

ADVANTAGE

BUSINESS MAGAZINE

How Often Should You Advertise?

The Answer May Surprise You

Everybody could use more (or better) business. Advertising is one way to introduce your product or services to new potential clients.

But what are people actually thinking about as they see your advertisement?

Thomas Smith, a nineteenth-century London Businessman, offered the following advice to advertisers in 1885. It is still applicable today:

1. The first time people look at any given ad, they do not even see it
2. The second time, they are aware that it is there
3. The third time, they have a fleeting sense that they have seen it somewhere before
4. The fourth time, they actually read the ad
5. The fifth time, they start to wonder if they are missing out on something
6. The sixth time, they wonder how the company is paying for the ads
7. The seventh time, they start to think it must be a good service or product
8. The eighth time, they start to remember they have always wanted the service or product
9. The ninth time, they make a note to buy that service or product
10. The tenth time the prospects sees the ad, they buy what is being offered

In other words you can't expect to advertise one issue and have a successful ad campaign;

Repetition –Repetition- Repetition is the key to any successful ad campaign.

To learn more about how to craft an effective message through a variety of mediums call

[904-222-8140](tel:904-222-8140)