

Running a Campaign

Only two components of your business increase sales – salesman and advertising. Word-of-mouth = salesman. It is just one component of your marketing plan.

First – What is an Advertising Campaign?

An advertising campaign is *your* strategy carried out across different mediums (such as billboards, social media, and geofencing marketing). The objective? Achieve increased brand awareness, increased sales, and improved communication within a specific market. All of this is accomplished through advertising.

Our Campaign Manager specifically controls

- when you advertise,
- how long you advertise,
- the days of the week you want to advertise, and
- where you want to advertise.

Second – Where to advertise? Well, first you must have looked at your target market. You need to know if they are younger or older. Are your customers mostly female or male? Income bracket important? Ethnicity a player? This understanding affects the Ads you make and where they get placed. Example: If your clients are mostly above 45 years of age, you don't advertise on Instagram, you use Facebook. On billboards, you need to know about the traffic passing by the signs. What about the general income level in the area? Understand that signs are generally good for a 15-mile radius. Use that fact to get an idea of where you advertise.

Third – How long do I advertise?

Understand there is long-term and short-term advertising. Long term is key to establishing your brand, making your potential clients know that you even exist, much less increase your sales *consistently*. Short-term is normally sales, promotions, one-time events. Short-term generally gives rise to a short pop in sales.

Long term advertising:

We recommend a minimum of 12 weeks. Why? It takes a while for the process of establishing your firm as the best solution to their issues or desires.

Short Term Advertising:

Are you just promoting a one-off event (such as a neighborhood garage sale or a music event)? Four weeks generally gives people enough notice to react and plan.

If your objective a sales event (normally a repeated event), understand it should be done within the context of your long-term advertising campaign.

As a general rule, creating just a short-term advertising campaign will not get you the results you desire.

One more time: These are not your father's billboards – they can do just-in-time advertising. You can easily use them for setting up impulse buying in mere minutes (try that with TV Ads, radio spots). But understand your Campaign should have an overarching objective.