

Title:

Yellow Pages Advertising New Business Generating Phone Calls

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345

Summary:

Yellow Pages Advertising New Business Generating Phone Calls - Quickly and Easily!

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Article Body:

Yet many small business owners are unsure about how to get the most out of their Yellow Pages advertising. is that business owners shell out more than 11 billion dollars every year on Yellow Pages advertising... Remember, effective Yellow Pages advertising design has only one objective: to bring you new business by generating phone calls. If you've got a local business, make no mistake about it: Done well, yellow pages advertising, while competitive and "tricky" ... Place your business under the Yellow Page advertising spotlight and listen to your phone and cash register sing!

Remember, with Yellow Page advertising you are at a much different point in the sales process the close. Clever headlines can be extremely effective early on in the sales process, but statistically speaking, they don't generate huge Yellow Page advertising response. He is also adamant on the importance of setting an advertising budget before talking with the Yellow Pages sales rep. In all reality, it's just best to ignore any advice your Yellow Pages advertising sales rep might give you.

While the purchase of other advertising media can often be simple and straightforward, the same thing cannot be said about yellow page renewals. If a media, such as the Yellow Pages, loses its effectiveness, I'll shift my client's advertising dollars to a more that is more effective. Finally, consider eliminating your advertisement in the Yellow Pages and placing your money in a more effective advertising media. The Yellow Pages medium provides a powerful return on investment for advertisers and can serve as the cornerstone of an integrated advertising media mix.

If you're advertising now and don't think you are getting the response you

should be, talk with your Yellow Pages representative. They may even make the leap and assume that they aren't getting any calls from their Yellow Page advertising program at all. I get calls every week from lawyers saying they're not getting calls anymore from yellow page advertising. I get calls every week from lawyers saying they're not getting calls anymore from yellow page advertising.

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