give the readers something they deem of value rather than providing them just a piece of literature unless the literature is providing them a solution to a problem.

Remember ... advertising doesn't cost ... it pays for itself...it is an investment. Advertising does work. You just need to remember these four secrets to create a successful advertising campaign.

Special Offer

We're offering a **FREE** one-to-one 30-minute consultation to help you develop your next print advertisement. Just complete the short questionnaire at the following link:

<https://kiwi-comm.com/marketing-transformation-session/>

and we'll contact you to schedule your personal one-on-one session. Spaces are limited so sign up today.

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