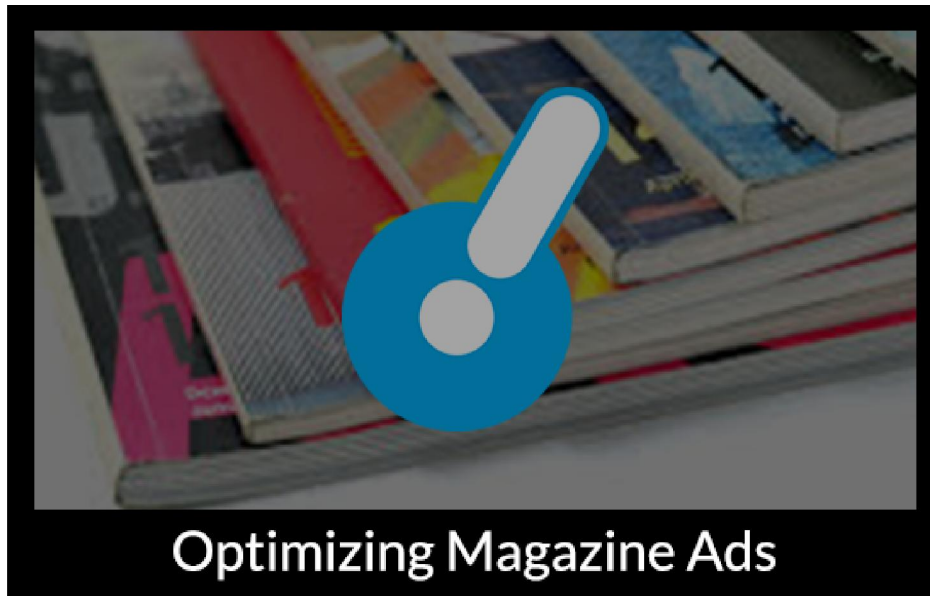


Optimizing Magazine Ads



Magazine advertising can be an effective form of marketing, even in today's internet dominated world, but it is crucial to do your research for the right kind of magazine, beyond just creating good ad copy.

Advertising in the wrong kind of magazine can be a huge waste of money, no matter how good your ad might be.

As important as it is to select the right magazine to advertise in, it's equally as important to focus on creating the right ad. Without an effectively designed advertisement, your magazine marketing campaign will simply not generate as much interest.

Ready to get started?



Optimizing Magazine Ads

Follow these tactics to make sure you get the most of your magazine advertising efforts:

- **Include a Clear Call-to-Action** - when advertising in a magazine, always make sure your call-to-action is clear and prominent in the advertisement. The goal, of course, is to get more leads and close sales out of your efforts, so make sure the call-to-action directs users to an online destination that's built to convert them from a viewer into a tangible contact. A dedicated landing page or Funnel is ideal for getting the most out of magazine ads.
- **Know the Magazines Demographics** - when selecting the magazine that you will be advertising in, it is important to remember who your audience is, and what type of people will be reading the magazine you'll be advertising in.
- **Know Your Audiences "Hot Buttons"** - when you select a certain magazine, make sure the ad hits on potential hot buttons for that audience. For example, if you are advertising a magazine that goes over car renovations, create an advertisement that would talk about how someone could protect their car and save money with an auto insurance policy.
- **Think Local** - advertising in a magazine doesn't mean you are advertising in big name magazines, like Time, National Geographic or Sport Illustrated. You can do something more local. Think about those free magazines you find in grocery stores and other places around town. These get lots of eyes and are much less expensive than bigger magazines. Plus, they tend to get a higher quality, local audience.



Conclusion

Once you've done your research and have found a magazine that will fit your budget and the audience that you are looking for, carefully craft your ad so that it is focused toward your target audience, and be sure use a clear call-to-action. By following these tips, you will see a much better return on your investment.

To book a marketing consultation on this topic (or other), go to:

www.leadPops.com/consult

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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