



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **TELEVISION ADVERTISING** MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary



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TELEVISION ADVERTISING

POWER STRATEGIES: TELEVISION ADVERTISING

Television is a power strategy for advertising. It is one of the key media that allows for broad expression to the community with the most complete array of senses:

- Visual
- Sound
- Emotional

Within the context of visual, we have movement, images, colour, action and all of these have the potential to generate feelings, emotional responses, anticipation and excitement.

This alone makes TV advertising a very powerful media.

When you couple that with sound and the influence sound can have on each of those elements, you create a full picture and the ability to create desirable emotional states and more memorable marketing as a result of successful integration of these elements.

When you consider that you can also reach the broadest number of people through television advertising campaigns, you have a power strategy for marketing.

But be warned, it can be an expensive flop as well.

WHAT TO LOOK FOR WHEN ADVERTISING ON TV

As with any form of advertising, you must be aware of who your target market is and whether or not television advertising suits that market, or will, in fact, even reach that market.

To be sure that you are targeting the right audience with the right media, do your due diligence (research) on the audience and ratings of the station, time and region you want to advertise to.

When advertising, it is important to have information from the station in regards to the number of people that will be viewing a particular program at any given time (this is termed reach).

The viewership during your advertising time will influence your decision-making process.

For example, viewership at 2:00am is significantly less than at 7:00pm. The person viewing at the time differs in their characteristics, interests and buying approach as well.

Advertising costs during the 7:00pm slot are going to be commensurately higher as a result. However, knowing that you have a larger target audience during that time enables you to reach more people with your advertising message.

What you are marketing will, in part, determine when you advertise. If your target market is younger children, 7:00pm may not be the ideal time. 7:00am may be the preferred time. Whereas 7:00pm may be a better time for teenagers.

As such, be sure you take into consideration the time period in which your audience is most likely to be watching to place your advertising.

Your target audience is the specific group of individuals most appropriate to your marketing message. Certain classifications of people (demographics) watch at varying times of the day. Your sales representative from the television station will be able to give you this information. However, it is important to have this information before making an investment in TV advertising.

Equally, different stations have different audience reach given the programs they are playing at varying times. In addition, different stations have a greater market share of the audience in different regions. It is important to have this information at hand before determining which station you are going to advertise on.

For example, one station may be appealing to the demographic of 40+ at 7:00pm while another station is appealing to a demographic of 18-25 at the same time. Here you have the ability to discern which is the appropriate station to advertise on based on your product or service and the target audience of your marketing campaign.

Without consideration of these elements you may be wasting your marketing dollars advertising to a community that has no interest in your product and/or service.

The next consideration is the impact or impressions that the advertising will have.

IMPACTS AND IMPRESSIONS

Impacts or impressions relate to the total number of people viewing your television commercial multiplied by their frequency or number of times that they see the commercial. This represents the total number of impacts or impressions of the advertising campaign.

Firstly, it is important to recognise that the number of people cited by the television sales material does not accurately reflect the number of people who will be watching your commercial.

The audience for a television program substantially decreases at the time of commercial. This is the time that people switch channels or use these brief intervals for other activities.

As such, it is important to be realistic that the statistics provided by the station are not necessarily an accurate reflection of the exposure of your marketing.

The next realisation is that many people mute the TV or do not really pay significant attention during the commercial period on TV. As such, the impacts and impressions you make need to factor these elements. Also, people are now using DVRs to skip past commercials.

However, most marketing research around radio, television and newsprint advertising will advise that the more often you advertise, the more frequently you advertise and the longer periods you advertise for, the greater the chance your marketing message will be received.

The impact or impression advertising has is, to some extent, based on the saturation of your marketing campaign. This is a significant consideration, unless you use a more direct marketing response or have the ability to communicate directly to your niche via this medium or generate significant interest by the nature and style of your advertising.

SO HOW DO YOU GAIN THEIR ATTENTION?

We will not discuss in detail here direct response advertising or the methodology for generating interest. This is covered within the *Marketing Alchemy* Program in significant detail.

Suffice it to say, your primary aim is to attract the attention of your niche market and market at an appropriate time when that market is attentive and listening.

The key element I want to focus on here is the specifics of the advertising methodology you use as compared to the marketing techniques.

You have the option of 15 second, 30 second or 60 second commercials.

Bob Pritchard, in his book, *Complex Marketing Made Simple*, advises us:

- “The Effectiveness of a 15 second commercial is approximately 80-100% of a 30 second unit in terms of awareness, persuasion, recall and attitude shift.
- A 15 second commercial must focus on a single benefit and stimulate recall of the overall campaign theme.
- The viewer currently discerns no difference between 15 and 30 second commercials.
- The cost-efficiency of 15 second slots depends on the cost relative to 30 second commercials. As a percentage cost in relation to the 30 second rate increases, the cost efficiency decreases.”

