

Three in Seven

Society is flooded with so much advertising that we face the danger of not being noticed by our prospective customers. Will your customers know who you are without an ad staring them in the face to remind them?

In other words are you trying to rely completely on direct response to your ads, or are you creating a broad and lasting awareness in the minds of your target audience? Without a strong attempt to brand yourself you will need to constantly advertise.

By branding, I'm referring to the act of exposing prospects to your name, logo, tagline, etc. on a frequent basis, and to the extent that people are already aware of you when they are ready to purchase a product or service that you offer.

For best results a business needs to expose each prospect to the same ad impression three times within a week. By running a very strong campaign over the course of a month you can easily create a very lasting effect on the people you would like to have as your customers.

It is important to maintain continuity through use of the same logo, business name, or tagline in all your promotions so your targets are receiving the same impression with each exposure, regardless of the exact mode of delivery.

Radio and television are by far the most effective means of brand creation available. These formats can be reinforced with yellow page ads, flyers, or even the aggressive distribution of simple business cards.

You want people to be aware of your name, logo, or tagline and associate this awareness with your products and services well before they even need what you have to offer.

What can you start doing right now to see that your prospective customers are exposed to the same message at least three times over a seven-day period?