

# ADVERTISING THAT WORKS

Follow these steps and be well-prepared to launch a successful advertising campaign that achieves your business goals.



## 1. Define Campaign Objectives

Clearly determine what you want to achieve with your advertising campaign, such as:

- Increasing brand awareness
- Driving website traffic
- Generating leads
- Boosting sales

## 2. Identify Target Audience

Understand your ideal customer, including:

- Demographics (age, location, income)
- Interests
- Behaviors
- Pain points



### 3. Conduct Market Research

Gather insights on:

- Market trends
- Competitor analysis
- Customer needs and preferences

### 4. Develop Unique Value Proposition (UVP)

Clearly define your product or service's benefits and what sets it apart from competitors.

### 5. Set Budget and Resources

Determine:

- Advertising budget
- Personnel and resources needed
- Timeline and deadlines



## 6. Choose Advertising Channels

Select the most effective channels to reach your target audience, such as:

- Social media
- Search engine marketing (SEM)
- Email marketing
- Print or broadcast advertising

## 7. Develop Creative Assets

Create compelling:

- Visuals (images, videos)
- Messaging (headlines, copy)
- Calls-to-action (CTAs)



## 8. Plan Measurement and Evaluation

Establish metrics to track campaign performance, such as:

- Website analytics
- Conversion rates
- Return on investment (ROI)

## 9. Review and Refine

Continuously monitor and refine your campaign to ensure it meets its objectives and resonates with your target audience.



# TEMPLATE AND FORMULA FOR WRITING ADVERTISING COPY

Understand that advertising is driven by the four features of Attention, Interest, Desire, and Action, known as AIDA

Headline; body copy; CTA (Call To Action) – digital ads are best when they are short and attention grabbing, with accompanying images or Videos for attention

## SAMPLE AD COPY – (SWAG)

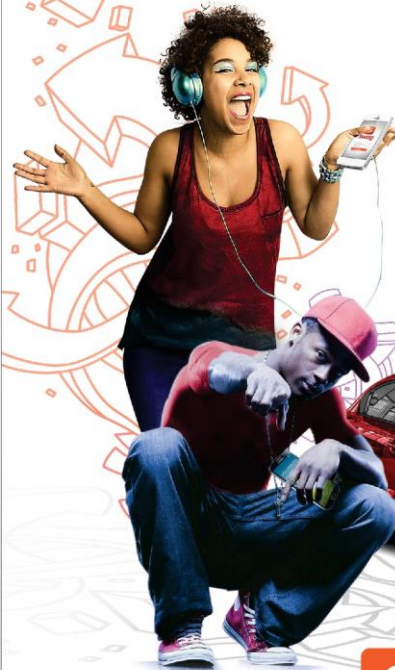
(Find attached the **“SAMPLE STRATEGIC MARKETING BLUEPRINT”** for your guidance and use)





# Get your Swag on and you can ride

Win a brand new Kia Rio just by being cool!



It's all going down on **SWAG**, the hip new online site for the cool and trendy with something to say and show!

Sign on for free, and then invite a minimum of 20 friends to your group and you could win the **star prize of a Kia Rio**.

**Other prizes in weekly draws:**

- Smart Watches x 50
- Mobile Phones x 35
- Headphones x 50
- Tablets x 40



Visit [www.swag.ng](http://www.swag.ng) now.

Come on! The world's waiting.



Paragon

# ABOUT PARAGON MEDIA - Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.





**CONTACT US ON 0903 701 8345**

**THANK YOU**