My suggestion is to use a direct marketing campaign on either TV, radio or newspaper... rather than institutional or branding-type advertising that is used for creating community or market awareness.

Both are appropriate and valuable to building your practice. However, if you are focused on your niche market, invariably you are looking for a specific return on investment. As such, direct response advertising is far more effective.

When using direct response advertising on television, I would begin with a 60 second ad to create a theme for the marketing that will follow. Then, move to several 30 second ads that build on that theme while also providing content that will lead into the larger block of 15 second ads.

The larger block of 15 second ads manages the cost while continuing to invest heavily in product or service awareness and the persuasiveness of the advertising.

The 15 second piece allows for a call-to-action after the initial momentum has been built by the 60 and 30 second ads.

As with all forms of advertising using a formula enhances your likelihood of success. To help structure your television ad, here are the key copywriting elements taken from the *Practice Mastery Copywriting Manual*:

1. Headline... a powerful attention-grabbing statement that demands interest and attention.
2. Sub-headline... telegraphs the headline, drawing the reader further into the letter.
3. Compelling copy or body copy... the written word that maintains the interest of the reader, carrying him through the entire document.
4. A listing of benefits... the benefits, advantages and results a client can expect are imbedded within the compelling copy, creating immense interest and desire from the reader.
5. The description of an irresistible offer that the reader simply can't refuse.
6. The Premium... the value added elements that enhance the offer.
7. Empathic communication... you communicate that you understand the reader, you know their problems, challenges and difficulties... You feel what they feel and you truly know who they are and what they are searching for.

8. Solution finding... because you know their pains and their problems, you can provide them a solution. You are the solution to the pain and problems that they have in their lives, and the benefits and advantages you provide give them the outcomes that they desire, transcending the pains and problems that they are experiencing.
9. Logical reinforcement... explaining why the offer makes so much sense and why it is in their best interest to take it. Here we also define the features of the product of service.
10. Call to action... you give them every reason to take action now, immediately... not to wait any longer!
11. You tell them what to do... you don't just get them excited and ready to take action, you tell them what action it is that you want them to take, explicitly and in detail, leaving nothing out, not allowing for any uncertainty or confusion in what is necessary for them to do and what is required of them.
12. Testimonials... you have strategically placed testimonials to give the client the references and evidences for the claims that you are making, supporting them being comfortable in making the decision to move forward.
13. Guarantees... you guarantee their satisfaction, the performance of your product or service, and indemnify them of any risk, minimising any uncertainty or lack of confidence they may have.
14. Restate the offer... don't just tell what you are offering once, tell them again, in another way, that builds the interest and desire.
15. Your P.S.... summarises the benefits and advantages they will receive, the irresistible offer and compelling reason for them to take action.
16. Slogan... a pouch phrase that is representative of your business you want to be remembered for.
17. Vocal choice... who will be the voice for your ads?
18. Personality choice... who will the face of your ads be?
19. Sound Effects... the professional finish to a compelling ad.

TELEVISION COMMERCIAL STYLES

As with radio advertising there are many different television commercial styles. When considering writing your own television advertisement, use the following style templates to generate ideas:

- Community announcement... begin your advertisement with a community announcement designed to generate interest by use of the word “announcement” and for direction to the community for the listening audience.
- Visual story-telling... create a story, supported by sound effects and visual images, to generate empathy in the mind of the viewer to support the purpose of the advertisement.
- Alarmist... you can use alarmist advertising to dramatically emphasise the need for some form of action.

For example: Warning... Do Not Take Another Pain-Killing Medication Until You Have Watched To This Ad..."

- Building a character... many advertisements begin by building a character, a persona or personality that becomes associated with and representative of your practice. We all remember the Louis the Fly ads in association with Mortein. Use this form of advertising to create a character or personality that promotes your practice.
- Testimonial advertising... use testimonials as part of your television advertisement to tell the story of the benefits, outcomes and advantages the clients could receive from the care you deliver. Begin by emphasising the pain, a problem that the community or audience have, and how you offer the solution to that issue.
- Interviews... use an interview-style advertisement or documentary to attract attention as though it is a news snippet providing information to the community.
- Theme advertising... use a consistent theme, whether it be music, background sounds, images or an evolving story within a series of ads to promote your message to a specific niche market via TV ads.
- Infomercial... another alternative is to create your own infomercial. Anthony Robbins sold millions of dollars of his personal development programs this way. Guthy-Ranker sells hundreds of millions of dollars in make-up, gym equipment and other products this way each year. Many chiropractors in the United States are moving towards infomercials... maybe you can too? They cost a lot more than running a TV ad, so be careful. But if you get it right, you're on the way to stardom and success.

Most importantly, be sure to write scripts, read those scripts aloud and check them with other people. And then have them professionally produced for maximum impact.

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*Transforming **your** health care practice **your way***

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