

## Creating Your Ads

**First Rule:** Before you create a set of Ads, look hard at who your customers are. This determines the images you use and the words you use. Meaning? If your customers are younger, use pictures with the appropriate age. If you have multiple age groups, create several ads aimed at each group. People respond more when they identify with the picture. Know their gender, ages, income level, and most of all, their needs.

**Second Rule:** Make the Ad about the Benefit to the customer. Make the benefit obvious. No one cares you are #1 in this or that. Declaring you are the best is not necessarily the objective here. They care about what is in it for them. Do they get it faster? Better quality over your competitors? Is it cheaper? Do you provide better support after the sale? You are not a giant company with a great brand mark, so get to their needs, not yours.

**Third Rule:** Have a specific objective for each Ad you create. A general Ad aimed at everyone gets no one to call you. Tell your graphic designer what your objective is for each Ad, let them create the image. There are five objectives. Not all objectives are appropriate for you (example: store location ad if you are a home-based business).

### The Objectives:



Brand Marking: Have one of these Ads. Your logo and company name are important for their muscle memory. Make sure they are easily readable. Its JOB? The public get to know and remember you exist. A simple catchy phrase helps them remember you.



Drive them to your web site: If you have a site that sells online or allows them to make appointments, or allows clients to login to perform some function, this approach is great. If your web site is just another advertisement, why use a billboard Ad to send them to another Ad? Don't put phone numbers or physical addresses on this one.



Drive them to your location: Are you nearby? Make it easy to find your store. Do not include your phone number or your web site address. Maybe use a simplified map or the proximity to a very recognizable landmark. The point is getting them in the door.



Education: Make a customer smart about picking the right product. Help them use your services or products correctly. Example: we have a plumber who tells people about the right way to 'drip' the faucet when it is forecast to be well below freezing. In the process, you become the Subject Matter Expert (SME). People remember this help.



Sales/Promotions: The biggest advantage to digital billboards: creating Ads for a specific date and time (example: Use one Ad to promote the sale next day. Use the next Ad to reinforce the point the Ad is today). Use a Sale on specific item to draw people into the store, then add your upsell on your higher margin products.

**Fourth Rule:** Use a professional graphic designer. Our system provides you the technology at an economical price but it is just a delivery system. Remember “Content is King”? The effectiveness of your ads hinge on how well thought out they are. You focus on the message, let the graphic designer focus on using images to reinforce your message. ....AND never forget to make the Ad about solving their pain. Show them the obvious BENEFIT to them.

**Fifth Rule:** Tinker with your Ads. About once a month or two, revisit your Ads. Change a word or two, Add a new set of Ads (ads are relatively cheap to create – about \$50 per ad.

**Bottom Line:** 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).

People spend nearly 1/5<sup>th</sup> of their waking hours in a car – meaning they see signs, lots of signs. Which ones stick out? Digital signs get remembered the most. Most people make purchase decisions on the way home.

**Never forget – Make it about the BENEFIT to the Customer**